

CITY COUNCIL WORKSHOP

August 14, 2015

2:00 P.M.

Mayor Jerah Cordova called the Workshop of the Belen City Council to order at 2:00 P.M. Roll call taken by Leona Vigil, City Clerk.

PRESENT: Councilor Frank Ortega
Mayor Jerah Cordova
Councilor Darleen Aragon
Councilor David Carter
Councilor Wayne Gallegos

CITY MANAGER: Jay Ruybalid

CITY CLERK, CMC: Leona Vigil

REPORTER: Clara Garcia

PLEDGE OF ALLEGIANCE

Mayor Jerah Cordova led the Pledge of Allegiance.

APPROVAL OF AGENDA

Mayor Jerah Cordova asked for a motion to approve the agenda. Councilor David Carter made the motion to approve. Mayor Cordova asked for a second. Councilor Darleen Aragon seconds the motion. Roll Call Vote:

| | | |
|--------------------------|-----|----------------|
| Councilor Wayne Gallegos | Yes | |
| Councilor David Carter | Yes | |
| Councilor Darleen Aragon | Yes | |
| Councilor Frank Ortega | Yes | Motion carried |

DISCUSSION

ECONOMIC DEVELOPMENT PROJECTS

Mayor Jerah Cordova wanted to hear feedback from the council in regards to Economic Development Projects. Mayor Cordova stated that the City initially pushed for franchises, but Belen doesn't have the demographic support that franchises look for. He suggested that the City have a stronger concentration on small businesses and industries. Mayor Cordova reminded the Council of the unexpected GRT revenue that the City received this past fiscal year. He asked the Council, if we have the ability to spend some money, would we be willing to make any of that money available for a significant development project in Belen. He added a couple of examples such as, possibly establishing something in town like an incubator or art center or assisting the DA office to locate to a permanent location. Councilor Gallegos emphasized that we have to improve what we have now; the City is not in the position to grow. Councilor Gallegos stated that we also shouldn't be competing with other building owners. Councilor Gallegos reminded the Council that the City is working on an incubator inside the Armory Building. The goal of the incubator project is to establish businesses in the armory, then prepare them to move out and make it on their own. Councilor Gallegos feels that the City is not keeping up with our own buildings now, so we can't reach too far. Councilor Darleen Aragon stressed that we need to promote Belen and go to National Conventions. Councilor Gallegos asked what ever happened to branding our City. Councilor Ortega emphasized that we need to sell ourselves. Councilor Aragon reminded everyone about placing way-finder signs. The Council listed and discussed everything Belen already has, including events, projects and tourist attractions. Councilor Gallegos stressed, let's enhance what we have.

Councilor Carter stated that so far we have talked about events, advertising and selling Belen, but events will bring people in one time. "We have overlooked our focus of the meeting which is economic development." He stressed, we have to see what we have to offer and what we need; we have vacant sites and empty buildings ready to be occupied. "We need to let people know these are available." He added that our businesses buy their supplies from somewhere and we need to ask what they are buying and where are they buying it at. He pointed out that Sisneros Bros buys their crates from outside Belen, and he suggested someone should start a crate business here. He also pointed out that Speedy's and Ambercare buy their compressed gasses from Albuquerque, "why are we not producing compressed gas here?" We need to ask, what we can provide locally to service the Schools and the Railroad. Councilor Gallegos suggested having those start-up companies that Councilor Carter mentioned in the incubator. In conclusion, Mayor Cordova recapped that there is \$400,000 surplus sitting there. Councilor Gallegos suggested that \$300,000 should be used on projects and \$100,000 should be used on support staff. Mayor Cordova recapped for verification.

ADJOURNMENT:

Mayor Jerah Cordova asked for a motion to adjourn. Councilor Frank Ortega so moved. Councilor David Carter seconds the motion. Roll Call Vote:

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|--------------------------|-----|----------------|
| Councilor David Carter | Yes | |
| Councilor Wayne Gallegos | Yes | |
| Councilor Darleen Aragon | Yes | |
| Councilor Frank Ortega | Yes | Motion carried |

/s/ _____
Jerah Cordova, Mayor

ATTEST:

/s/ _____
Leona Vigil, City Clerk