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The following are summary minutes for the meeting of the **Las Cruces Economic Recovery Ad Hoc Board** on July 9, 2020 at 10:00 am. The meeting was held via Zoom.

**Members Present:**

- Chris Schaljo, Chairman
- Debbi Moore, Vice Chair
- Michael Harris, Member
- Doug Cowan, Member
- Sharon Thomas, Member
- Veronica Archuleta, Member
- George Miller, Member
- Brooke Montgomery, Member
- Ron Fitzherbert, Member

**Members Absent:**

- Jolene Martinez, Member

**Staff Present:**

- Griselda Martinez, Economic Development Director
- Francisco Pallares, Economic Development Deputy Director
- David Maestas, Interim City Manager

**Others Present:**

- Darlene Lopez, Workforce Solutions
- Kramer Winingham, Arrowhead Center

- I. Call to Order:** Chair Schaljo called the meeting to order at 10:03 am.
- II. Conflict of Interest:** There was none.
- III. Acceptance of the Agenda:** Motion to accept the agenda by Board Member Moore, seconded by Board Member Harris. Motion passes.
- IV. Approval of Meeting Minutes:**
  - 1. Minutes for Meeting on June 25, 2020:** Motion to accept the minutes from June 25, 2020 by Board Member Fitzherbert, seconded by Board Member Harris. Motion passes.
  - 2. Minutes for Meeting on July 2, 2020:** Motion to accept the minutes from July 2, 2020 by Board Member Harris, seconded by Board Member Fitzherbert. Motion passes. Board Member Thomas recused. Board Member Archuleta recused.

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3 **V. Action Items:**  
4

5 **1. Las Cruces Safe Promise:** Board Member Harris stated he believed there  
6 was more information coming from staff, like a final draft or something  
7 before the vote. Mr. Pallares stated that updates and minor changes have  
8 been made, distribution will focus on insert in Las Cruces Utilities bills.  
9 Chairman Schaljo stated this is a three-month timeline for implementing the  
10 Las Cruces Safe Promise.  
11

12 Motion to approve Las Cruces Safe Promise timetable by Board Member  
13 Moore, seconded by Board Member Harris.  
14

15 Board Member Thomas asked to see the final draft with the corrections and  
16 changes. Ms. Martinez stated the timeline was revised and the draft logos  
17 were sent via e-mail last night as well. Mr. Pallares shared his screen to  
18 show the updates. He explained some of the changes are the approval  
19 from City Manager, inclusion of the Southern NM Community Foundation  
20 for outreach, the incorporation of social media talking points to be sure this  
21 a grassroots campaign and having some of the partners share this promise  
22 once it is released. It has been adjusted to accompany the three-month  
23 process as it was mentioned on the last meeting as well. Ms. Martinez  
24 mentioned that another change was that is cross referenced effort with NM  
25 Certified Program which is also included in the timeline. Mr. Pallares shared  
26 the logos, one black and white, the other identical layout but with the sun  
27 yellow and outline blue with white wording. And the third one was similar to  
28 the second one just slight variation on the color. Chairman Schaljo shared  
29 a preference for the colored logo.  
30

31 Board Member Cowan stated he is not sure how effectual this campaign is  
32 at this point. This was supposed to be a grassroots program to encourage  
33 volunteer type mechanism with consumer and business working together,  
34 going towards a safe promise together, but now there is a mandate with  
35 threats of fines et al. Not sure how effectual this will be. Chairman Schaljo  
36 agreed that is a valid concern. Ms. Martinez stated that she believes this is  
37 even more needed now than before as it helps continue to educate the  
38 public and businesses on what is being required. Board Member Harris  
39 believes that this is going to be necessary in the coming months for  
40 everyone to be on board with this. Board Member Cowan emphasized this  
41 Board is to help stimulate or recover the economy not to do any kind of  
42 enforcement of statutes and ordinances that the City implements. He states  
43 the businesses are being forced into policing and getting threatened with  
44 fines which is putting employees in a very dangerous spot having to confront  
45 people that may not be kind in their response. He is concerned we are  
46 trying to implement something, and trying to do a voluntary thing, people  
47 get enthused about it, and now there is a twisting of the arm. He has spoken  
48 with people and they are not very happy, and it is going to be a challenge

