



1
2
3 The following are summary minutes for the meeting of the **Las Cruces Economic**
4 **Recovery Ad Hoc Board** on June 25, 2020. The meeting was held via Zoom.

5
6 **Members Present:**

7 Chris Schaljo, Chairman
8 Debbi Moore, Vice Chair
9 Michael Harris, Member
10 Doug Cowan, Member
11 Ron Fitzherbert, Member
12 Sharon Thomas, Member
13 Jolene Martinez, Member
14 George Miller, Member
15 Brooke Montgomery, Member
16

17 **Members Absent**

18 Veronica Archuleta, Member
19 Jane Bloom, Member
20

21 **Staff Present:**

22 Griselda Martinez, Economic Development Director
23 Francisco Pallares, Economic Development Deputy Director
24 David Maestas, Interim City Manager
25 Jamey Rickman, Community Outreach Manager
26 Mike Bartholomew, Transit Administrator
27

28 **Others Present:**

29 David Armijo, South Central Regional Transit District
30

- 31 **I. Call to Order:** Chairman Schaljo called the meeting to order at 2:01 and quorum
32 was determined.
33
34 **II. Conflict of Interest:** There was none.
35
36 **III. Acceptance of the Agenda:** Move discussion item 2, Public Transportation
37 Protection up to Discussion item 1. Amendment to the agenda, motion by Board
38 Member Harris moved, seconded by Montgomery. Motion passes. Motion to
39 accept the agenda as amended, moved by Board Member Moore, second by
40 Board Member Thomas. Motion passes.
41
42 **IV. Approval of Meeting Minutes:** Not applicable at this time. Chairman Schaljo
43 asked when the minutes of the last two meetings would be available. Ms.
44 Villanueva stated they will both be on the next agenda.
45

1 **V. Discussion:** Introductions, Mike Bartholomew, Transit Administrator for the City
2 of Las Cruces. Jamey Rickman represents Community Engagement Office for the
3 City of Las Cruces.
4

5 **1. Restoring Public Confidence - NM Safe Promise Campaign in Las**
6 **Cruces:** Board Member Moore stated she has heard is safety. Also this
7 board could make immediately recommendations to the City Council is New
8 Mexico Safe Promise Campaign is created for statewide but we can do
9 some adaptation and promotion of it for the Las Cruces community through
10 a grassroots initiative. She believes what is most important on the safety
11 side is the citizens need to feel safe going into business, business needs to
12 feel safe with the customers coming in, employees need to feel safe as well.
13 While the NM Safe Promise is not anything that is legal or enforceable, it is
14 a promise that we could do a good job citywide of promoting to get 100%
15 participation. Businesses could put a statement on their windows that all
16 their employees had made the promise as well as there is a bag that you
17 get when do the promise on campaign. Add a Las Cruces tag line to it and
18 then they can promote that. Churches can certainly do this as well.
19 Nonprofits can promote to their client base. Across the board way of
20 hopefully feeling safe enough to out a little bit more, companies they feel
21 safe going into. Mr. Pallares stated this item was a spinoff of the discussion
22 from the last meeting. Specifically a presentation by Mr. Dahlgren showing
23 some of the initiatives that people doing, social distancing, staying at home
24 if they feel sick, they are washing their hands constantly, and following all
25 the safety guidelines that have been recommended for preventing COVID
26 related diseases.
27

28 Ms. Rickman stated she can impart information that they can prepare
29 content on the City's website that reflects the current status from the
30 Governor's office and whatever official messaging that we need to put out
31 there so it is consistent with what the state is saying and has the same
32 information. The City's website they will repackage the information so it is
33 easy to find and easy to digest for businesses. Information would be readily
34 available and understandable, including self-printing fliers, whatever
35 materials this Board would be necessary and helpful for the business
36 community and the community at large regarding going back to business
37 and getting back to life here in Las Cruces. Board Member Moore stated
38 the other thing they can do is add inserts into water billing about NM Safe,
39 Las Cruces identification and customization on this. This would embrace
40 all levels of the community. Ms. Rickman stated there are all sorts of ways
41 to get the information out there, including yard signs, papers in the front
42 windows, etc. Board Member Cowan likes the idea it can be done quickly.
43 His biggest question would be is it possible to contract every business
44 owner by registration and let them know we have this program; it is a
45 voluntary program but might help build some of their consumer confidence.
46 Smaller businesses may not have this knowledge. Ms. Rickman stated they
47 can do that, use the business registration resources, and a lot of databases
48 they have that are not necessarily business related, want the whole

1 community to understand this program because it is a two-way street, not
2 just businesses, also the community at large having confidence that they
3 are going to safe businesses and that they will stay safe.
4

