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The following are summary minutes for the meeting of the **Las Cruces Economic Recovery Ad Hoc Board** on February 4, 2021 at 10:05 am. The meeting was held via Zoom.

**Members Present:**

- Chris Schaljo, Chairman
- Debbi Moore, Vice Chair (arrived at 10:13 a.m.)
- Michael Harris, Member
- Veronica Archuleta, Member
- George Miller, Member
- Ron Fitzherbert, Member
- Darleen Lopez, Member (arrived 10:07 a.m.)
- Sharon Thomas, Member
- Jolene Martinez, Member (arrived 10:14 a.m.)
- Susan Greenwald, Member
- Brooke Montgomery, Member

**Members Absent:**

**Staff Present:**

- Francisco Pallares, Economic Development Deputy Director
- Griselda Martinez, Economic Development Director
- Cynthia Villanueva, Administrative Assistant
- Eric Enriquez, Assistant City Manager (attended 10:08-10:48 a.m.)

- I. Call to Order:** Chair Schaljo called the meeting to order at 10:05 am.
- II. Conflict of Interest:** There was none.
- III. Acceptance of the Agenda:** Motion to accept the agenda by Board Member Harris, seconded by Board Member Thomas. Mr. Pallares stated the Economic Development Department discusses regularly how to help the 3,000 businesses within the City. He was wondering if there were additional people or resources the Board could provide to assist in the outreach of offering the businesses resources that other organizations have to offer. Motion passes.
- IV. Minutes for Approval:**
  - 1. Minutes for Meeting on January 7, 2021:** Motion to accept the minutes from January 7, 2021 by Board Member Thomas, seconded by Board Member Harris. Motion passes.

**V. Discussion:**

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**1. COVID-19 Task Force:** Mr. Enriquez stated Mayor Miyagishima suggested the vaccine task force to try and get as many people vaccinated in the county. The mission of the task force is to implement appropriate support mechanisms to deliver and promote vaccinations in our area by engaging community leaders, organizations, and trusted messengers to support outreach and engagement in our general population. The vision is that Doña Ana County will have 80% of the population vaccinated by the end of the year. Thus far 17,000 vaccinations have been administered. There is a delay in the delivery of the vaccine, and dealing with the Pfizer and storage put us behind from other counties in New Mexico. The task force includes the Department of Health, Dawn Sanchez giving a lot of information and input and how this community and task force can help them. There is a partnership with the City and Department of Health with the convention center as a site. NMSU Burrell College is on the task force and they have 72 students who are ready, willing, and able to administer and help out the Las Cruces Fire Department, who is also on the task force. County and their volunteers on the task force. Another site for the future, Doña Ana Community College on the East Mesa Campus. Working with local pharmacies, Walgreens and Walmart and also coordinating those through the Department of Health. They are still working on the 1A group which are health providers and first responders, and now focusing on the 1B which is 75 and older.

Chair Schaljo asked what the community leaders are actually doing, what is their role with being on the task force. Mr. Enriquez stated that Mountain View Hospital members were there and shared that they have the freezers available if more sites are opened up. Burrell College is already partnering with NMSU in giving some vaccines, but they have more students involved. Doña Ana County clerk on there and looking at the resource of mailing, registers, property owners, different ways of reaching out. City communications department, Mandy Guss to see how to communicate and educate and get the message out. Other resources for the elderly, homebound vaccines or having wheelchairs available for those with difficulty walking at the convention site. Also DOH sharing the document to see how to help, such as the difficulty walking.

Board Member Thomas stated she had her first shot two weeks ago and the next one tomorrow, but it was unbelievably well organized, hundreds of cars, traffic direction, everyone friendly and helpful. Board Member Montgomery asked when people with heart conditions would be eligible for the vaccine and also about COVID positive people and what that process was. Mr. Enriquez stated the State mandates the tier system that is in place, 1A, 1B, 1C. Currently as there have been some delays with the vaccine it is difficult to pinpoint when the next tier will take place. He mentioned discussing with someone in the medical field concerning COVID positive and getting the vaccine. Board Member Montgomery stated she had issues in trying to get tested at the ER and wanting a second opinion, and was

1 wondering if there were people to help advocate for getting COVID tested.  
2 If not, can we help advocate. Mr. Enriquez stated they are dependent on  
3 the Department of Health, CDC, and WHO to take care of these questions.  
4 They'll look at that to make sure people in the community are directed to  
5 where they're needed, but continue to wear masks, wash hands, and keep  
6 distancing.

