



Tax Increment Development District

Regular Meeting

January 14, 2013

1:00 P.M.

Council Chambers, City Hall

MEMBERS PRESENT:

STAFF:

Chairman Ken Miyagishima

Robert Garza, City Manager

Board Member Miguel Silva, District 1

Harry (Pete) Connelly, City Attorney

Board Member Greg Smith, District 2

Esther Martinez-Carrillo, City Clerk

Board Member Olga Pedroza, District 3

Board Member Nathan Small, District 4

Board Member Gill Sorg, District 5

Board Member Sharon Thomas, District 6 (arrived at 1:20 p.m.)

Board Member Billy Garrett (County) Absent

I. Call to Order

Chairman Miyagishima called the meeting to order and asked for a moment of silence. Chairman Miyagishima led the Pledge of Allegiance.

II. Discussion Items

1. General Update

David Dollahon, Chief Planning Administrator gave an overhead presentation and said the Master Plan has been a work in progress by the Downtown Revitalization Ad-Hoc Committee and in their recommendation there is one exception which is a "Parking Neutral Position" so we will be bringing the Master Plan update forward to Council for adoption in March 2013. The Master Plan priority recommendations are the parking, the Downtown Plaza, staff dedication to Downtown issues, continued updates to City policies for the Downtown, create small parks, converting 2-way traffic on Church and Water, and cohesive cityscape which includes landscape and signage.

We are looking to do a Charrette for the Downtown to determine the need for a Form-based Code and we are working with Dona Ana County to utilize their procurement for a qualified firm to undertake this effort.

1

2 The Parking Study has been recommended and reviewed by the Ad-Hoc Committee but they do have
3 concerns with the future parking garage location and there is consideration of a Parking Authority
4 so we will be bringing this forward to Council for adoption in March 2013. The Parking Study does
5 recommend that a parking garage is not needed at this time but that City staff should keep track of
6 the parking loss, we should investigate the creation of a parking enforcement division, evaluate
7 options for future pay parking, sign and enforce two-hour parking on Main Street, and identify and
8 implement vendor parking areas for the Farmers and Crafts Market.

9

10 Regarding the marketing and logo, we will be bringing forward the Vaughn Wedeen Study for the
11 Downtown in March 2013 which will include the adoption of a logo and the logo will be intended
12 to be use by the City and others to market the Downtown.

13

14 Regarding the Farmers and Crafts Market transition, City staff has instituted quarterly billing for the
15 permanent vendors and we will be using this quarter as a trial period for coupons for temporary
16 vendors. The Vendors have established a nonprofit and are working through various issues. Also,
17 the Downtown Las Cruces Partnership is coordinating regular meetings between the vendors, City
18 staff, and the Downtown business owners to work on a layout for the market.

19

20 Board Member Smith said given the lack of a location for a parking garage or a civic plaza, there is
21 little reason for us to consider spending money at this time; correct?

22

23 David Dollahon said we most likely will be bring options forward at the April board meeting.

24

25 Board Member Silva asked was the Vaughn Wedeen report the one that was done years ago?

26

27 David Dollahon said yes, it was done in 2005. It was never officially adopted by the City so we feel
28 it is beneficial to City staff and to the outside public and also the official logo is in that document.

29

30 Board Member Silva asked are we adopting the report or the logo?

31

32 David Dollahon said we will be asking Council to adopt both the report and the logo.

33

34 Board Member Silva said it seems to be more important to the Downtown business owners to adopt
35 a parking policy than to adopt a parking study. The parking study is more long term, strategic and
36 the parking policy would help them with issues like their employee parking.

37

38 One thing that I didn't see is the Callecitas on your list and I really would like to see it listed.

39

40 I would like to congratulate the vendors on becoming a nonprofit and their next step is to form a
41 MOA for partnering with Las Cruces.

42

1 David Dollahon said regarding the use of the Callecitas, I believe that is discussed in the section
2 regarding the small park areas and also in the section regarding the cohesive cityscape.

3

4 Board Member Small said clearly the biggest issue is Saturdays so going too quickly to requiring too
5 many additional parking spaces seems to potential distract from other important improvements.

6

7 David Dollahon said the Ad-Hoc Committee had written the Master Plan update first then the City
8 secured the services of Walker Parking to do the Downtown Parking Study. There is a timing issue
9 so the committee has asked that rather than rewrite a significant portion of the Master Plan's update
10 that they draft a letter of an addendum to the Master Plan Study that reflects the results of the Parking
11 Study. Staff will be bringing those two documents before Council in the form of a resolution.

12

13 Board Member Pedroza said I understand that we don't need a parking garage at this time but you
14 did make a suggestion of having some type of kiosk to charge for parking and in Oak Park, near
15 Chicago, during the heaviest shopping time they had free parking so I would suggest that we might
16 do the same thing.

17

18 David Dollahon said staff feels like once we have the Parking Study adopted then we can start
19 building the Parking Policy.

20

21 Brian Denmark, Assistant City Manager said just a point of clarification, David is only presenting
22 a status report that is the reflection of the Ad-Hoc Committee's recommendations to Council, it's
23 not the reflection of staff's review or any commentary from staff.

24

25 Carrie LaTour, Downtown Las Cruces Partnership said the logo you will be approving is a good one
26 and the Downtown merchants are considering putting a decal of that logo on their doors.

27

28 Regarding the Callecitas, that is something that our Design Committee is interested in working on
29 and we have already discussed having one of the Callecitas as a public space with permanent chess
30 and checker boards.

31

32

33

34 Chairman Miyagishima and a representative from the Animal Services Center of the Mesilla Valley
35 presented the Pet of the Week.

36

37

38

39 **2. Finance Update**

40

41 Melissa Nelson, Government Funds Supervisor gave an overhead presentation and said the unaudited
42 balance sheet for the operating fund shows the total assets balance and the total liabilities balance

1 are both approximately \$4.7 million, the total revenue is \$949,037 and the total tax collection
2 expense is \$6,370 so the total change in the fund balance is approximately \$943,000.

3

4 Board Member Silva said on page 3, the investment income increased by 1,820%, is that because
5 there were funds put into the account?

6

7 Melissa Nelson said that is just a comparison with what was budgeted so there was only \$750
8 budgeted but there were receipts of \$13,000.

9

10

11

12 **III. Action Item(s)**

13

14 1. Approval of Minutes from July 9, 2012 Regular Meeting.

15

16 Board Member Sorg Moved to Approve the Minutes of July 9, 2012 and Board Member Silva
17 Seconded the motion.

18

19

20

21 Chairman Miyagishima called for the roll on the Motion to Approve the Minutes of July 9, 2012 and
22 it was Unanimously APPROVED. 7-0

23

24

25

26 **Meeting Adjourned at 1:41 p.m.**