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The following are summary minutes for the meeting of the **Las Cruces Economic Recovery Ad Hoc Board** on March 18, 2021 at 10:02 a.m. The meeting was held via Zoom.

**Members Present:**

- Chris Schaljo, Chairman
- Debbi Moore, Vice Chair
- Michael Harris, Member
- Veronica Archuleta, Member
- George Miller, Member (arrived approximately 10:42 a.m.)
- Ron Fitzherbert, Member
- Darleen Lopez, Member
- Sharon Thomas, Member
- Jolene Martinez, Member (arrived 10:30 a.m.)
- Susan Greenwald, Member

**Members Absent:**

- Brooke Montgomery, Member

**Staff Present:**

- Francisco Pallares, Economic Development Deputy Director
- Mandy Guss, Communications Director
- Cynthia Villanueva, Administrative Assistant

- I. Call to Order:** Chair Schaljo called the meeting to order at 10:02 a.m.
- 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 Moore. Board Member Moore requested a single sheet of paper to represent the meeting from March 4, that was cancelled due to no quorum. It was agreed that this would be done to approve for next meeting. Motion passes.
- IV. Minutes for Approval:** None. There will be three for next meeting, February 18th, March 4th and March 18th.
- V. Discussion:**
  - 1. Marketing Efforts for COVID-19 Vaccine:** Ms. Guss stated the first marketing initiative was *red to green*, some social media, signs, print, and then the Governor changed and added a level called turquoise. The City will relook at the campaign and to then incorporate turquoise. Signs that were produced were shared for review. Also *Sleeve up Las Cruces* campaign

1 which is encouraging people to do their vaccines. The billboards, bus wraps  
2 on the RoadRUNNER Transit buses. TEAM is an interdepartmental effort  
3 to do vaccine registration events which includes Economic Development,  
4 Quality of Life, Parks and Rec. They are sitting outside of different high  
5 traffic areas, grocery stores, home improvement stores and talking to  
6 people and helping them. As of yesterday the staff had met with 540-  
7 something people and actually helped 170 people get registered. The  
8 busiest location is the Fiesta Lowe's. There was media coverage,  
9 Telemundo. They are also doing social media, and telling people to get  
10 tested, they are seeing that fewer people are getting tested and the  
11 percentage then goes up and threatens us back to Red. Ads in newspapers,  
12 the Bulletin and the Sun News, ads on the radio in both English and  
13 Spanish. COVID page on the website with updated information and  
14 resources regularly. The senior programs has talked to 2,346 seniors and  
15 had helped that many get registered for the vaccine. The Fire Department  
16 is doing the homebound vaccinations in working with senior programs and  
17 the Department of Health to go out to people at their home. This has been  
18 covered by KRWG and tomorrow KFOX is doing a story.

19  
20 Board Member Moore requested the billboard in a .pdf so they can send it  
21 out. She mentioned that as of last evening we are not looking good to  
22 continue in yellow. Need 1,000 to 1,800 tests per day and below 700  
23 yesterday with 77 positives. Doña Ana Community College has a swab test  
24 and there is also a mail-in test. Ms. Guss mentioned that NMSU had a  
25 campaign and they shared the collateral materials. Today get tested is the  
26 focus. Board Member Moore for everyone to do everything they can to keep  
27 in yellow and move toward turquoise. Chair Schaljo stated he has the link  
28 to the daily numbers in the county, etc, and can that be shared with the  
29 group, and that was agreed upon. Board Member Moore stated she had  
30 talked with the state epidemiologist and they have updated the online report.

31  
32 Board Member Harris asked about the home based vaccinations and home  
33 based testing, and if that is something that only people who are already  
34 involved with senior programs and if people could sign up for that if they are  
35 not already involved in senior program. Ms. Guss stated the Fire  
36 Department is working through the senior programs. There is a capacity  
37 issue. They are also working with Department of Health. There is no  
38 promotion to get signed up with homebound program, but seniors already  
39 in programs with the City or state will be contacted. The capacity right now  
40 is 50 a week. Chair Schaljo stated the testing at Gomez if you go through  
41 the Department of Health and do the Vault saliva test and it is free and is  
42 sent to home with a one-day turn around. Ms. Guss stated that if there is a  
43 gap in the advertising to please let her know. Board Member Fitzherbert  
44 suggested light poles with banner fixtures. The City will look into that and  
45 get back to this Board.

1 **VI. Future Discussion:**

2 **1. Topics to be Discussed:** Chair Schaljo shared an issue that happened at  
3 his business. There is a large movement/group of individuals that are going  
4 to business to business and are protesting to keep New Mexico open and  
5 to stop this back and forth. He stated seven people came in and dropped  
6 off fliers, but unfortunately they were not wearing masks and did not want  
7 to wear masks. The worst part was they seemed to all be from Texas, El  
8 Paso region. He believes this Board needs to focus on the back and forth  
9 situation between red and yellow. Maybe a media campaign about going  
10 back and forth, online testing by ordering the Vault test. The economy  
11 seems to be a constant roller coaster/swing, in yellow things did better and  
12 in red it does worse.

13  
14 Board Member Thomas mentioned her e-mail list that she still has from her  
15 City Council days and would it be possible to tap into that with the current  
16 Councilors. Board Member Moore stated since the numbers are based on  
17 positivity rate, therefore need to get the testing message out. Board Member  
18 Harris stated there is a message of "get tested if you are at risk." The  
19 suggestion was made to mail everyone a test. It was mentioned that the  
20 Department of Health's red to green plan as well as that you have to request  
21 a test, cannot just send it to people. There was the suggestion of having  
22 small business people suggest to clients to get tested, but that seemed to  
23 be a heavy burden for the small businesses. Might be a good idea to pursue  
24 the people that want the restaurants to remain open to be the ones to do  
25 the test. Board Member Thomas mentioned that any message to be e-  
26 mailed should be carefully worded. Chair Schaljo suggested the City have  
27 fliers and posters to hand out. Board Member Moore mentioned there are  
28 already some posters and the one from NMSU is a good one. She  
29 suggested that we align with what Ms. Guss is doing with the other  
30 programs for the City and try to get one message out that is concise and  
31 short and to the point. She requested that Ms. Guss send the let's get tested  
32 posters to the whole Board and easy to print and forward on. Board Member  
33 Thomas mentioned Strong Towns and another committee within the City is  
34 using a lot of their materials. They have a lot about economic recovery. This  
35 material is free. She will bring some of that to the next meeting.

36  
37 Two subjects for next meeting, something on the economy and keeping us  
38 in the yellow. And the second subject will be Strong Towns economic  
39 recovery. Board Member Moore suggested also the New American Rescue  
40 Fund presentation would be good for the Board to see.

41  
42 **VII. General Announcements:** Board Member Lopez stated Bill McCamley has lots  
43 of projects for Work Force. Some things that are going to be changing within the  
44 next month is that they are going to develop a 1-800 number for job seekers. This  
45 will be statewide. There will be two queues, one for employers and one for job  
46 seekers. There will be campaigning from the Governor's office called Restart New  
47 Mexico. Also working with the schools to develop some quick turnaround.

1 **VIII. Adjournment: Board Member Harris moved to adjourn; Board Member**  
2 **Lopez seconded. The meeting adjourned at approximately 10:49 a.m.**  
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6 Christopher Schaljo  
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8 Chairperson  
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Approved: *Christopher Schaljo*