The following are summary minutes for the meeting of the Las Cruces Economic Recovery Ad Hoc Board on July 31, 2020. The meeting was held via Zoom.

Members Present:
Chris Schaljo, Chairman (arrived approx. 10:12 a.m.)
Debbi Moore, Vice-Chair
Michael Harris, Member
Sharon Thomas, Member
Veronica Archuleta, Member
George Miller, Member
Brooke Montgomery, Member
Susan Greenwald, Member
Darleen Lopez, Member
Jolene Martinez, Member

Members Absent:
Doug Cowan, Member
Ron Fitzherbert, Member

Staff Present:
Griselda Martinez, Economic Development Director (arrived approx. 10:30 a.m.)
Francisco Pallares, Economic Development Deputy Director
Andy Hume, Airport Administrator
Dominic Aragon, Digital Media Coordinator
Dania Soto, Executive Administrative Assistant
Cynthia Villanueva, Administrative Assistant

Others Present:
Joe Parilla, Brookings

I. Call to Order: Vice-Chair Moore called the meeting to order at 10:06 a.m.

II. Conflict of Interest: There was none.

III. Acceptance of the Agenda: Motion to accept the agenda by Board Member Thomas, seconded by Board Member Miller. Motion passes.

IV. Minutes for Approval:

1. Minutes for Meeting on July 23, 2020: Motion to accept the minutes from July 23, 2020 by Board Member Harris, seconded by Board Member Miller. Motion passes.
V. Discussion:

1. Inclusive Economic Recovery Framework: Mr. Parilla works for a public policy research organization based in Washington, DC. They work on research that looks at the economic and social conditions in cities, regions, and states. Audience is the cross sector groups of leaders, government, but also nonprofit sector and business, as well as higher education. Three in four business in Las Cruces received loans through the Paycheck Protection Program. COVID revealed we had a pretty insecure economy to begin with. Larger predominantly costal metropolitan areas, Bay Area, Seattle, Boston, San Diego accounted for 90% of the growth in innovation economy jobs between 2005-2017. As the country was sorting itself geographically, high paying jobs were concentrating more in the larger cities, broader challenge around job quality. About 44% of the U.S. workforce including 54% of African American workers and 63% of Latino essentially earn less than a family sustaining wage, even before the crisis, already a lot of economic insecurity.

Thursday of last week they launched COVID-19 metro recovery watch website which provides a framework for recovery, spotlight local efforts, and also provided index for local communities to see what is happening over time. This is limited to metropolitan areas of no less than 250,000 residents. The recovery framework looks at three key principles. Local communities (cities, regions, counties, states) set goals and objectives for their recovery. Two part goal; local economy should be increasing prosperity, and take into effect lingering racial inequities within the country. Job creation, job preparation, job access. Opportunities for small business owners to access technical assistance from intermediaries, access to PPE kits, questions were fielded. Second challenge is around unemployment rates which is similar to works progress administration during great depression, civic and public needs that become more acute during crisis. Possibly become a national service corps support local communities. Finally acknowledge long standing gaps across neighborhoods in cities. Without addressing the place based disparities it will be hard to have an inclusive recovery. Advocate to states to set up funds that would provide resources to locally owned new investment structures. Therefore locals use these funds to purchase real estate and dictate how that real estate is used to meet local needs, therefore local residents benefit, make neighborhoods better. Need new types of institutional capacity in our local communities and deliver on these solutions.

Board Member Harris asked how effective these ideas are, particularly strengthening small businesses, give an idea of relative importance of different resources provided to the business, i.e. rent relief more important than PPE. Mr. Parilla stated the government should be stepping in or some sort of civically oriented resources because it is not the businesses fault due to COVID and only responding to much needed public regulations to keep the population safe. Heard local stakeholders are lacking practical or
technical assistance, help with getting a PPP loan regarding requirements and process. Board Member Harris asked if there is a demand for City to stop evictions or provided more direct financial assistance. Mr. Parilla believes moratorium on evictions a lot of cities did and still ongoing. Washington, DC extending moratorium in evictions until stop declaring a public health emergency.

Board Member Martinez asked how the City would engage with their organization in developing a plan. What kind of training and technical assistance is provided to City Council or City staff that helps them decide if this partnership with his organization is one that would benefit, and how quickly can they be turned around? Mr. Parilla do some intense partnerships with cities, but few and far between. To work together would be scoping that out from a resource perspective and a timing perspective. For them it would be hard to take on a new intensive partnership now.

Chair Schaljo asked with community investment trust, that sparks interest. Mr. Parilla stated the idea is about taking a pool of money that would be the gap filler in the capital stack for kind of specific new projects to move forward, build new housing, new commercial corridor.