1 to get them jump on board on a voluntary measure. Board Member Moore  
2 disagrees with Mr. Cowan in the fact that she believes this Safe Promise is  
3 an effort to unite the community in grassroots effort. She has heard  
4 concerns over the mandate. She believes the Safe Promise Campaign and  
5 the mandates are intertwined specifically. She believes that we all want  
6 united community, including all aspects of the individual community, the  
7 citizens at large, as well as the business community, the faith based  
8 community, the nonprofit community, all looking to communicate that we  
9 want to be safe. She believes this is fluid but the commitment to be a safe  
10 community as on the forefront of everybody; businesses want to be safe,  
11 and community wants to be safe. Believes this is a great program. Board  
12 Member Montgomery agrees with Board Member Moore said although  
13 mandates are going to happen they will be fluid, this is something we are  
14 showing our customers and our clients that we are keeping our businesses  
15 clean and promoting the safety of our community. Be sure to present this  
16 not as a mandate but more of "You're welcome to come into our businesses,  
17 we assure your safety. Encouraging our businesses to be open in safe  
18 manner." Board Member Thomas says they are not asking the Council as  
19 any more than a resolution, not an ordinance, it is not required. Ms.  
20 Martinez emphasized the process, once this Board votes on this action item  
21 it will go from the Chair to City Manager. City Manager will direct staff to  
22 move into implementation and City Manager will inform City Council. No  
23 actual City Council action required which would allow us to streamline the  
24 process. Board Member Harris stated if anything they should speed up  
25 deployment of this.

26  
27 Vote to take Las Cruces Safe Promise with adjustments for City Council  
28 implementation; motion passed.

29  
30 **VI. Discussion:**

- 31  
32 **1. NM Workforce Connections Resources for Workers During COVID-19:**  
33 Ms. Lopez from Workforce Solutions, the One-Stop Operators. She  
34 oversees various elements of what is going on in each of the Workforce  
35 Centers across the southwest region. In Doña Ana County in June there  
36 were 13,327 unemployment claims with 100-300 calls coming to each  
37 center, so thousands of calls regionally. Offices are in T or C, Socorro,  
38 Sunland Park, Las Cruces, Deming, Silver City, satellite office for youth in  
39 Lordsburg. Issues are novel, tricky, scary questions to answer because  
40 there is so much new information, and unemployment claims are no longer  
41 processed by Workforce Centers to be able avoid those situations. And this  
42 was put into place approximately 20 years ago. Since COVID 90% of the  
43 staff has been moved to the UI side, so left with skeleton crew in offices for  
44 other services. A virtual job fair with the City of Las Cruces and a local  
45 business, and one yesterday in Deming. This is a key focus for Workforce  
46 to start linking with economic development across the region and co-  
47 branding, with a new system/hybrid system built to support business to  
48 leverage different types of resources in moving forward in recovery. They

1 believe the soonest things will change with their offices will be August 1st,  
2 depending on what is going on.  
3

4 They recently had several meetings of the film industry; some from NMSU,  
5 Film Las Cruces Board, and partners that offer training programs, on the  
6 job training. The board did agree to invest resources in this industry.  
7 Building some hybrid types of certifications and programs and able to  
8 support that industry, but also ensure have long term employability for the  
9 individual. They have workshops for resume writing, interview skills,  
10 navigating the virtual job search world. Currently working on some  
11 workshops and toolkits for employers to find different types of postings,  
12 latest updates on COVID, CDC, WHO, see videos and printouts, booklets,  
13 phasing reopen, PUA, and different types of state assistance.  
14

15 Last is the awareness campaign. First in the state, first at of many states  
16 to ever launch an actual professional driven awareness campaign. Her  
17 supervisor has 14 projects across the U.S. Not just unemployment, but help  
18 with employment services, services for employers, offer up to 75% while  
19 someone is in the training phase being reimbursable to the employer.  
20 Tuition assistance to go back to school, or start college, or technical  
21 certificate. Supportive services for childcare, transportation. They have  
22 YouTube ads, billboards, newspapers, mailouts send directly to homes,  
23 various forms of social media and LinkedIn.  
24

25 Board Member Harris one question is resources for independent  
26 contractors who people who did not have a traditional job, W-2 style job  
27 before the pandemic and many were having problems with getting  
28 unemployment knowing that they qualified or evening knowing that there  
29 were programs out there to help them. Have they seen and uptick in claims  
30 from independent contractors? What are they doing to support them? Ms.  
31 Lopez stated there is CARE Act money for those individuals that traditionally  
32 would not qualify. The Pandemic Unemployment Assurance Program  
33 would pop up and they can apply for that, but that is after no qualifying for  
34 traditional unemployment. Using social media and YouTube to educate.  
35

