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The following are summary minutes for the meeting of the **Las Cruces Economic Recovery Ad Hoc Board** on Thursday July 2, 2020. The meeting was held via Zoom.

**Members Present:**

- Chris Schaljo, Chairman
- Debbi Moore, Vice Chair
- Michael Harris, Member
- Doug Cowan, Member
- Veronica Archuleta, Member
- George Miller, Member (arrived approx. 11:00am)
- Brooke Montgomery, Member
- Ron Fitzherbert, Member

**Members Absent**

- Jane Bloom, Member
- Jolene Martinez, Member
- Sharon Thomas, Member

**Staff Present:**

- Griselda Martinez, Economic Development Director
- Francisco Pallares, Economic Development Deputy Director
- David Maestas, Interim City Manager
- Jamey Rickman, Community Engagement Officer
- Rochelle Miller-Hernandez, Executive Director for Visit Las Cruces

- I. Call to Order:** Chairman Schaljo called the meeting to order at 10:02.
- II. Conflict of Interest:** There was none.
- III. Acceptance of the Agenda:** Motion to accept the agenda by Board Member Moore, second by Board Member Harris. Motion passes.
- IV. Approval of Meeting Minutes:**
  - 1. Minutes for Meeting on June 8, 2020:** Mr. Cowan stated he misnamed an entity providing information in the minutes on page 7, line 42, change "National Council on Long Liberty" to "The National Center for Life and Liberty." Motion to accept the minutes of June 8, 2020 as amended, moved by Board Member Harris, second by Board Member Cowan. Motion passes, Board Member Fitzherbert abstained.

- 1                   **2. Minutes for Meeting on June 18, 2020:** Motion to accept the minutes of  
2 June 18, 2020 by Board Member Harris, second by Board Member  
3 Montgomery. Motion passes.  
4

5   **V. Discussion:**  
6

- 7                   **1. Adjustment to Meeting Days/Times:** Board Member Montgomery  
8 suggested after Tuesdays on the 4th weeks after 5:00 p.m. Board Member  
9 Moore suggests leave the meetings as they stand right now for the 1st, 2nd,  
10 3rd, and 5th, and the 4th Thursday, afternoon 1:30-3:00. Board Member  
11 Harris fine with him, just knowing ahead of time. Board Member Cowan,  
12 likewise, aware and well in advance, he can manipulate that schedule,  
13 Board Member Moore's suggestion. Board Member Montgomery stated  
14 that also works for her. Motion to have weekly meetings the 1st, 2nd, 3rd,  
15 and 5th Thursday of the month at 10:00 a.m., and the 4th Thursday meeting  
16 of the month to 1:30-3:00 p.m. by Board Member Moore, second by Board  
17 Member Cowan. Motion passes.  
18

- 19                   **2. NM Safe Promise:** Mr. Pallares presented Ms. Rickman with the timeline  
20 for the Las Cruces Economic Recovery Board. Ms. Rickman stated the  
21 timeline is preliminary and only for three months due to the given situation  
22 changing. The shared screen is a strong of idea of how to proceed with  
23 starting the awareness campaign. First month concentrates on  
24 administrative support, and administrative support will of course be a part  
25 of the whole process. This is a three month timeline only. Web page  
26 development is about a week and modeled close to Santa Fe promise is.  
27 On the City of Las Cruces website there is Census 2020 page, that will be  
28 the primary structure using for this. It is compartmentalized making things  
29 easy to find. From there develop collateral material, social medial campaign  
30 and scheduling for that and with partners in the community as to cross-  
31 promote, cross-link for everything with social media. For target marketing  
32 identification, use the strategy similar to the Census 2020 campaign, that  
33 means everybody as much as possible including nonprofits, Chambers, all  
34 resources we have that comprise databases, registered businesses,  
35 interfaith community. Present target date is August 3 to have openness in  
36 the community again and that will officially kick off the campaign. Prior to  
37 that discuss with various groups, have the website up and running, social  
38 media campaign up and running, new conference will be punctuating point  
39 to bring more awareness to the project. At the end have a campaign  
40 evaluation and review.  
41