5 Board Member Moore believes social media would be important as well and
6 asked how do we move this forward. Mr. Pallares stated if this is a
7 recommendation for the Mayor and City Council the Chairman can include
8 in his report. Ms. Martinez stated since this is an action item it will have be
9 voted on as an action item to go to City Council and Mayor.
10

11 Board Member Moore moves to accept the NM Safe Promise Las Cruces
12 personalization and customization of the program for the entire community
13 to be our first recommendation to City Council. She would like the Board to
14 see the final plan before it goes to Council. Board Member Thomas
15 seconded the motion.
16

17 Mr. Cowan asked if Ms. Moore could generate a schematic of what she
18 discussed, what is going to be built to expedite the final product. Board
19 Member Thomas asked what was going to be borrowed from the state;
20 particular layout, symbols, she would like to have an opportunity to see what
21 the materials are going to look like before moving forward. Board Member
22 Moore stated they are using the logo of the NM Safe Promise logo, and they
23 have guidelines on how to use that and we can add our own personal tagline
24 to that. Board Member Miller concerned about getting away from the NM
25 logo too much that people will get confused, be sure not looking like two
26 different campaigns. Motion passes.
27

- 28 **2. Public Transportation Protection During COVID 19:** Board Member
29 Thomas saw the All Together New Mexico COVID-Safe Practices for
30 Individuals an Employers and noticed that transportation was not included.
31 She has spoken with Joann Ferrary and Bill Soules to see if there can be
32 some additions at the state level but not responses yet. There are a variety
33 of guidelines, the most important is from NM Department of Transportation.
34 There are other agencies, US Department of Transportation, Federal
35 Transit Administration, and American Public Transportation Association.
36 The New Mexico Department of Transportation has information on cleaning,
37 elimination of fares due to hand-to hand passing, possible using rear-door
38 boarding, if they pull up at a stop and are already very full they might skip
39 that stop. Federal government has distributed cloth facial coverings 86.8
40 million to airports and 9.6 million to transit agencies and Amtrak. Also
41 passed the CARES act with relief funding. Mr. Bartholomew stated it was
42 awarded by formula program and is the same program that they get
43 standard funding with. City of Las Cruces got just over \$6 million. The
44 CARES act is 100% federal funding and does not require local match. This
45 would create the ability to get service back to normal as soon as able. This
46 amount should carry into next year, through much of next year and covering
47 operating expenses. Board Member Thomas stated in large cities transit
48 has been important to get essential workers to work. American Public

1 Transportation Association wrote a big paper on it, very research oriented,
2 and also have an e-mail hotline that transit members can call, and frequently
3 asked questions page.
4

5 Mr. Bartholomew stated RoadRUNNER transit went fare free at the
6 beginning of the pandemic and then reduced service. They are also
7 researching about best practices and handling cash fares. Long term goal
8 see more of a move to cashless types of fare collection, apps or touchless
9 cards. But a lot of technology has to be purchased and prepared for.
10 Service hours were reduced. The main reason for reduced service hours is
11 because the City has a program for City employees are susceptible to
12 complications of they get infected by COVID so they are out on a special
13 type of paid leave that the City has created. Really reduced the driver
14 workforce. Level of service is based on the drivers available. Driver
15 briefings are held outside to encourage the social distancing. When
16 nonessential businesses were closed they campaigned a lot through
17 Facebook page and through ads with the help of the City's Community
18 Outreach department urging people to only ride the buses for essential
19 business. We have kind of dropped that message now because
20 "nonessential" businesses are now opening up again and people need
21 transit for more and more reasons. They do require face masks at the
22 facilities and on the buses, and have handed out disposable and cloth
23 masks. The Federal Transit Administration just sent 1,500 of the cloth face
24 masks, and able to order more through U.S. Department of Health and
25 Human Services. Driver shields are being added to the buses. At the
26 intermodal center encourage social distancing, limited seating. Buses are
27 cleaned thoroughly each night and once a week a special fogging machine
28 for disinfecting. When the buses are at the intermodal center the highly
29 touched surfaces are wiped down. Dial-a-Ride vehicles are also cleaned.
30 Returning to normal level of service depends on how the City allows drivers
31 who are immunocompromised to return to work. Fares are still being
32 researched.
33

34 Board Member Miller stated he is concerned about the decreased hours,
35 low-income people that need transportation to their jobs. What happens if
36 the bus is full and passes passengers awaiting? What would happen if kept
37 the fare free permanent? Mr. Bartholomew stated there are communities
38 experimenting with fare free. They are not passing people at stops. Try to
39 define capacity on a bus via the seating. David Armijo stated they have
40 issued face masks and face shields, and most of the buses now have
41 shields build into the bus. The seating has been separated. The last 30
42 days ridership is up almost 20%.
43

44 Board Member Harris asked about the ventilation systems in the buses.
45 David Armijo stated the nature of the AC units filters out themselves and
46 recommend that people do not open windows as fresher air with the AC
47 units. Mike Bartholomew states they have not dealt specifically with the

1 ventilation system itself other than the fogging of the buses periodically and
2 that their AC system is similar to what was described by David Armijo.

