The following are summary minutes for the meeting of the Las Cruces Economic Recovery Ad Hoc Board on June 25, 2020. The meeting was held via Zoom.

Members Present:
- Chris Schaljo, Chairman
- Debbi Moore, Vice Chair
- Michael Harris, Member
- Doug Cowan, Member
- Ron Fitzherbert, Member
- Sharon Thomas, Member
- Jolene Martinez, Member
- George Miller, Member
- Brooke Montgomery, Member

Members Absent
- Veronica Archuleta, Member
- Jane Bloom, Member

Staff Present:
- Griselda Martinez, Economic Development Director
- Francisco Pallares, Economic Development Deputy Director
- David Maestas, Interim City Manager
- Jamey Rickman, Community Outreach Manager
- Mike Bartholomew, Transit Administrator

Others Present:
- David Armijo, South Central Regional Transit District

I. **Call to Order:** Chairman Schaljo called the meeting to order at 2:01 and quorum was determined.

II. **Conflict of Interest:** There was none.

III. **Acceptance of the Agenda:** Move discussion item 2, Public Transportation Protection up to Discussion item 1. Amendment to the agenda, motion by Board Member Harris moved, seconded by Montgomery. Motion passes. Motion to accept the agenda as amended, moved by Board Member Moore, second by Board Member Thomas. Motion passes.

IV. **Approval of Meeting Minutes:** Not applicable at this time. Chairman Schaljo asked when the minutes of the last two meetings would be available. Ms. Villanueva stated they will both be on the next agenda.
V. Discussion: Introductions, Mike Bartholomew, Transit Administrator for the City of Las Cruces. Jamey Rickman represents Community Engagement Office for the City of Las Cruces.

1. Restoring Public Confidence - NM Safe Promise Campaign in Las Cruces: Board Member Moore stated she has heard is safety. Also this board could make immediately recommendations to the City Council is New Mexico Safe Promise Campaign is created for statewide but we can do some adaptation and promotion of it for the Las Cruces community through a grassroots initiative. She believes what is most important on the safety side is the citizens need to feel safe going into business, business needs to feel safe with the customers coming in, employees need to feel safe as well. While the NM Safe Promise is not anything that is legal or enforceable, it is a promise that we could do a good job citywide of promoting to get 100% participation. Businesses could put a statement on their windows that all their employees had made the promise as well as there is a bag that you get when do the promise on campaign. Add a Las Cruces tag line to it and then they can promote that. Churches can certainly do this as well. Nonprofits can promote to their client base. Across the board way of hopefully feeling safe enough to out a little bit more, companies feel safe going into. Mr. Pallares stated this item was a spinoff of the discussion from the last meeting. Specifically a presentation by Mr. Dahlgren showing some of the initiatives that people doing, social distancing, staying at home if they feel sick, they are washing their hands constantly, and following all the safety guidelines that have been recommended for preventing COVID related diseases.

Ms. Rickman stated she can impart information that they can prepare content on the City's website that reflects the current status from the Governor's office and whatever official messaging that we need to put out there so it is consistent with what the state is saying and has the same information. The City's website they will repackage the information so it is easy to find and easy to digest for businesses. Information would be readily available and understandable, including self-printing fliers, whatever materials this Board would be necessary and helpful for the business community and the community at large regarding going back to business and getting back to life here in Las Cruces. Board Member Moore stated the other thing they can do is add inserts into water billing about NM Safe, Las Cruces identification and customization on this. This would embrace all levels of the community. Ms. Rickman stated there are all sorts of ways to get the information out there, including yard signs, papers in the front windows, etc. Board Member Cowan likes the idea it can be done quickly. His biggest question would be is it possible to contract every business owner by registration and let them know we have this program; it is a voluntary program but might help build some of their consumer confidence. Smaller businesses may not have this knowledge. Ms. Rickman stated they can do that, use the business registration resources, and a lot of databases they have that are not necessarily business related, want the whole
community to understand this program because it is a two-way street, not just businesses, also the community at large having confidence that they are going to safe businesses and that they will stay safe.