42 Ms. Martinez stated in the last 24 hours including some initiatives of heading  
43 into the tourism component. She suggested "Las Cruces Promise" or "Las  
44 Cruces Safe" and the safe will provide some type of action that relates to  
45 why we are doing this. Ms. Miller-Hernandez stated they have looked at  
46 other municipalities and several are using that term. From a marketing  
47 aspect in using "Safe" many other cities and towns are using the same and  
48 so people will associate that with this initiative. On the tourism side, several

1 cities within the state are reinforcing the mask requirement, so they are  
2 presenting putting together a draft of a poster that really just says it how it  
3 is in a nice way, you have to wear a mask because that is what you have to  
4 do in New Mexico and if you don't you might be fined. These posters will  
5 be passed out to hotels, restaurants, businesses that might be frequented  
6 by visitors. Governor has given the tourism department an initiative of  
7 getting the word out to visitors that you do have to wear a mask in our state,  
8 and this will also remind residents. The 14-day quarantine is only valid until  
9 July 15th as of right now so that is not a priority. Ms. Martinez stated this  
10 really ties in well with the recommendation from the Board for the campaign  
11 of awareness.

12  
13 Board Member Moore stated that last week she believed she motioned and  
14 the Board voted on "Las Cruces Safe Promise." She believes the important  
15 aspect is this being specific to our citizens, our businesses, simple, based  
16 on the City of Santa Fe, and at the bottom of the website we will reference  
17 New Mexico Safe Certified and for point of clarification all the industries are  
18 now up. Ms. Martinez stated the certified program was expanded to office,  
19 but some businesses are excluded from the certification program. Board  
20 Member Moore asked if approximately 90% of the businesses could get  
21 certified and/or promise. Ms. Martinez believes a large portion of  
22 businesses can be covered within the certified program. In the "All  
23 Together" campaign there are still some items that are not included. She  
24 stated we can move forward with the plan as is and we launch items they  
25 may include every business, another possibility.

26  
27 Chairman Schaljo discussed Santa Fe Promise and what it looks like. Staff  
28 shared the page for the Board to see. This was started in February or  
29 March. He read through the Santa Fe promise. Board Member Moore  
30 emphasized that masks are a piece of the whole promise. She also asked  
31 about the draft logo. Ms. Martinez stated they were but some other issues  
32 had to be dealt with and so they can send some by e-mail.

33  
34 Board Member Cowan stated he caught a media advertisement from a  
35 Walgreens that was well done, promoting the entire safety issue and at the  
36 same time promoting doing business in a safe manner and going with a  
37 theme the Board is talking about, a success and at the same time taking  
38 precautions in that success. Board Member Harris likes the idea. Chairman  
39 Schaljo had some questions. Looking at month one in establish a logo,  
40 investigating the approach, put in there something about marketing and how  
41 to look at grassroots campaign, was there a big grassroots campaign with  
42 the Census that could be used. Ms. Rickman said yes. They created a  
43 complete counts committee including City of Las Cruces and County of  
44 Doña Ana and appeal to every method. City did utility billing, signs, posters,  
45 tri-fold countertop, everything to be able to catch attention, and a complete  
46 social media campaign asked people to have likes and share the content.  
47 And boosted social media which targeted certain areas, which were the  
48 lower count areas. The government provided close to real-time counts of

1 participation in the census. Also lots of print, radio, and television  
2 advertising. She also mentioned yard signs for businesses to put on their  
3 properties. Chairman Schaljo asked if El Paso Electric was included. Ms.  
4 Rickman stated she has not approached them yet, and her reference was  
5 solely to the Las Cruces Utilities. She will follow up on that. Ms. Martinez  
6 stated to do a quick launch, start with the City of Las Cruces Utilities and  
7 expand as needed and within the budgetary options they have, reaching  
8 approximately 44,000. Doing month 1 and month 2 on insert and see what  
9 the response is and adjust as needed for month 3.

10  
11 Board Member Harris probably want to make sure to cross advertise this  
12 not just in Las Cruces but also into El Paso. But launch locally first and get  
13 things running and then expand to other areas. Ms. Miller-Hernandez  
14 stated the state is also doing an initiative where they are advertising in our  
15 drive markets, but did not hear El Paso being included in that, but Austin,  
16 Dallas, Phoenix, Tucson taking full page ads out and calling them "Love  
17 Letters," like we love you, we love this about your City but when you come  
18 to New Mexico this is what we do in our state. This is all about wearing  
19 masks. The Board might want to look at this for El Paso.