36 Board Member Miller how to help the unemployed, are there new jobs and  
37 new industries. How to use this crisis time to really reinvent our economic  
38 growth model? Ms. Lopez stated she was on the State Board meeting just  
39 before this meeting and that is some of exactly what they were discussing.  
40 They did go for a federal grant for what they call dislocated workers,  
41 basically individuals who have been displaced from their work. At the state  
42 and local level have the ability to develop a plan on how to use that money.  
43 The model the state is pushing for is to look at those individuals that are  
44 most highly impacted which will be females and it will be individuals of color.  
45 Focusing on using those dollars to specifically support entrepreneurship in  
46 those specific demographic areas. Locally we are looking to follow that.  
47 There was already a teacher shortage and now working with a hybrid  
48 program to get people into level 1 licensure.

1  
2 Board Member Cowan said now that the PPP money is running out, the  
3 program Ms. Lopez mentioned for independent contractors, you tended to  
4 talk about that in the past tense, is it still active? Are those programs still  
5 valid and available? Ms. Lopez stated the pandemic unemployment is still  
6 available, people can still apply. There will be some updates with the next  
7 package that rolls out how they will proceed supporting individuals. They  
8 do have funding for the employer. For instance the on-the-job training  
9 program can pay for an individual who may be working at a certain level  
10 and have another position opens up, program qualifies for this reimburse  
11 the employer for up to 75% of individual's wages for six months while they  
12 are training. Chairman Schaljo asked if for only current employees or is that  
13 for bringing in new employees also. Ms. Lopez stated it is both, but there  
14 is a difference, it cannot be the most entry level position.  
15

16 **2. Arrowhead Center Resources for Entrepreneurs during COVID-19:**

17 Board Member Montgomery stated the purpose of the Arrowhead center is  
18 to support the mission of NMSU through enhancement of entrepreneurship  
19 and innovation. Also creating economic opportunities including community  
20 based economic development through the State of New Mexico. Actually  
21 reach beyond for their services. Programs and initiatives. Student success  
22 and social mobility - helping children as young as pre-K learn about  
23 business. Research and creativity - support programs to help patents to  
24 launch and commercialize to a business. Extension and outreach -  
25 supporting NMSU's outreach economic development goals, strategic  
26 partners in Las Cruces, Doña Ana county and across the state and outside  
27 the state. Robust system - alternate funding sources, organizational  
28 efficiency. Focus is on social mobility and reaching a diverse population  
29 and be sure able to build their own businesses or take technology or eve  
30 non-tech businesses to the market. There is quite an array of resources out  
31 there including an advisory network. Have 50 professionals in our  
32 community who give up and volunteer 30 minute advising sessions. They  
33 have three patent attorneys that give up 30 minute consultations for free.  
34 There are several accountants in the state to discuss selling things online,  
35 kinds of licenses necessary, how to register business. Find out where client  
36 is, exactly what they need and connect them to the advisors and resources  
37 and funding opportunities.  
38

39 A map was shown of the statewide reach that Arrowhead has. There have  
40 a virtual summer camp with approximately 126 children right now  
41 developing their business plan. Arrowhead started at NMSU but now on 18  
42 campuses and a formal partnership with UTEP which started in February.  
43

44 Mr. Winingham tried to figure out which parts of the economy were most  
45 impacted by coronavirus. Figure out if there are some programs to add for  
46 specific industries or geographies to help the recovery. A table with  
47 comparisons of industries and this year and last year income numbers was  
48 shown. Next a table with gross receipts by county was shown. Next table

1 was Doña Ana county gross receipts by industry. Next table was  
2 employments

3  
4 Ms. Montgomery stated the Arrowhead Park there is 200+ acre  
5 collaborative space on the NMSU campus. They are building a new  
6 building. This area offers business space as needed. Offer students a  
7 collaborative space to meet with clients for a very small fee. Office spaces  
8 are based on square footage and lower than the City, has use of conference  
9 rooms, and use copy machines and other items. Offer local  
10 entrepreneurship, ecosystem enhancement, proven programming, and  
11 support network. BizSprint for any small business could apply and at the  
12 time of stay at home order came through there were 258 applicants,  
13 standard is 28-40. They had to quickly increase capacity. Piloted a new  
14 way to reach out by identifying what their needs were through COVID, able  
15 to bring in expertise in those areas to prevent and help them become more  
16 e-commerce focused or how they could do curbside. They are having a  
17 partnership with the City. One will start on August 12th.