Board Member Moore believes social media would be important as well and asked how do we move this forward. Mr. Pallares stated if this is a recommendation for the Mayor and City Council the Chairman can include in his report. Ms. Martinez stated since this is an action item it will have be voted on as an action item to go to City Council and Mayor.

Board Member Moore moves to accept the NM Safe Promise Las Cruces personalization and customization of the program for the entire community to be our first recommendation to City Council. She would like the Board to see the final plan before it goes to Council. Board Member Thomas seconded the motion.

Mr. Cowan asked if Ms. Moore could generate a schematic of what she discussed, what is going to be built to expedite the final product. Board Member Thomas asked what was going to be borrowed from the state; particular layout, symbols, she would like to have an opportunity to see what the materials are going to look like before moving forward. Board Member Moore stated they are using the logo of the NM Safe Promise logo, and they have guidelines on how to use that and we can add our own personal tagline to that. Board Member Miller concerned about getting away from the NM logo too much that people will get confused, be sure not looking like two different campaigns. Motion passes.

2. Public Transportation Protection During COVID 19: Board Member Thomas saw the All Together New Mexico COVID-Safe Practices for Individuals an Employers and noticed that transportation was not included. She has spoken with Joann Ferrary and Bill Soules to see if there can be some additions at the state level but not responses yet. There are a variety of guidelines, the most important is from NM Department of Transportation. There are other agencies, US Department of Transportation, Federal Transit Administration, and American Public Transportation Association. The New Mexico Department of Transportation has information on cleaning, elimination of fares due to hand-to-hand passing, possible using rear-door boarding, if they pull up at a stop and are already very full they might skip that stop. Federal government has distributed cloth facial coverings 86.8 million to airports and 9.6 million to transit agencies and Amtrak. Also passed the CARES act with relief funding. Mr. Bartholomew stated it was awarded by formula program and is the same program that they get standard funding with. City of Las Cruces got just over $6 million. The CARES act is 100% federal funding and does not require local match. This would create the ability to get service back to normal as soon as able. This amount should carry into next year, through much of next year and covering operating expenses. Board Member Thomas stated in large cities transit has been important to get essential workers to work. American Public
Transportation Association wrote a big paper on it, very research oriented, and also have an e-mail hotline that transit members can call, and frequently asked questions page.

Mr. Bartholomew stated RoadRUNNER transit went fare free at the beginning of the pandemic and then reduced service. They are also researching about best practices and handling cash fares. Long term goal see more of a move to cashless types of fare collection, apps or touchless cards. But a lot of technology has to be purchased and prepared for. Service hours were reduced. The main reason for reduced service hours is because the City has a program for City employees are susceptible to complications of they get infected by COVID so they are out on a special type of paid leave that the City has created. Really reduced the driver workforce. Level of service is based on the drivers available. Driver briefings are held outside to encourage the social distancing. When nonessential businesses were closed they campaigned a lot through Facebook page and through ads with the help of the City's Community Outreach department urging people to only ride the buses for essential business. We have kind of dropped that message now because "nonessential" businesses are now opening up again and people need transit for more and more reasons. They do require face masks at the facilities and on the buses, and have handed out disposable and cloth masks. The Federal Transit Administration just sent 1,500 of the cloth face masks, and able to order more through U.S. Department of Health and Human Services. Driver shields are being added to the buses. At the intermodal center encourage social distancing, limited seating. Buses are cleaned thoroughly each night and once a week a special fogging machine for disinfecting. When the buses are at the intermodal center the highly touched surfaces are wiped down. Dial-a-Ride vehicles are also cleaned. Returning to normal level of service depends on how the City allows drivers who are immunocompromised to return to work. Fares are still being researched.

Board Member Miller stated he is concerned about the decreased hours, low-income people that need transportation to their jobs. What happens if the bus is full and passes passengers awaiting? What would happen if kept the fare free permanent? Mr. Bartholomew stated there are communities experimenting with fare free. They are not passing people at stops. Try to define capacity on a bus via the seating. David Armijo stated they have issued face masks and face shields, and most of the buses now have shields build into the bus. The seating has been separated. The last 30 days ridership is up almost 20%.

