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The following are summary minutes for the meeting of the **Las Cruces Economic Recovery Ad Hoc Board** on February 18, 2021 at 10:03 a.m. The meeting was held via Zoom.

**Members Present:**

- Chris Schaljo, Chairman
- Michael Harris, Member
- Veronica Archuleta, Member
- Ron Fitzherbert, Member
- Darleen Lopez, Member
- Sharon Thomas, Member
- Susan Greenwald, Member
- Brooke Montgomery, Member

**Members Absent:**

- Debbi Moore, Vice Chair
- George Miller, Member
- Jolene Martinez, Member

**Staff Present:**

- Francisco Pallares, Economic Development Deputy Director
- Dania Soto, Executive Administrative Assistant (departed 10:30 a.m.)
- Cynthia Villanueva, Administrative Assistant

- I. Call to Order:** Chair Schaljo called the meeting to order at 10:03 a.m.
- II. Conflict of Interest:** There was none.
- III. Acceptance of the Agenda:** Motion to accept the agenda by Board Member Thomas, seconded by Board Member Harris. Motion passes.
- IV. Minutes for Approval:**
  - 1. Minutes for Meeting on February 4, 2021:** Motion to accept the minutes from February 4, 2021 by Board Member Thomas, seconded by Board Member Harris. Motion passes.
- V. Discussion:**
  - 1. Marketing Material and Businesses:** Mr. Pallares stated at the meeting there were some questions as to what are some of the materials to get people registered for the vaccine. The City of Las Cruces has launched a campaign for vaccination registration that is combined with the red to green

1 campaign. The City is working to set up vaccination registration booths with  
2 businesses to put them in big grocery/retailers (Walmart, Target, Home  
3 Depot, Albertsons, Lowe's, Farmers Market). There are also news releases  
4 regarding the vaccine and where to register. The City also had an overall  
5 revamp of the COVID page, of which Mr. Pallares shared with the Board.  
6 Also there is ongoing radio messaging for the vaccination campaign. In the  
7 last Board meeting Board Member Moore suggested using the New Mexico  
8 Tourism Department materials and these were shown for possible billboard  
9 use. The City currently does not have a contract for billboards. There are  
10 billboards in town available. The two types of billboards are digital and vinyl.  
11 Vinyl is approximately \$300 a month, with minimum three months, with \$675  
12 for the vinyl. Digital is at approximately \$2,000 a month for at least three  
13 months (\$3,000 for four boards, \$3,600 for five boards, \$4,300 for six  
14 boards. And can do just a four-week contract with digital rather than the 12  
15 weeks with vinyl. The Las Cruces Safe Campaign has approximately  
16 \$10,000. He suggested doing six for one month and another consequent  
17 six boards going for another month.

18  
19 Chair Schaljo stated the digital billboard is a better way to go. They can get  
20 changed with artwork uploaded and sent to them. Board Member Harris  
21 agreed with the digital billboards. He stated on the website, the register for  
22 the COVID-19 vaccine link, it opens in the same window as you are  
23 currently looking at, and he feels that should be changed so it opens in a  
24 new window. He will email Mandy Guss regarding that issue. Board  
25 Member Fitzherbert agrees with digital billboards. He has not had good  
26 luck with billboards within the City and was wondering what over avenues  
27 to advertise that may already be in place, i.e. transit buses, shelters. Mr.  
28 Pallares will check on the buses and the prices for that. Board Member  
29 Thomas stated the South Central Regional Transit District is mostly county  
30 but does make various stops throughout the City and it is pretty inexpensive  
31 to put the advertising on them.

32  
33 Chair Schaljo asked what steps to take for action/approval. Mr. Pallares  
34 stated when they passed the Las Cruces Safe Promise campaign, there  
35 was budget along with that. The additional \$10,000 from that campaign as  
36 been approved and will be used for this. Chair Schaljo stated they have  
37 enough in the budget for six billboards for two months. Mr. Pallares stated  
38 he will check on prices and see about bus covers. Board Member  
39 Greenwald asked if there was any way to measure the billboards to see the  
40 success to know if it would be beneficial to continue this in the future. Mr.  
41 Pallares stated they might be able to it were a specific, other website  
42 directed to that website, but just looking at a billboard probably not be able  
43 to measure. They could do a baseline though of when the billboards went  
44 up and when they came down, but there will be other concurrent initiatives  
45 and so it would be difficult to know whether the billboards were the actual  
46 component. Board Member Greenwald stated if this is successful and they  
47 can demonstrate it, she would be all for spending more money. Chair

1 Schaljo stated that with so many now doing the vaccines (Walmart, CVS,  
2 Walgreens) that it would be very difficult to be able to follow through.  
3