Board Member Miller stated even though Las Cruces is not the size to have a direct partnership with Brookings Institute, are there other city groups across the country that are working together and sharing information? Mr. Parilla stated at one level Brookings does research and shares that and everybody has access, at a second level soliciting through things like webinars or other network activities, exchange of ideas between cities. The third way is more doing demand driven briefings and through networks with other cities, put in contract with other people that are doing work that you may be interested in. The National League of Cities is the largest organization that does this work. U.S. Conference of Mayors. The National Association of County Governments. The Association of Chambers of Commerce. Board Member Miller asked how to get that inclusive voice throughout the whole system. Mr. Parilla stated the Center for Economic Inclusion partnered with Northside Funders Group that supports north Minneapolis which is traditionally African American community and where a lot of challenges around racial inequity manifests, that has been the novel contribution of an organization like this is they straddle credibility with what you can call elites (governing elites, corporate elites, philanthropic elites) and grassroots community groups. Work with the groups who are closest to those residents and using their capacity to lift up the voices. Board Member Miller asked if there were specific recommendations for a City of our size and type. Mr. Parilla stated he does not know Las Cruces well enough to go beyond generic principles. Las Cruces is at a size where people know each other. Another challenge with scale is there are not as many resources as a larger community. Consider who within the critical institutions in Las Cruces is not a part of the recovery conversation. Figure out how they can plug in with resources other than money.
Board Member Thomas, there is currently discussion about New Mexico developing a public bank.

Board Member Moore hearing a lot of good things but what is an actionable item to take to City Council, in both short term and long term.

Mr. Parilla stated there are nine ideas actionable over different timelines. Small business and worker retraining the service corps are near term achievable activities. A state level investment fund or public bank is obviously help spur recovery in a 24-48 month time period. Board Member Moore stated the advantage of our community is that many of the workforce things are already in place. The long term would be a great recommendation.

Board Member Montgomery the MBA program has students who form teams and they reach out to businesses in the community, and those teams solve real world business problems. It is not marketed very well it might be an actionable item to reach out to them.

2. Workforce Scholarship for Re-Tooling and Re-Training: Ms. Lopez stated they are learning every day that there are different points of metrics to look at that were not being looked at before. The most important elements of proposing the scholarship from the perspective of the Workforce system currently is supporting the alternative licensure and LEAP type programs. Federal programs are wonderful but do have red tape and limitations and so challenging to severe any person as every single situation is unique. Funding stream firewalls are a challenge. Looking for individuals with barriers, such as low income, disabilities, part of the Native Nations. Helping and filling the gap for the alternative licensure programs is a huge chunk of who this proposed scholarship would help. Sector strategies can limit dollars, but has been proven to be extremely effective in creating career pathways and developing efficient and effective ways to spend tax dollars and get a community self-sustaining. They are working with the Department of Workforce Solutions to figure out how to work together with local, community colleges and organizations to try and get sustainable work at the focus point. Workforce spends per participant per term $1,155.87. Also supportive services for if they are in training, process of on the job training, childcare, transportation, medical needs, rent, etc., so the participant can complete. They reimburse employer up to 75% of employee wages for up to six months while training. The main limitation is it cannot be entry level. Also limit to make is $14.62 an hour. They are also looking into if they can offer supportive services even if the person does not qualify with them but does with the scholarship.

Chair Schaljo asked if Legal was asked about the anti-donation clause. Mr. Martinez stated they are still pending more information. Mr. Pallares stated
they need the full proposal in order to know exactly what it entails and then
taking it to Legal.

Board Member Harris stated Ms. Lopez stated there were 1,315 job
openings currently, and wanted to know what those were. Ms. Lopez will
look into finding that information. Ms. Martinez recommends this being an
actionable item in a couple of weeks rather than next week.

VI. Future Discussion:

1. Items to be discussed: Board Member Harris suggested three things to
bring up to the City in the short term, increased PPE availability for low or
no cost to local businesses, something like the Birmingham Service Corps
model, and suggest they have a resolution in support of the state public
bank.

Board Member Thomas stated the public bank has been presented to the
City Council and there is legislative paperwork and she can get a
presentation for this Board.

Board Member Miller stated businesses might need more PPE. We can find
out what they urgently need to open up, as well as what the extra expenses
are.

Chair Schaljo said the state has a program for PPE, but believes there
should be a citywide initiative. Board Member Moore stated they are still
giving away masks at the Chamber. They are going to get more involved,
sanitizer, gloves. On the public bank initiative, do they have a direct tie to
recovery with regards to COVID in their legislation or potential legislation?
Board Member Thomas will check and give a short report next time. An e-
mail would be good and then discussion in a couple of weeks.

Board Member Harris stated for the Service Corps to look at the programs
the City has done so far, and look at the differences between that and
Birmingham has done. Prepare a list of the gaps and present that to the
City.

Board Member Martinez stated we do have some similarly situated Service
Corps here in Las Cruces already. AmeriCorps Vista and MRC-the Medical
Reserve Corps.

VII. Adjournment: Motion to adjourn the meeting. Seconded by Board Member
Lopez. The meeting adjourned at approximately 11:48 a.m.
Approved: Christopher Schaljo