7  
8 Board Member Moore agreed with Ms. Thomas on the wonderful  
9 organization and efficiency of the process at the convention center. Board  
10 Member Lopez asked what the City's contingency plan if the number of  
11 people rejecting the vaccine exceeds 20%. Mr. Enriquez stated the surveys  
12 to this point show that more than 50% are willing to. They also did one for  
13 the organization and that was close to 65%. As more people have been  
14 vaccinated, more people seem to be willing to be vaccinated. They don't  
15 really have a contingency plan, more so as being advocates. Board Member  
16 Martinez mentioned that there may be a migrant family resurgence and we  
17 also still have the pandemic and asked what the City's plan to house and/or  
18 vaccinate the migrants. Mr. Enriquez stated there were some meetings with  
19 Border Patrol for the intel, and also communicating with Hospitality Coalition  
20 who had helped out with the last asylum refugees program. Currently the  
21 migrants will stay in El Paso and be transported from El Paso. Also  
22 mentioned that New Mexico has 14-day quarantine, which poses a problem  
23 for those entering the state. They are also in communication with Homeland  
24 Security in the State. This is being monitored closely, but so far looks like  
25 they will be staying in El Paso. Chair Schaljo asked if there was anything  
26 this board could do. Mr. Enriquez stated he believes there will be in the  
27 future once we are receiving the vaccine on a consistent basis.

28  
29 Board Member Martinez mentioned they pay handsomely to have an HR  
30 advising company. As an organization they are still deciding on mandating  
31 the vaccine for their employees. Maybe a small grant for accessing HR  
32 advising who give advice on: This is what you can do, versus this is what  
33 you should do, versus this is how you protect your business, versus this is  
34 how you protect your personnel. She believes that advice needs to be on  
35 the table in terms of making the best decision for the organization. This  
36 situation is all risk management and smaller businesses might not have  
37 easy access as larger businesses.

38  
39 Board Member Harris stated that if a restaurant is going to require a  
40 vaccination card to enter that the task force and chambers are going to need  
41 to answer those questions.

42  
43 **2. Vaccine Registration and Businesses:** Mr. Pallares mentioned this was  
44 added to the agenda for discussion on potential campaigns or what could  
45 be done to support the vaccination from the business side.

46  
47 Chair Schaljo mentioned on a recent trip to Albuquerque that south of  
48 Socorro there were few billboards, but north of Socorro there were plenty,

1 "we are all in this together," "go to 'x' website, call this number, get your  
2 vaccine," "sign up, get tested, know your status." So maybe some media  
3 marketing, such as e-mailing small businesses within the City of Las  
4 Cruces, fliers, how to sign up to get your vaccine, benefits of getting  
5 vaccine, statistics of the vaccine. Be colorful, put Las Cruces Safe Promise  
6 on it.  
7

8 Board Member Montgomery mentioned seeing the School Board and that  
9 there is less distribution in the southern part of the State, and was  
10 wondering what the distribution truly was. Chair Schaljo stated this is really  
11 not for the Economic Recovery Board. Board Member Harris stated the  
12 distribution question has been asked but no solid answers are forthcoming  
13 as of yet. Board Member Moore stated she received information for  
14 statewide encouragement for vaccinations that can be customized to  
15 agencies/organizations and she is certainly willing to share. Board Member  
16 Martinez mentioned that New Mexico's distribution rate is one of the best in  
17 the country. Board Member Montgomery feels others in the State are  
18 getting the vaccine more than in southern New Mexico.  
19

20 Motion made by Board Member Montgomery to use the Department of  
21 Tourism template and distribute that with the City logo across the City to get  
22 the word out on vaccinations. And also possibly some money in the budget  
23 for billboards. Seconded by Board Member Moore. Motion passed  
24 unanimously.  
25