- 3
4 **3. Worker's Support and Protections since COVID-19:** Mr. Pallares stated
5 the state has gone sector by sector in describing certain changes to the
6 normal day-to-day operations in order to ensure COVID safe practices. This
7 link is to the 53-page document that is all inclusive of the presentation.
8 [https://cv.nmhealth.org/wp-content/uploads/2020/05/all-together-new-](https://cv.nmhealth.org/wp-content/uploads/2020/05/all-together-new-mexico-5-27-2020.pdf)
9 [mexico-5-27-2020.pdf](https://cv.nmhealth.org/wp-content/uploads/2020/05/all-together-new-mexico-5-27-2020.pdf) The information provided in the document are to
10 help workers and customers. There are general recommendations and
11 specific recommendations for retail, restaurants, office and call centers,
12 grocery stores and farmer's markets, summer youth programs,
13 manufacturing, hotels, golf courses, tour operators, houses or worship,
14 farm, ranch, dairy producers and processors, veterinarians and pet care
15 services, construction, automobile dealers and services, salons and spas,
16 medical providers.

17
18 General recommendations include maintaining social distancing and
19 constantly cleaning surfaces and hands and high contact products. Limit
20 operations to remote to the greatest extent possible, six feet distancing,
21 meetings remotely, face coverings for employees, training on cleaning and
22 hygiene, screening of employees, minimize non-essential travel, adhere to
23 all CDC and OSHA guidelines.

24
25 Mr. Pallares' presentation continued to describe in more detail each of the
26 various recommendations for various businesses, all the information can be
27 found within the document listed above.

28
29 Board Member Cowan stated the number one point seems to be in
30 contradiction to what they are trying to do, to get an economic recovery;
31 how to encourage people to go to restaurants, stores, do commerce, but
32 the number one point is to limit operations. Ms. Martinez stated the
33 document was put together early in Phase 1 and does not know if the
34 wording is specific to only Phase 1 or other phases. Board Member Cowan
35 asked if there was a voice to re-narrate that statement so not in conflict.
36 Ms. Martinez believes it is important to capture that message in the local
37 safe component. Board Member Thomas think the guidelines are very
38 good, though there is nothing about public transportation and hopes that will
39 change with time. And since it is a living document, using the document as
40 a reference would be advantageous and being sure people understand it
41 will change.

42
43 **VI. Future Discussion:**

- 44 **1. Topics to be discussed:** Chairman Schaljo asked what other items to
45 include for future. Board Member Cowan stated he has a couple of things;
46 first trying to encourage people to come into our places of business,
47 encourage other businesses to implement some things to do. Certain
48 businesses are not opening and why. Is it they can't get their employees

1 back and why? Is it a financial situation where they don't have the resources
2 to perhaps provide the inventory or to institute some of the guidelines that
3 are necessary to be open? Is it misunderstanding of the requirements? Is
4 it profitability stage?
5

6 Board Member Miller stated the City could offer some economic resources
7 for the businesses. Future topics missing a whole piece of the City, people
8 who cannot even go to a restaurant right now, on the unemployment.
9 Helping people to get into jobs, retraining, new business incentives.
10

11 Board Member Harris suggested a survey of people who are working and
12 not work and the reason, and also for the businesses. Chairman Schaljo
13 suggested Workforce Solutions might have this data.
14

15 Board Member Martinez there are some models for inclusive economic
16 recovery, U.S. New, New York Times. Rental assistance/hold on being
17 evicted, which ends in July so in August this issue and school returns, and
18 families are forced to balance some children going to school and others not.
19 Solutions to provide to them, childcare assistance, after school
20 programming. Providing low wage earning workforce with the opportunities
21 to do those things, City or state funded, put together strategies.
22

23 Board Member Montgomery stated getting more information from Las
24 Cruces Public Schools and see how that affects parents being able to go
25 back. In identifying the parts of the economy or which businesses are not
26 reopening, is that a correlation with the employees that have children or
27 reserving their money so when reopen it makes more sense. That could
28 help to provide recommendations for the businesses.
29

30 Board Member Thomas stated she would like to have Tracey Bryan to come
31 and discussion the Workforce Talent collaboratives. All Together New
32 Mexico is this something to recommend to the City Council. Board Member
33 Moore stated the All Together New Mexico is the State's guideline for the
34 beginning, CSP guidelines with the continuing opening. Board Member
35 Thomas asked if this document be made available via the City on the
36 website, recommend to businesses. Board Member Moore stated it is
37 already on the website and it already has been embraced because it is the
38 "official document" guideline. Ms. Martinez stated it is available and from
39 the very beginning the City is highlighting that we are following the
40 guidelines from the Governor and those follow CDC guidelines.
41

42 Board Member Montgomery stated not a priority but interested in looking at
43 research and development and innovation in the labs, if those type of jobs
44 are being affected and recommendations for innovation. Funding from the
45 State for younger entrepreneurs for research at the university or in labs.
46 Grant money such SBIR and SPTR, small business grants for tech
47 innovation. Ms. Martinez suggested since this is entrepreneur that
48 Arrowhead be the lead on that, and she will reach out to the Director.