Board Member Harris asked about the ventilation systems in the buses. David Armijo stated the nature of the AC units filters out themselves and recommend that people do not open windows as fresher air with the AC units. Mike Bartholomew states they have not dealt specifically with the
ventilation system itself other than the fogging of the buses periodically and that their AC system is similar to what was described by David Armijo.

3. Worker's Support and Protections since COVID-19: Mr. Pallares stated the state has gone sector by sector in describing certain changes to the normal day-to-day operations in order to ensure COVID safe practices. This link is to the 53-page document that is all inclusive of the presentation. https://cv.nmhealth.org/wp-content/uploads/2020/05/all-together-new-mexico-5-27-2020.pdf The information provided in the document are to help workers and customers. There are general recommendations and specific recommendations for retail, restaurants, office and call centers, grocery stores and farmer's markets, summer youth programs, manufacturing, hotels, golf courses, tour operators, houses or worship, farm, ranch, dairy producers and processors, veterinarians and pet care services, construction, automobile dealers and services, salons and spas, medical providers.

General recommendations include maintaining social distancing and constantly cleaning surfaces and hands and high contact products. Limit operations to remote to the greatest extent possible, six feet distancing, meetings remotely, face coverings for employees, training on cleaning and hygiene, screening of employees, minimize non-essential travel, adhere to all CDC and OSHA guidelines.

Mr. Pallares’ presentation continued to describe in more detail each of the various recommendations for various businesses, all the information can be found within the document listed above.

Board Member Cowan stated the number one point seems to be in contradiction to what they are trying to do, to get an economic recovery; how to encourage people to go to restaurants, stores, do commerce, but the number one point is to limit operations. Ms. Martinez stated the document was put together early in Phase 1 and does not know if the wording is specific to only Phase 1 or other phases. Board Member Cowan asked if there was a voice to re-narrate that statement so not in conflict. Ms. Martinez believes it is important to capture that message in the local safe component. Board Member Thomas think the guidelines are very good, though there is nothing about public transportation and hopes that will change with time. And since it is a living document, using the document as a reference would be advantageous and being sure people understand it will change.

VI. Future Discussion:

1. Topics to be discussed: Chairman Schaljo asked what other items to include for future. Board Member Cowan stated he has a couple of things; first trying to encourage people to come into our places of business, encourage other businesses to implement some things to do. Certain businesses are not opening and why. Is it they can't get their employees
back and why? Is it a financial situation where they don't have the resources to perhaps provide the inventory or to institute some of the guidelines that are necessary to be open? Is it misunderstanding of the requirements? Is it profitability stage?

Board Member Miller stated the City could offer some economic resources for the businesses. Future topics missing a whole piece of the City, people who cannot even go to a restaurant right now, on the unemployment. Helping people to get into jobs, retraining, new business incentives.

Board Member Harris suggested a survey of people who are working and not work and the reason, and also for the businesses. Chairman Schaljo suggested Workforce Solutions might have this data.

Board Member Martinez there are some models for inclusive economic recovery, U.S. New, New York Times. Rental assistance/hold on being evicted, which ends in July so in August this issue and school returns, and families are forced to balance some children going to school and others not. Solutions to provide to them, childcare assistance, after school programming. Providing low wage earning workforce with the opportunities to do those things, City or state funded, put together strategies.

Board Member Montgomery stated getting more information from Las Cruces Public Schools and see how that affects parents being able to go back. In identifying the parts of the economy or which businesses are not reopening, is that a correlation with the employees that have children or reserving their money so when reopen it makes more sense. That could help to provide recommendations for the businesses.

Board Member Thomas stated she would like to have Tracey Bryan to come and discussion the Workforce Talent collaboratives. All Together New Mexico is this something to recommend to the City Council. Board Member Moore stated the All Together New Mexico is the State's guideline for the beginning, CSP guidelines with the continuing opening. Board Member Thomas asked if this document be made available via the City on the website, recommend to businesses. Board Member Moore stated it is already on the website and it already has been embraced because it is the "official document” guideline. Ms. Martinez stated it is available and from the very beginning the City is highlighting that we are following the guidelines from the Governor and those follow CDC guidelines.