4 Board Member Harris suggested might be able track data via the website  
5 statistics for vaccinenm.org, which redirects to the Department of Health's  
6 website depending on if that website is limited on placement. Chair Schaljo  
7 stated it is in the northern part of New Mexico on billboards, buses, etc,  
8 widely advertised. He asked, "Can you put a price on saving lives?" In  
9 reference to \$4,600 a month for six billboards. Board Member Greenwald  
10 stated it would be best to do whatever is most effective, whether it be buses  
11 outside or inside, billboards, banners, fliers, etc. Chair Schaljo stated they  
12 move forward with the billboards and then discuss further medias and ask  
13 for further funding from City Council. Mr. Pallares stated the funding they  
14 have is left from the Las Cruces Safe Promise. He is unaware of funding  
15 from PIO that could potentially be used for the buses and for some of the  
16 others. He also mentioned there are already vaccination pamphlets, and  
17 other efforts besides what this Board is doing. He will check with Mandy  
18 Guss on other media items from PIO. Mr. Pallares will discover if the buses  
19 and papering have been discussed. Chair Schaljo also asked what the  
20 vaccine task force is doing. Mr. Pallares stated the vaccine task force is  
21 getting people registered for the events and also coordinating. Mr. Pallares  
22 asked which ad the Board would like for the billboards. Chair Schaljo liked  
23 the City's more colorful one, it also has a phone number, and for them to  
24 add the Las Cruces Safe Promise to the billboard. Board Member Thomas  
25 agrees and it says vaccine. Board Member Fitzherbert agrees with the  
26 Chair and Board Member Thomas, that one is more eye-catching. Board  
27 Member Montgomery agrees with the Chair also. Board Member Archuleta  
28 also agrees. Chair Schaljo stated that he believes the artwork can be  
29 rotated if they are submitted and that one of the companies does banner  
30 ads with it and. Last step was what the specific details were and those were  
31 covered just now.  
32

- 33 **2. Review Las Cruces Safe Promise:** Mr. Pallares stated some of the  
34 adjustments to the Las Cruces Safe Promise webpage is adding vaccine  
35 registration link, and additional language to indicate employee to employee  
36 safe practices, link to the COVID-19 business resources (SBDC, WESST,  
37 LiftFund, CLC Laptop/Wi-Fi checkout at Branigan Library, NM Workforce  
38 Connections), and shopsouthernnm.com.  
39

40 After the November meeting there was an additional push for the Las  
41 Cruces Safe Promise including a press release in November 2020, social  
42 media November-December 2020, radio ads in English and Spanish which  
43 included 63 30-second commercials on KVLC, 50 30-second commercials  
44 on KMVR, 50 30-second commercials on KXPZ, 25 30-second commercials  
45 on La Equis, and a banner in LasCrucesToday.com. August, October, and  
46 November were the highest months for people signing up. Wearing is  
47 Caring, the mask marketing materials were passed out. A total of 123  
48 businesses in Las Cruces are Safe Certified.

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2 **VI. Future Discussion:**  
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4 **1. Topics to be discussed:** Chair Schaljo stated one topic would be more  
5 media marketing for vaccinations. Board Member Lopez asked about  
6 updates on the initiative to assisting employers with acquiring masks for  
7 staff. Chair Schaljo stated that program was launched with the local  
8 chambers in town with a big media push. Mr. Pallares stated it was  
9 successful, delivered 255 boxes to all businesses that requested it. There  
10 are still some masks available at the chambers.  
11

12 Board Member Harris stated that now that restaurants have some indoor  
13 dining, maybe recommend they take the temperature of patrons. Board  
14 Member Lopez stated that customers seem to have confidence in seeing  
15 that temperatures are being taken and compliant. Chair Schaljo stated  
16 there is no health code stating this should be done, and contact tracing is a  
17 suggestion but not a requirement. He has a concern with burdening small  
18 businesses with more regulation and more oversight. Board Member  
19 Archuleta stated with her business they do temperature checks, hand  
20 sanitizer as they come in, and then clean before and after each client. She  
21 believes it should be an option not a requirement.  
22

23 Board Member Montgomery asked about the board members being only  
24 small business owners. It was stated this board is made up of not only small  
25 businesses but also nonprofit, religious, community leaders. Board  
26 Member Thomas stated she does not think the City can require private  
27 businesses to take temperatures, but it would be good to send information  
28 as a choice. Board Member Harris stated a suggested protocol sheet to  
29 give to businesses. Chair Schaljo stated the Department of Health has  
30 those protocols and guidelines in their 300-page COVID document, of which  
31 he will forward the links to the Board members. Board Member Thomas  
32 suggested they send businesses just the information that pertains to that  
33 since it is such a large document.  
34

35 **VII. General Announcements:** There were none.  
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37 **VIII. Adjournment: Motion to adjourn by Board Member Thomas, second by Board**  
38 **Member Harris. The meeting adjourned at approximately 11:03 a.m.**  
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42 Christopher Schaljo  
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44 Chairperson  
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48 Approved: *Christopher Schaljo*