Tax Increment Development District

Special Meeting

January 11, 2016
1:00 P.M.
Council Chambers, City Hall

MEMBERS PRESENT:

Chairman Ken Miyagishima
Board Member Kasandra Gandara, District 1
Board Member Greg Smith, District 2
Board Member Olga Pedroza, District 3
Board Member Jack Eakman, District 4
Board Member Gill Sorg, District 5
Board Member Ceil Levatino, District 6
Board Member Billy Garrett (County)

STAFF:

Robert Garza, City Manager
Rusty Babington, City Attorney
Linda Lewis, Interim City Clerk

DRAFT

I. Call to Order

Chairman Miyagishima called the meeting to order. Chairman Miyagishima led the Pledge of Allegiance.

Chairman Miyagishima and a representative of the Animal Services Center presented the Pet of the Week.

II. Action Item(s)

1. Approval of Minutes from October 26, 2015 Special Meeting.

Board Member Sorg Moved to Approve the Minutes of October 26, 2015 and Board Member Eakman Seconded the motion.

Chairman Miyagishima called for the roll on the Motion to Approve the Minutes of October 26, 2015 and it was APPROVED. 6-0. Board Member Gandara, Board Member Pedroza, Board

Member Eakman, Board Member Sorg, Board Member Smith, and Chairman Miyagishima voted aye. Board Member Levatino was absent.

---

2. Resolution No. 16-002: A Resolution Approving a Project Scope Between Placemakers and the Las Cruces Tax Increment Development District (TIDD) for Development of a Downtown Master Plan. The Total Contract Amount is not to Exceed $247,749.00, Including Gross Receipts Tax. The Resolution Authorizes the City Manager to Sign the Contract on the TIDD's Behalf.

Vice Chair Smith Moved to Approve Resolution No. 16-002 and Board Member Sorg Seconded the motion.

Andy Hume, Downtown Coordinator with Community Development gave an overhead presentation.

DRAFT

Board Member Levatino asked what's the difference between a level 1 base and level 2 option and what do the two "no's" mean?

Andy Hume said there's three levels of work that both of these companies do. Gibbs does retail and Zimmerman/Volk does residential. The base proposal is a level 2 product. The option available to us is to go to a level 3 product in which they contact the other industries.

Board Member Levatino asked will the board be making a decision on which level we want?

Andy Hume said the entire package is being presented to the TIDD Board and you have the option of amending that. Option three could be removed but the base bid will include the level 2.

Board Member Levatino said it seems like we would want someone experienced to contact the industries.

Andy Hume said absolutely.

Board Member Pedroza asked what are the boundaries of the TIDD district?

Andy Hume said Picacho on the north, Campo on the east, Alameda on the west, and Loretto Town Center on the south.

Board Member Pedroza asked would May Street not be included?

Andy Hume said that is correct.

Board Member Pedroza asked is there an opportunity to increase the size of the district?

Andy Hume said there are opportunities to expand the size or develop new TIDDs. Individuals in that area would have to vote on expanding the area.

Board Member Pedroza said I would suggest future charrettes obtain Spanish language.

Board Member Sorg asked will businesses be able to use this analysis to help them decide to start a business Downtown?

Andy Hume said that is the intent.

Board Member Sorg asked would you characterize this as an economic gardening?

Andy Hume said it's a component. It goes beyond that but can promote the City's efforts beyond Downtown.

DRAFT

Board Member Sorg asked when will the charrettes begin?

Andy Hume said we are planning to have the charette the week of February 16th.

Board Member Gandara asked does the City keep track of those asking questions regarding starting a small business and will this firm be communicating with them?

Andy Hume said the focus is going to be on regional and national businesses. From a local standpoint, this tool can be applied to that.

Board Member Gandara said I would like Gibbs to do an analysis on a local level.

Board Member Garrett said we need to think about what this will be over a 10-15 year time period. There needs to be some adjustments made in the corridor strategy. Las Cruces is our regional center and there might be some insights through other plans including what kind of activities Downtown will attract consumers. There will be some important activities emphasizing the arts Downtown.

Board Member Eakman asked is it true that Mr. Gibbs is a sole provider?

Andy Hume said when someone forms a planning group, they have associates all over the country and they'll convene in the area of the project.

Board Member Eakman said I would feel more comfortable if he named someone as a backup.

Board Member Smith said I think justification of the additional quarter million might be difficult. I believe we need to do the level three. Is there a way to see if we're in line with what others have paid?

Andy Hume said Placemakers is acting as the general contractor and we are paying 50% less than what we would be paying if we did it separately.

Board Member Smith said the upgrades are a reasonable addition to the base price. I just want to make sure we're getting our value for that bulk.

Andy Hume said phase two is about $10,000 less than the charette we did for Amador Proximo. Placemakers is helping us get lower prices.

Board Member Smith said next time I'd like help understanding why it gets to that number.

DRAFT

Board Member Pedroza said I think going to level three is the better idea. As mall sales have dropped, I'm concerned with sticking with national businesses. We need to keep in mind that people are consuming less and a lot are shopping online.

Andy Hume said expressing those concerns would fit in with the charette process. You will be able to speak with the consultants.

Board Member Pedroza asked will they be available at the charrettes?

Andy Hume said yes.

Board Member Sorg said I think this is a good plan for not only the Downtown but also businesses.

Arianna Parsons, Executive Director of the Downtown Las Cruces Partnership said the market analysis is not a theoretical need. We've been approached by those wanting to start a business in Las Cruces and they want to see numbers. Without updated current numbers it's hard to convince someone that we're ready for them.

Bob Pofahl, Member of the Public said I'm with Las Cruces Community Partners and I have some answers from the Placemakers. They said they and Mr. Gibbs will focus on local. Robert Gibbs does training sessions for local retailers and restaurants. He has an abundant staff and team to back him up. People want the convenience of walking to locations Downtown.

Nathan Small, Member of the Public said I want to commend the entire board. This positions us

at the forefront of redevelopment.

Chairman Miyagishima called for the roll on the Motion to Approve Resolution No. 16-002 and it was APPROVED. 7-0.

III. Discussion Items.

Andy Hume asked did you still want to hold your regular meeting on January 25th?

Chairman Miyagishima said no.

Robert Garza, City Manager said we have an item to bring to you but we'll make it a Special TIDD Board meeting.

DRAFT

IV. Adjournment

Vice Chair Smith Moved to Adjourn and Board Member Pedroza Seconded the motion.

Chairman Miyagishima said all those in favor signify by saying "Aye."

Board stated Aye.

Meeting Adjourned at 2:02 p.m.