



ECONOMIC DEVELOPMENT ACTION COUNCIL

CITY OF ALBUQUERQUE

CHAIRMAN: DON POWER
VICE CHAIRMAN: DEBORAH JOHNSON
EX-OFFICIO: GARY OPPEDAHL

MEMBERS: ISAAC BENTON
TRUDY JONES
GILBERT MONTANO

MINUTES from June 26, 2014

ATTENDEES: Chairman Don Power
Vice Chair Deborah Johnson
Councilor Isaac Benton
Councilor Trudy Jones
Mayor Richard J Berry

STAFF: Gary Oppedahl
Deirdre Firth
Jenny Walters
Breanna Anderson

GUEST: Steve Duncan
Julie Curtin

Call to Order—The meeting was called to order by Chairman Power at 12:57 p.m.

Additions/Changes of Agenda and/or Minutes—There were no changes or additions to the agenda.

MOTION: Approval of June Meeting Minutes by Councilor Jones
SECOND: Councilor Benton
MOTION PASSED UNANIMOUSLY

National Marketing Discussion—Steve Duncan (Account Director) & Julie Curtin (EVP/Partner), Development Counsellors International (DCI)

Julie Curtin gave an overview of what DCI is all about, who they represent and what they offer their clients. DCI is an internationally recognized public relations firm that specializes in economic development. She expressed the importance of a strategic marketing campaign for communities. There was an overview of the most effective types of media/messages, and the importance of third party endorsements. DCI helps with the messaging to show the value of what Albuquerque has to offer. Steve Duncan gave an update on DCI's work done for the City in 2013. They conducted a survey with 250 site selection consultants with a 27% response rate and revealed the results of that survey in each area/question. They set up meetings for Mayor Berry, John Garcia, and a local company in New York with Bloomberg Business Week, The Wall Street Journal and The New York Times. Editorial placement would be a significant piece moving forward in order to tell the positive stories on a national level. It takes a multipronged approach and would suggest doing another immersion tour that includes updating the primary

story lines. Ongoing story telling is a bit of an art in crafting the storyline; taking what they learn on an immersion tour, taking what they learn from reading the local papers, and talking with a local PR firm. The next phase would incorporate the need for national contacts and public relations along with a strategy for local marketing companies to participate.

There was discussion on the steps moving forward and time was allotted for Q & A.

MOTION: Approval to fund an initial \$400,000 for marketing for one year and to include DCI, a local firm and the Loop by Vice Chair Johnson

SECOND: Councilor Benton

MOTION PASSED UNANIMOUSLY

Adjourn—Meeting adjourned at 2:56 p.m.

Minutes Submitted By: Deirdre M. Firth Date 10-30-14
Deirdre Firth, Deputy Director

Minutes Approved By: Don Power Date 10-30-14
Don Power, Chairman