Board Member Montgomery stated not a priority but interested in looking at research and development and innovation in the labs, if those type of jobs are being affected and recommendations for innovation. Funding from the State for younger entrepreneurs for research at the university or in labs. Grant money such SBIR and SPTR, small business grants for tech innovation. Ms. Martinez suggested since this is entrepreneur that Arrowhead be the lead on that, and she will reach out to the Director.
Board Member Cowan stated not a priority but interested in establishing a parliamentary rule on how to change the meeting times. His schedule is not as flexible some. Chairman Schaljo stated they are following Robert's Rule of Order and Open Meetings Act, and those are the go-by rules and documents. This is the 72-hour window of agenda changes. Zoom is chaotic and hard and doing YouTube to be publically displaced they are under certain guidelines that are out of the Board's control. Board Member Cowan stated in the first meeting never established the rule for changing a meeting, and Robert's Rule of Order does not make it clear on how to an exact time change. Wants to establish the parliamentary rule, maybe a secondary time. Mr. Pallares stated the biggest constraint now with adapting, in the government sector they have to have public meetings with channel for distribution, this Board via YouTube, we can only stream one meeting at a time. When the Board was created a meeting time was set and that meeting time is still established as the meeting time, however there could be times in which the streaming service does necessitate a change.

Chairman Schaljo more discussion points, first point of action for the City Council in line with the presentation that Ms. Moore provided. Board Member Cowan moved the conversation on the agenda on how to identify why businesses cannot open and if there is something hindering them, how to help them. Again requested a parliamentary procedure. Mr. Maestas stated the City can work with on a timeline that works for your meeting that does not interfere with other meetings and YouTube channel broadcasting. Then he can in accordance with the parliamentary procedures is can have an agenda item at a meeting to vote on that time so that you can actually have an approval on the time that is going to work for the Committee as well as for the broadcasting of the YouTube. Currently right now they had a time approved beforehand, and now you have an adjusted time that hasn't been voted on yet. You will need to have at time that gets voted on. Chairman Schaljo asked about the time that was already voted on in the first meeting of Thursday, 10:00 a.m. Mr. Mestas stated if that is the time that is in conflict then does need to be moved. Ms. Martinez state the meeting could be cancelled if there is conflict and not attempt to reschedule. Adrian Guzman stated that the fourth Thursday in the morning another Board has that time frame. Chairman Schaljo stated they need to pick a secondary time, add to agenda to come up a concrete time so they do not have to move the meeting. Board Member Moore seconded the motion. Board Member Montgomery wanted to amend by inserting that they focus strategically on businesses not reopening and looking at if it's due to lack of revenue if they reopen and how we can make suggestions if that is what is impeding them. And also that is that their employees have children and what happens with the school district will affect that. Board Member Moore she second this to discuss it. She feels like businesses have been discussed and there are other items such as the employees, what the City has already been doing with employees who are vulnerable. She feels there is so much assistance to businesses through other agencies, would prefer that talk about
something else to get a broader aspect. The school schedule, what's going on with the schools is going to be vital and important the whole community as a whole. She also believes it is too soon, Phase 2 has been put on hold right now. Board Member Harris agreed with Ms. Moore about talking about something else. Chairman Schaljo stated the amended motion dies as no second.

Board Member Harris no. Board Member Montgomery yes. Board Member Moore no. Board Member Fitzherbert no. Board Member Miller no. Board Member Martinez abstain. Board Member Thomas abstain. Board Member Cowan yes. Chairman Schaljo no. Motion fails 2-5-2.

Chairman Schaljo one discussion next week. We focus on the one item for the next meeting. The topic would be going over the New Mexico Safe Promise and personalizing it to focus more on the Las Cruces side of the program. Motion for one discussion item by Board Member Harris, Board Member Moore seconded. Motion passed.

VII. Adjournment: The meeting adjourned at approximately 4:00 p.m.

Motion to adjourn by Board Member Fitzherbert, seconded by Board Member Harris. Motion passed.

Christopher Schaljo
Chairperson

Approved: Christopher Schaljo