The following are summary minutes for the meeting of the Las Cruces Economic Recovery Ad Hoc Board on February 18, 2021 at 10:03 a.m. The meeting was held via Zoom.

Members Present:
Chris Schaljo, Chairman
Michael Harris, Member
Veronica Archuleta, Member
Ron Fitzherbert, Member
Darleen Lopez, Member
Sharon Thomas, Member
Susan Greenwald, Member
Brooke Montgomery, Member

Members Absent:
Debbi Moore, Vice Chair
George Miller, Member
Jolene Martinez, Member

Staff Present:
Francisco Pallares, Economic Development Deputy Director
Dania Soto, Executive Administrative Assistant (departed 10:30 a.m.)
Cynthia Villanueva, Administrative Assistant

I. Call to Order: Chair Schaljo called the meeting to order at 10:03 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 Harris. Motion passes.

IV. Minutes for Approval:

1. Minutes for Meeting on February 4, 2021: Motion to accept the minutes from February 4, 2021 by Board Member Thomas, seconded by Board Member Harris. Motion passes.

V. Discussion:

1. Marketing Material and Businesses: Mr. Pallares stated at the meeting there were some questions as to what are some of the materials to get people registered for the vaccine. The City of Las Cruces has launched a campaign for vaccination registration that is combined with the red to green
campaign. The City is working to set up vaccination registration booths with businesses to put them in big grocery/retailers (Walmart, Target, Home Depot, Albertsons, Lowe’s, Farmers Market). There are also news releases regarding the vaccine and where to register. The City also had an overall revamp of the COVID page, of which Mr. Pallares shared with the Board. Also there is ongoing radio messaging for the vaccination campaign. In the last Board meeting Board Member Moore suggested using the New Mexico Tourism Department materials and these were shown for possible billboard use. The City currently does not have a contract for billboards. There are billboards in town available. The two types of billboards are digital and vinyl. Vinyl is approximately $300 a month, with minimum three months, with $675 for the vinyl. Digital is at approximately $2,000 a month for at least three months ($3,000 for four boards, $3,600 for five boards, $4,300 for six boards. And can do just a four-week contract with digital rather than the 12 weeks with vinyl. The Las Cruces Safe Campaign has approximately $10,000. He suggested doing six for one month and another consequent six boards going for another month.

Chair Schaljo stated the digital billboard is a better way to go. They can get changed with artwork uploaded and sent to them. Board Member Harris agreed with the digital billboards. He stated on the website, the register for the COVID-19 vaccine link, it opens in the same window as you are currently looking at, and he feels that should be changed so it opens in a new window. He will email Mandy Guss regarding that issue. Board Member Fitzherbert agrees with digital billboards. He has not had good luck with billboards within the City and was wondering what over avenues to advertise that may already be in place, i.e. transit buses, shelters. Mr. Pallares will check on the buses and the prices for that. Board Member Thomas stated the South Central Regional Transit District is mostly county but does make various stops throughout the City and it is pretty inexpensive to put the advertising on them.

Chair Schaljo asked what steps to take for action/approval. Mr. Pallares stated when they passed the Las Cruces Safe Promise campaign, there was budget along with that. The additional $10,000 from that campaign as been approved and will be used for this. Chair Schaljo stated they have enough in the budget for six billboards for two months. Mr. Pallares stated he will check on prices and see about bus covers. Board Member Greenwald asked if there was any way to measure the billboards to see the success to know if it would be beneficial to continue this in the future. Mr. Pallares stated they might be able to it were a specific, other website directed to that website, but just looking at a billboard probably not be able to measure. They could do a baseline though of when the billboards went up and when they came down, but there will be other concurrent initiatives and so it would be difficult to know whether the billboards were the actual component. Board Member Greenwald stated if this is successful and they can demonstrate it, she would be all for spending more money. Chair
Schaljo stated that with so many now doing the vaccines (Walmart, CVS, Walgreens) that it would be very difficult to be able to follow through.