18  
19 Chairman Schaljo stated the BizSprint is more COVID related but a few  
20 applicants from Las Cruces that were chosen. Can that be increased with  
21 funding, increase with City Council's help? It sounds like a really good thing  
22 for this committee to be focusing on. Board Member Montgomery stated  
23 they did fund two Sprints, one in August and the next one will be sometime  
24 in October, but each only has about 15 businesses. Ms. Martinez stated  
25 currently 30 participant have been funded split into two and this funding  
26 limitation from the Economic Development Department's perspective. She  
27 stated a recommendation that this board could do would be to increase that  
28 available funding for the purposes of additional participants. This could be  
29 further explored with Arrowhead Center and also cognizant of their capacity  
30 as well. Chairman Schaljo stated it does sound like a funding issue and if  
31 they are willing we should be looking at as Board is putting forth a  
32 recommendation to City Council to say: "This program has limited funds,  
33 but it is directly affecting the business community with COVID related  
34 issues." Board Member Montgomery stated it is funded for eight weeks,  
35 added three weeks of e-commerce. Chairman Schaljo stated this might be  
36 a good action item for the Board to start looking at. He did ask about the  
37 accelerated program, three weeks of e-commerce, and if there was  
38 additional funding could they look at that as not every business has an e-  
39 commerce side. Ms. Martinez stated the type of training was five weeks  
40 and with the shifting to the digital world they added the three weeks that  
41 would allow businesses to explore additional markets, and that is the e-  
42 commerce component. Here in Las Cruces they had 43 applicants and only  
43 three were admitted because of capacity. Based on this the City has  
44 identified two different areas of focus; one with the service type of business,  
45 for business accelerator, and the other just more mom and pop that can  
46 establish a website, establish channels of distribution that they have not  
47 considered yet. Another big component before the statewide group  
48 participated, the cohorts were 20 or 25, Arrowhead has decreased the size

1 of the cohort to be able to have more of the one-on-one coaching which  
2 they found to be most crucial for business owners to have the opportunity  
3 to have that more customized attention and personalized one-on-one  
4 conversation to be adapted to their needs. If the recommendation from the  
5 Board would be to have additional funding for more targeted efforts, we  
6 could work with Arrowhead Center to craft other type of curriculum that may  
7 be more adaptable and maybe a shorter period.  
8

9 Board Member Cowan asked if there are stats on success or models to be  
10 presented to show how that program has stimulated the economy, even if  
11 before COVID, to be able to see how well it impacts the economy and then  
12 substantiate the idea of adding more funding. Mr. Winingham stated there  
13 is some data on that as the program has been running since 2017 with  
14 funding from New Mexico Gas Co., about 10 cohorts of 75 teams, and over  
15 the three years an average, each created two to three direct jobs, so total  
16 impact of about four to five jobs if you do the economic impact analysis.  
17 Each team raised about \$20,000 in funding. Program is all about research.  
18 Insights from customer research are valuable. Board Member Montgomery  
19 stated Arrowhead can send an e-mail to see something tangible. There  
20 might be a new need on training and they can provide that. They are flexible  
21 as a wide range of advisors who can come in and speak. Mr. Winingham  
22 stated the program with market research can be added onto.  
23