- 26 **3. Economic Development Support of Business Services:** Board Member  
27 Moore stated they were in discussion with several other agencies recently  
28 and discussing resources, what businesses need and it is the intention of  
29 the group to go on a telephone campaign to tell people what resources are  
30 out there, i.e. SBDC, what the City offers, chambers offer, discover greatest  
31 needs. She asked if there were any volunteers to help make the phone  
32 calls. The questions would include what are the current issues and also  
33 connecting people to PPE and other financial resources. Ms. Martinez  
34 stated this is business services support coalition is formed of small business  
35 development center west, LiftFund, Chambers, City of Las Cruces. The  
36 purpose has been to discuss the needs of the business community. The  
37 latest discussion concluded there is a big gap in businesses being aware of  
38 the resources available for their survival. Board Member Greenwald stated  
39 DLCP would like to be a part of the coalition, and handle the downtown  
40 businesses. Board Member Lopez also offered to help. Ms. Martinez stated  
41 they hoped to have all the materials and begin calling next week. Board  
42 Member Moore asked if a motion would be needed for the Board for this. It  
43 was stated a motion would not be needed, but to reflect the opportunities of  
44 volunteering. Board Member Harris suggested sending out an e-mail of the  
45 survey and then waiting a few days to start phone calls. Ms. Martinez stated  
46 that surveys have been discussed and the response rate is very low and  
47 having a conversation is more effective.  
48

1 **VI. Future Discussion:**  
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3 **1. Topics to be discussed:** Chair Schaljo stated they already have one  
4 which is the marketing material going out to small business about where to  
5 go, how to sign up, etc., as well as looking at billboards. He mentioned the  
6 legislature and a new liquor bill, new tax relief bill, and many to help  
7 business. Board Member Harris thought that discussing pending bills in the  
8 legislature would be a good topics. Also what are some policies that the  
9 City could implement that would help people get back into business, get  
10 people back to work eventually.  
11

12 Board Member Harris mentioned a presentation given to City Council  
13 recently by Strong Towns, no specific policy proposals, but basically  
14 planning and zoning and permitting should be overhauled to go back to a  
15 pre-Great Depression style of development where businesses and  
16 residences were allowed more freedom in how they developed land. This  
17 may make it easier for people to get back into business. Chair Schaljo  
18 stated they had dealt with permitting a few months ago, and asked Board  
19 Member Harris to contact the City and see if there any anything there that  
20 as a Board they are about to discuss. Board Member Thomas mentioned  
21 that much of what Board Member Harris mentioned is in the comprehensive  
22 plan, Elevate Las Cruces. And that the City has hired a consultant to redo  
23 the zoning codes, subdivision, and design standards and this will take a  
24 couple of years. She also mentioned a group discussing the Solano and El  
25 Paseo Corridors. Chair Schaljo suggested Board Member Harris and  
26 Thomas get together and return with an actual discussion topic.  
27

28 Board Member Lopez suggested there are plenty of initiatives in progress  
29 with some coming soon. She can present that information and see what  
30 they are doing to start getting people back to work, initiatives for educating  
31 employers and enriching the conversation and relationships with the  
32 employers. Board Member Thomas mentioned being on the board of Work  
33 Force Connection and the biggest push is to organize businesses in the  
34 region and see what the real needs are. Board Member Harris also  
35 mentioned the information of here is what to do to protect your customers  
36 from your employees, or employees from customers, but no focus on  
37 protecting employees from each other. So the Las Cruces Safe Promise  
38 could also promote safe place employees. Board Member Moore  
39 mentioned the New Mexico Safe Certified program which employees do  
40 have to go through that program. Chair Schaljo stated they will add to the  
41 agenda to add some verbiage to the Las Cruces Safe Promise.  
42

43 **VII. General Announcements:** Mr. Pallares mentioned that Jamey Rickman has  
44 asked to acquire input from the Board as to how to disperse ideas specific to the  
45 moratorium (eviction moratorium which is extended until March 31). E-mail  
46 address is for these ideas is [clcengage@las-cruces.org](mailto:clcengage@las-cruces.org). Board Member Martinez  
47 mentioned that FYI will be doing a third round of the meal voucher program for the  
48 City, which is local residents who need food to restaurants who need support. She

1 would appreciate any help in this area. Board Member Montgomery stated Ms.  
2 Martinez has funded a program to help with social media and some additional  
3 needs of businesses. There are businesses that can make logos.  
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5 **VIII. Adjournment: Motion to adjourn by Board Member Thomas, seconded by**  
6 **Board Member Martinez. The meeting adjourned at approximately 11:40 a.m.**  
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10 *Christopher Schaljo*  
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12 Chairperson  
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16 Approved: \_\_\_\_\_