Board Member Harris suggested might be able track data via the website statistics for vaccinenm.org, which redirects to the Department of Health's website depending on if that website is limited on placement. Chair Schaljo stated it is in the northern part of New Mexico on billboards, buses, etc, widely advertised. He asked, "Can you put a price on saving lives?" In reference to $4,600 a month for six billboards. Board Member Greenwald stated it would be best to do whatever is most effective, whether it be buses outside or inside, billboards, banners, fliers, etc. Chair Schaljo stated they move forward with the billboards and then discuss further medias and ask for further funding from City Council. Mr. Pallares stated the funding they have is left from the Las Cruces Safe Promise. He is unaware of funding from PIO that could potentially be used for the buses and for some of the others. He also mentioned there are already vaccination pamphlets, and other efforts besides what this Board is doing. He will check with Mandy Guss on other media items from PIO. Mr. Pallares will discover if the buses and papering have been discussed. Chair Schaljo also asked what the vaccine task force is doing. Mr. Pallares stated the vaccine task force is getting people registered for the events and also coordinating. Mr. Pallares asked which ad the Board would like for the billboards. Chair Schaljo liked the City's more colorful one, it also has a phone number, and for them to add the Las Cruces Safe Promise to the billboard. Board Member Thomas agrees and it says vaccine. Board Member Fitzherbert agrees with the Chair and Board Member Thomas, that one is more eye-catching. Board Member Montgomery agrees with the Chair also. Board Member Archuleta also agrees. Chair Schaljo stated that he believes the artwork can be rotated if they are submitted and that one of the companies does banner ads with it and. Last step was what the specific details were and those were covered just now.

2. **Review Las Cruces Safe Promise:** Mr. Pallares stated some of the adjustments to the Las Cruces Safe Promise webpage is adding vaccine registration link, and additional language to indicate employee to employee safe practices, link to the COVID-19 business resources (SBDC, WESST, LiftFund, CLC Laptop/Wi-Fi checkout at Branigan Library, NM Workforce Connections), and shopsouthernnm.com.

After the November meeting there was an additional push for the Las Cruces Safe Promise including a press release in November 2020, social media November-December 2020, radio ads in English and Spanish which included 63 30-second commercials on KVLC, 50 30-second commercials on KMVR, 50 30-second commercials on KXPZ, 25 30-second commercials on La Equis, and a banner in LasCrucesToday.com. August, October, and November were the highest months for people signing up. Wearing is Caring, the mask marketing materials were passed out. A total of 123 businesses in Las Cruces are Safe Certified.
VI. Future Discussion:

1. Topics to be discussed: Chair Schaljo stated one topic would be more media marketing for vaccinations. Board Member Lopez asked about updates on the initiative to assisting employers with acquiring masks for staff. Chair Schaljo stated that program was launched with the local chambers in town with a big media push. Mr. Pallares stated it was successful, delivered 255 boxes to all businesses that requested it. There are still some masks available at the chambers.

Board Member Harris stated that now that restaurants have some indoor dining, maybe recommend they take the temperature of patrons. Board Member Lopez stated that customers seem to have confidence in seeing that temperatures are being taken and compliant. Chair Schaljo stated there is no health code stating this should be done, and contact tracing is a suggestion but not a requirement. He has a concern with burdening small businesses with more regulation and more oversight. Board Member Archuleta stated with her business they do temperature checks, hand sanitizer as they come in, and then clean before and after each client. She believes it should be an option not a requirement.

Board Member Montgomery asked about the board members being only small business owners. It was stated this board is made up of not only small businesses but also nonprofit, religious, community leaders. Board Member Thomas stated she does not think the City can require private businesses to take temperatures, but it would be good to send information as a choice. Board Member Harris stated a suggested protocol sheet to give to businesses. Chair Schaljo stated the Department of Health has those protocols and guidelines in their 300-page COVID document, of which he will forward the links to the Board members. Board Member Thomas suggested they send businesses just the information that pertains to that since it is such a large document.

VII. General Announcements: There were none.

VIII. Adjournment: Motion to adjourn by Board Member Thomas, second by Board Member Harris. The meeting adjourned at approximately 11:03 a.m.

Christopher Schaljo
Chairperson

Approved: Christopher Schaljo