20  
21 Ms. Martinez spoke to the City Manager about how to proceed for the  
22 recommendation of an action. Since this is an administrative process it  
23 would take an actual vote as an action item from the board. And then similar  
24 to the report that has been provided to the City Manager before, and he  
25 would be able to just give the okay and inform City Council on this action.  
26 It does not require to be before City Council as a resolution which helps  
27 shorten the timeline to continue moving forward. Staff is working on the  
28 prototype for the logo and working with Jamey and Rochelle to have action  
29 behind this and be ready as soon the final approval comes from City  
30 Manager. This would need to be included as an action item in the agenda  
31 for next week. Board Member Cowan asked for clarification, what is the  
32 action, what are they voting on the specific action. Chairman Schaljo the  
33 vote would be on the action of bringing this forward to the City Manager to  
34 present to the City Council for what we have been talking about today. Over  
35 that three month timeline, the "Las Cruces Promise," taking this document  
36 that just went over and talked about and bring that forth as an actionable to  
37 the City Council saying that this what we're wanting to do so they can okay  
38 it to further the work on this. Board Member Cowan stated what the Board  
39 is proposing is something that we, along with anybody else that wants to  
40 jump on board, whether it is a citizen or another business, manger or  
41 employee, that they are going to make this promise, the Las Cruces Safe  
42 Promise and it is a voluntary promise. There are already entities telling  
43 everybody what they must do, i.e. the face mask, and we are saying this is  
44 what we are doing and we're volunteering to say "If you come into our place  
45 of business, we're practicing these safe practices according to the  
46 guidelines." Chairman Schaljo stated he is correct, it is a campaign put out  
47 by the City of Las Cruces through this Board presenting this to the City  
48 Council as a way to engage with citizens in Las Cruces to feel more

1 comfortable going to businesses, knowing that businesses that pick up are  
2 Las Cruces Safe Promise saying "This is what I agree to, this is what we  
3 are practicing in our walls." That citizen of Las Cruces/traveler knows that  
4 this is a promise that we have made and we are asking that you make that  
5 promise as well to us that you will practice social distancing in our  
6 establishment, practice like you have COVID.  
7

8 Board Member Moore stated her whole thinking process in this is somehow  
9 we are promoting being safe as a community, not just the business  
10 community, but everyone, committing to safety all of us as a unit. That's  
11 the grassroots, Las Cruces Safe. Mr. Maestas stated yes, making a  
12 statement that this will be an item on next agenda, it will appear as an action  
13 item for the next meeting.  
14

## 15 VI. Future Discussion:

- 16 1. **Topics to be discussed:** Board Member Montgomery mentioned her  
17 grandson went to daycare and he ended up being around a positive COVID-  
18 19 person for four days straight. She and her family were all tested and  
19 negative. The daycare was closed. She asked if in a future discussion if  
20 employees are not able to work or daycare has to shut down, because that  
21 was recommended by the New Mexico Department of Health. Chairman  
22 Schaljo stated he did not know if that was a Board discussion because if  
23 you read the New Mexico reopening guidelines it goes over Workforce  
24 Solutions which states what a business should do if this happens. And  
25 through Workforce Solutions they do have protections in there. It is a huge  
26 working document, from the Governor, called "All of us Together." And  
27 might be good to put on next week.  
28

29 Board Member Cowan asked, "what is our ultimate goal?" This advisory  
30 board, goal is to help make recommendations for an economic recovery.  
31 Following right in line with Board Member Montgomery had just brought up,  
32 what are the implications, something happen where all of a sudden a child's  
33 daycare is not available, that is a whole domino effect. To get economic  
34 recovery it boils down to main simple points which is consumer confidence  
35 and under that would be financial and social. Right now social seems to be  
36 perhaps maybe the bigger of the two although certainly in different income  
37 brackets that financial a certain impact. But then also that comes back into  
38 the business viability. If a business is not able to operate because they are  
39 mandated to close down for two weeks or whatever, that is going to have  
40 an impact on the recovery. Helping businesses with a plan short term and  
41 midterm, they should already have a long term goal. Helping through this  
42 time and then building consumer confidence, financially and socially, all link  
43 together. Some discussion on how to help in that scenario Board Member  
44 Moore discussed. All employees at daycare are impacted, all parents with  
45 children in that daycare now may not be able to work to stay home, and all  
46 quarantined themselves, and impact other businesses. See if there is some  
47 way to overcome that in some case.  
48