24 Chairman Schaljo asked Ms. Lopez if there was any way to work out a  
25 partnership between Workforce Solutions and the City of Las Cruces. Ms.  
26 Lopez stated the Ms. Martinez has been working on the EDA grant, which  
27 is a great starting point. She stated there is a need, and they can expand  
28 to help more people. Ms. Martinez stated a conversation was started  
29 related to Workforce development opportunities first through Workforce  
30 Talent Collaborative which is a community based meeting that is every  
31 month, and the Economic Development Administration Cares Act made  
32 funding available for efforts to alleviate the negative impact of the current  
33 situation. First identifying the core problem to the more severe impact to  
34 the displaced workers in our community. Then they discussed possible  
35 ways to address through the partnership. Grants team is working on  
36 strategies from the discussions. And then define a scope of work that we  
37 can discuss with the regional EDA representative and get more feedback  
38 on whether or not that is a program they would be interested in funding. Ms.  
39 Lopez stated they need to work on understanding the LEEP program for  
40 teachers, and proof that they have exhausted all other options. Schools do  
41 have Title I funding. Board Member Moore wants to caution the Board that  
42 they compliment programs out there, not duplicate them. She is hearing  
43 business development, business assistance, workforce development,  
44 workforce assistance, an actional item would be to ask the City Council to  
45 support some of these that are already in place. She asked if there are  
46 some ordinances that can be deferred, relooked at as part of a true action  
47 item. Support the City on what they have done and give action items moving  
48 further.

1  
2 Chairman Schaljo state he is aware of the Hunt Institute out of UTEP, and  
3 is there any partnership with them. And are there programs that they have  
4 been doing that mimic what they are doing or work between the two. Mr.  
5 Winingham stated the best partnership is the Studio G program for student  
6 entrepreneurs. There is also a Hunt Center at Arrowhead. Cross promoted  
7 the I-Corps programs, Hunts Sponsorship Program, some business  
8 competitions that are opening up. UTEP's program just started up and  
9 already have 100 join just in the last four months. Board Member Miller  
10 believes these ideas should be put into a framework. Provides opportunity  
11 for all residents, and especially historically excluded populations that  
12 benefit, contribute the economic prosperity. Believes still missing some  
13 overall framework to present to the Council.  
14

15 Board Member Cowan stated he has two items for action. One is to help  
16 people find this information such as was presented today, be more engaged  
17 with it. Create a directory or some type of liaison in the City's office where  
18 they are able to put all this information together in one spot. Second to ask  
19 the City Council to reexamine some of the mandates, the impacts, etc.  
20 Board Member Moore agrees with Board Member Miller has seen indices  
21 for topics and perhaps staff could research these, and she would be happy  
22 to forward them to staff. Board Member Harris stated it is important to hear  
23 from the State Public Health People. What are reasonable actions people  
24 can take. Contract tracing of where people are getting sick.  
25

26 **VII. Future Discussion:**

27 **1. Topics to be discussed:** Board Member Miller has some slides for an  
28 inclusive economic recovery program, but the City may have somebody  
29 more with expertise. Person at Brookings Institute that is helping develop  
30 this across the country. Ms. Martinez will coordinate with Board Member  
31 Miller to collaborate on the best option in acquiring someone and/or more  
32 materials.  
33

34 Darleen Lopez will get information on the LEEP or alternative licensure to  
35 get concrete information on where the gap is between what we can do and  
36 what is stopping us from serving some people.  
37

38 Board Member Thomas suggested using GIS staff to map where all the  
39 businesses are that are open, what their service is, and keep updating it,  
40 information pertaining to that business. Chairman Schaljo stated Google  
41 maps already has this set up. Mr. Pallares stated the City has global  
42 information for the businesses but do not have information of hours of  
43 operation, this would be a lengthy process to provide some of this but if the  
44 Board believes it is worth the time they can look into that. Board Member  
45 Thomas stated in Seattle their GIS department put out an application for  
46 businesses to send in their information to be part of the program. It has  
47 been popular. If Google is already doing this, then encourage businesses  
48 to do that and have a link from the City website. Board Member Cowan



1 stated he was talking about the programs that they heard from today.  
2 Chairman Schaljo stated the Las Cruces website, there are resources for  
3 small business and workers section that does this. Board Member Harris  
4 stated for next week, funding for Arrowhead Sprints, looking at various  
5 recovery plans from other cities, presentation about what inclusive recovery  
6 means. He would add getting some input from public health officials not  
7 heard from. Board Member Harris motioned to those items on discussion  
8 for next week, Board Member Moore seconded.

- 9 1. Inclusive economic recovery.
- 10 2. Ms. Lopez highlight what we can do in conjunction with the programs.
- 11 3. Get someone from health side to present to us, hopefully accredited,  
12 knowledge of state level of COVID, well versed.

13 Motion passes.

14  
15 **VIII. Adjournment: The meeting adjourned at approximately 12:15 p.m.**

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17  
18  
19  
20 Christopher Schaljo  
21 Chairperson

22  
23  
24 Approved: *Christopher Schaljo*  
25