



**ECONOMIC DEVELOPMENT ACTION COUNCIL**  
**CITY OF ALBUQUERQUE**

**CHAIRMAN:**  
**VICE CHAIRMAN:**  
**EX-OFFICIO:**

**DON POWER**  
**DEBORAH JOHNSON**  
**JOHN GARCIA**

**MEMBERS:**

**RICHARD J BERRY**  
**DAN LEWIS**  
**ROXANNA MEYERS**

**MINUTES from March 26, 2013**

**ATTENDEES:**

Mayor Richard J. Berry  
Councilor Trudy Jones  
Councilor Roxanna Meyers  
Vice Chair Deborah Johnson

**STAFF:**

John Garcia  
Deirdre Firth  
Ramona Zamir-Gonzalez  
Annabelle Romero  
Dayna Gardner

**GUEST:**

Rob Perry  
Doris Duhigg

**ABSENT:**

Councilor Dan Lewis  
Chairman, Don Power

**Call to Order**—The meeting was called to order by Mayor Richard J. Berry. There were no changes to the Agenda, and no one present for Public Comment. Councilor Trudy Jones was appointed by Council President Dan Lewis to take his place at this meeting.

**MOTION:** To make no additions or changes to the agenda by Councilor Trudy Jones  
**SECOND:** Councilor Roxanna Meyers  
**MOTION PASSED UNANIMOUSLY**

**Open Meetings Act**—Doris Duhigg, Assistant City Attorney, made a presentation on the Open Meetings Act requirements. She recommended that the EDAct Council adopt an Open Meetings Act Resolution; during the next meeting the Council members will vote on the Open Meetings Act Resolution for the EDAct Council. There was discussion regarding non-disclosure issues, and what the procedures would be if and when the Council needed to have a closed meeting. There was an in-depth question and answer session regarding approval of funds, recommendations, rolling quorums, agenda items, closing fund, having legal counsel at every meeting, public comments, voting on new business, recording all votes, and agreement for complying with the open meetings act.

**MOTION:** To Have A City Attorney Present At All Future Meetings-- by Councilor Trudy Jones  
**SECOND:** Councilor Roxanna Meyers  
**MOTION PASSED UNANIMOUSLY**



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### CITY OF ALBUQUERQUE

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**Revised Policies and Procedures**—Deirdre Firth informed the council that the “Officers” section on the Policies and Procedures was completed as a result of the February meeting decisions to elect a Chair and Vice Chair.

**Revised Application Form**—Deirdre Firth informed the council members of the revision for the application form which now includes a section for a project budget and added background information.

**MOTION:** To Add a Section to the Application for “Any Other Information You Would Like To Share”-- by Deborah Johnson  
**SECOND:** Councilor Trudy Jones  
**MOTION PASSED UNANIMOUSLY**

There was discussion on adding more requested information to the application form, for example: years in business, growth record, years of experience, expected impact, plan for sustainability once the funding is over, and possibly having the form include a score sheet with a 1-5 rating. The staff will compile the aforementioned information and send a draft copy around.

**MRCOG**—Deirdre Firth informed the EDAct Council regarding a regional marketing effort coordinated through the MidRegion Council of Governments (MRCOG). MRCOG has \$80,000 left over from an EDA grant and there was discussion on how MRCOG would like to work with the City of Albuquerque so that there is a consistent message for the metro area. There was continued discussion regarding the regional marketing aspect versus strictly focusing on the City of Albuquerque marketing.

**Presentation by DCI**—Julie Curtin, EVP/Partner and Steve Duncan, Account Director, with Development Counselors International (DCI) gave a presentation to the Council members regarding 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. There was a discussion regarding cost, and a discussion on using local firms for part of the work along with a firm that has national connections. DCI helps with the messaging to show the value of what Albuquerque has to offer. There was request from the Council members to have a proposal/application from DCI that the Council could consider.

**Presentation By ThriveABQ**—Chris Chavez and John Garcia, Economic Development Department, gave a quick overview of the ThriveABQ program. ThriveABQ is requesting



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\$20,000 for a billboard and radio campaign focused on increasing the "buy local" aspects of the program.

MOTION: To Fund ThriveABQ \$20,000--by Councilor Roxanna Meyers  
SECOND: Councilor Trudy Jones  
MOTION PASSED UNANIMOUSLY

There was a request to staff to have an up to date financial sheet with a running total of the EDAct expenditures at each meeting.

**Old Business: Innovate-Educate**—There was discussion about the status of Innovate-Educate with regard to approval/funding from EDAct or funding by the City of Albuquerque through the City Council. Mayor Richard Berry was under the impression that Councilor Dan Lewis is working on getting the funding from the City Council. There was still some uncertainty as to what the role of Innovate-Educate was in the proposed project, and what the details and budget were. Mayor Berry would like to see the State match our funding efforts here in Albuquerque. He would like to send a letter to Cabinet Secretary at the Department of Workforce Solutions to say the City will work through the budget process, allow Councilor Lewis to continue his efforts, and see if we can get some matching funds from the State. Councilor Roxanna Meyers had a question about what happens if EDAct does not fund I-E how does that affect their efforts State-wide. She would also like to have I-E budget.

**New Business**—Mayor expressed the urgency to get a marketing plan together to promote Albuquerque nationally. He would like to get this marketing plan going, hopefully to be able to vote on funding at the next meeting.

**Next Meeting**—Mayor would like to have the next meeting scheduled within the next few weeks. Staff will contact the members regarding their schedules.

Minutes Submitted By Deirdre Firth Date 4-8-13  
Deirdre Firth

Minutes Approved By Roxanna Meyers Date 4-10-13  
Roxanna Meyers