1 Board Member Harris stated it would be interesting to hear more about the  
2 School system's plans as that is going to be a major economic recovery  
3 factor going into the fall. Suggested this as a topic for next week's agenda.  
4

5 Board Member Montgomery asked what if somebody got sick, or died and  
6 sued the daycare, or sued somebody, got really upset because of the loss.  
7 What are the liability risks if something happens?  
8

9 Board Member Moore remind of the purpose of reopening, all these have  
10 impacts. Regarding the "All Together" it is 52 pages, update every three to  
11 four weeks. A lot of discussion around the liability issues of individuals  
12 versus businesses. Board Member Moore is on the Las Cruces Public  
13 Schools Reentry and information going out to the parents within the next  
14 day or two regarding some final choices. She believes we should stay on  
15 getting things reopened.  
16

17 Board Member Miller stated some discussion on where people can safely  
18 put their children. Board Member Moore stated one of the discussion points  
19 on the reentry from the school district is that very theme. School is  
20 supposed to start August 12. She will keep this Board informed on the  
21 School situation that would impact reopening purpose of this Board.  
22

23 Board Member Cowan recommended moving to put the school item on the  
24 agenda for next week. Board Member Moore stated next week might not  
25 have all the information but might have it the week after.  
26

27 Board Member Miller mentioned inclusive economic recovery. Heard that  
28 a third of the residents in New Mexico did not get any help with stimulus.  
29 This is really affecting the poor people. Is there somebody at the City to  
30 give a briefing about that, potential models? Ms. Martinez asked for  
31 expansion on type of information or model he is looking for. Board Member  
32 Miller models of inclusive economic recovery model that addresses the  
33 issues raised by the Black Lives Matter, research about economic impact  
34 of COVID on the poor or people of color in New Mexico.  
35

36 Board Member Harris read the City had a program to do restaurant  
37 vouchers and expanding that program. What are the options for the City to  
38 do more direct stimulus program? Interesting for the Board to get more  
39 information on what the City's limits are in programs they have considered  
40 already that could be classified as more direct stimulus. Ms. Martinez stated  
41 that unfortunately the limitations on what we do as direct stimulus are very  
42 limited because of the anti-donation clause which is part of New Mexico's  
43 constitution. The only exception to that is when the City is providing direct  
44 services to the indigenous population. The other option is the City to get in  
45 exchange of the help or the financial contribution as service at fair market  
46 value.  
47

48 Board Member Miller suggested doing away with the transit system fares.

1 There were some questions and criticism of the voucher system because it  
2 was not equitable, some people got it and some people did not have access  
3 to it. A better distribution model.  
4

5 Chairman Schaljo need a vote to bring Las Cruces Safe Promise initiative  
6 to the City Manager to present to the City Council. Start narrowing down  
7 discussion items. And any contacts to help in this process to be passed to  
8 staff. Board Member Miller suggested Workforce Solutions or Arrowhead  
9 to discuss programs for the business recovery, economic recovery for  
10 employees. Chairman Schaljo asked that someone from Workforce  
11 Solutions come to present about what options are available for Las Cruces  
12 residents when the unexpected happens. Board Member Montgomery  
13 works with Arrowhead and will look into someone. Ms. Martinez stated they  
14 will contact Workforce Solutions to have a representative speak of  
15 resources to employees.  
16

17 Chairman Schaljo stated they will have the action item and then the  
18 Workforce Solutions. Also asked Board Member Montgomery to prepare  
19 something from Arrowhead also please.  
20

21 **VII. Adjournment: The meeting adjourned at approximately 11:30 a.m. Board**  
22 **Member Harris moved to adjourn, seconded by Board Member Montgomery.**  
23  
24  
25

26 Christopher Schaljo  
27  
28 Chairperson  
29

30  
31 Approved: *Christopher Schaljo*  
32