1
2 Board Member Cowan stated not a priority but interested in establishing a
3 parliamentary rule on how to change the meeting times. His schedule is not
4 as flexible some. Chairman Schaljo stated they are following Robert's Rule
5 of Order and Open Meetings Act, and those are the go-by rules and
6 documents. This is the 72-hour window of agenda changes. Zoom is
7 chaotic and hard and doing YouTube to be publically displaced they are
8 under certain guidelines that are out of the Board's control. Board Member
9 Cowan stated in the first meeting never established the rule for changing a
10 meeting, and Robert's Rule of Order does not make it clear on how to an
11 exact time change. Wants to establish the parliamentary rule, maybe a
12 secondary time. Mr. Pallares stated the biggest constraint now with
13 adapting, in the government sector they have to have public meetings with
14 channel for distribution, this Board via YouTube, we can only stream one
15 meeting at a time. When the Board was created a meeting time was set
16 and that meeting time is still established as the meeting time, however there
17 could be times in which the streaming service does necessitate a change.
18

19 Chairman Schaljo more discussion points, first point of action for the City
20 Council in line with the presentation that Ms. Moore provided. Board
21 Member Cowan moved the conversation on the agenda on how to identify
22 why businesses cannot open and if there is something hindering them, how
23 to help them. Again requested a parliamentary procedure. Mr. Maestas
24 stated the City can work with on a timeline that works for your meeting that
25 does not interfere with other meetings and YouTube channel broadcasting.
26 Then he can in accordance with the parliamentary procedures is can have
27 an agenda item at a meeting to vote on that time so that you can actually
28 have an approval on the time that is going to work for the Committee as well
29 as for the broadcasting of the YouTube. Currently right now they had a time
30 approved beforehand, and now you have an adjusted time that hasn't been
31 voted on yet. You will need to have at time that gets voted on. Chairman
32 Schaljo asked about the time that was already voted on in the first meeting
33 of Thursday, 10:00 a.m. Mr. Mestas stated if that is the time that is in conflict
34 then does need to be moved. Ms. Martinez state the meeting could be
35 cancelled if there is conflict and not attempt to reschedule. Adrian Guzman
36 stated that the fourth Thursday in the morning another Board has that time
37 frame. Chairman Schaljo stated they need to pick a secondary time, add to
38 agenda to come up a concrete time so they do not have to move the
39 meeting. Board Member Moore seconded the motion. Board Member
40 Montgomery wanted to amend by inserting that they focus strategically on
41 businesses not reopening and looking at if it's due to lack of revenue if they
42 reopen and how we can make suggestions if that is what is impeding them.
43 And also that is that their employees have children and what happens with
44 the school district will affect that. Board Member Moore she second this to
45 discuss it. She feels like businesses have been discussed and there are
46 other items such as the employees, what the City has already been doing
47 with employees who are vulnerable. She feels there is so much assistance
48 to businesses through other agencies, would prefer that talk about

1 something else to get a broader aspect. The school schedule, what's going
2 on with the schools is going to be vital and important the whole community
3 as a whole. She also believes it is too soon, Phase 2 has been put on hold
4 right now. Board Member Harris agreed with Ms. Moore about talking about
5 something else. Chairman Schaljo stated the amended motion dies as no
6 second.

7
8 Board Member Harris no. Board Member Montgomery yes. Board Member
9 Moore no. Board Member Fitzherbert no. Board Member Miller no. Board
10 Member Martinez abstain. Board Member Thomas abstain. Board Member
11 Cowan yes. Chairman Schaljo no. Motion fails 2-5-2.

12
13 Chairman Schaljo one discussion next week. We focus on the one item for
14 the next meeting. The topic would be going over the New Mexico Safe
15 Promise and personalizing it to focus more on the Las Cruces side of the
16 program. Motion for one discussion item by Board Member Harris, Board
17 Member Moore seconded. Motion passed.

18
19 **VII. Adjournment: The meeting adjourned at approximately 4:00 p.m.**

20
21 Motion to adjourn by Board Member Fitzherbert, seconded by Board Member Harris.
22 Motion passed.

23
24
25
26
27 Christopher Schaljo
28 Chairperson

29
30
31 Approved: Christopher Schaljo
32