

NOTES  
Mayor Swisstack's Transition Team  
**Business/Economic Development**  
**Team Meeting**

Monday, April 7, 2008  
9:30 a.m. - RRRCC Conference Room

Don Chalmers started the meeting. Seven of the ten team members were present. Two residents attended.

Corrections to last week's Meeting Notes:

Following areas identified as working well for the city:

1. there are 15,000 economic based companies to build upon in Rio Rancho and 63 economic based companies to build upon in Sandoval County
2. Rio Rancho Public Schools are excellent and have an impact on bringing businesses to Rio Rancho
3. Rio Rancho is one of the safest cities in New Mexico due to an excellent Department of Public Safety

How can Rio Rancho be marketed as the most business friendly city in the state or country? Timing and certainty are essential for success. Other factors discussed are flexibility, accessibility to elected officials and current business leaders, profitability, GRIP and other incentives.

These three areas were discussed as possibly being part of the Team's recommendations to Mayor Swisstack. These are listed in the order discussed by the team, not in order of importance.

1. The need for one or more large industrial parks.
  - get one zoned ASAP and use as a marketing tool to attract businesses
  - use public/private collaboration to acquire the land; invite landowners and developers "to the table"
  - use land that has existing infrastructure whenever possible and build off of it
  - three industrial parks were discussed as a good anchor; begin "infilling" with retail and commercial businesses in-between industrial parks
  - losing potential businesses to Mesa del Sol due to lack of available and ready industrial park locations

- **industrial parks create jobs which create rooftops, which create retail demand**

2. **Marketing Plans**
  - internal to create “buzz” within Rio Rancho; bring excitement back to the city
  - external, national marketing plan; let people know there’s more than Intel here
  - the 1995 public relations campaign was talked about being very effective; another one similar to it would be helpful; be careful not to market what we don’t have available yet {i.e. large industrial parks}; pre-position assets for marketing
  
3. **Create Retail Corridors**
  - zoning is part of plan for retail corridors; creates certainty among developers; prevents re-zoning concerns among existing residential properties;
  - Amrep 528 Corridor Plan in 1997 – what happened to it?; think ahead for retail development – must have “easy in and out” access
  - After the meeting, team members identified the following as possible retail corridors, Northern, Idalia, Rainbow, Southern, Unser, Westside and Paseo del Volcan.

**These items were also discussed:**

- 2020 Plan either revised {2025 Plan} or rewritten
- create a Strategic Plan/Living Document which is reviewed and updated regularly and consistently {separate from 2020 Plan}; this should be a guiding document
- creating a large scale plan for the city has historically been hard to do because of objections from landowners, residents, developers, etc.
- It’s difficult to market City Center as the infrastructure is lacking.
- The city will need to move forward aggressively and city management must be onboard and willing to work in the best interest of the city and its residents.
- 5 Tenets of a Quality Community from Town Hall 1992: 1) World Class Schools; 2) Low or no crime; 3) Clean environment; 4) Affordable housing; 5) Quality jobs

**Public Comments:**

- concern that the final report will be “watered down” or skewed favorably and not reflect the frank discussion occurring during the meetings
- keep referring to “rooftops” and not citizens {It was clarified by a team member that rooftops is a business term and “second-nature” for Team members to use when discussing economic development}

- **if the final plan encourages more growth in the city where will the water come from to support the large increase in population?**
- **lack of resources {water, electricity, etc.} for residents 80 or more years from now**
- **Buxton Report – where is it? {It was reported to the public that the first part of the Buxton Report is being used but the second part doesn't work for Rio Rancho}**
- **Mayor's goal to get ten new retail stores into the city quickly will need a streamlined process to make that happen**

**For the next meeting:**

- **Team members are to think if there is anything else that is relevant to the discussions from today's meeting**
- **review three areas discussed and decide if there are more to be included in the final report**
- **Positives listed in Meeting Notes #1{and corrections from these notes} will be listed in final report. Are there any more positives to be included on that list?**

**Next meeting:**

**Monday, April 14<sup>th</sup> at 2:00pm in the RRRCC Conference Room**