The following are summary minutes for the meeting of the Las Cruces Economic Recovery Ad Hoc Board on March 18, 2021 at 10:02 a.m. The meeting was held via Zoom.

Members Present:
- Chris Schaljo, Chairman
- Debbi Moore, Vice Chair
- Michael Harris, Member
- Veronica Archuleta, Member
- George Miller, Member (arrived approximately 10:42 a.m.)
- Ron Fitzherbert, Member
- Darleen Lopez, Member
- Sharon Thomas, Member
- Jolene Martinez, Member (arrived 10:30 a.m.)
- Susan Greenwald, Member

Members Absent:
- Brooke Montgomery, Member

Staff Present:
- Francisco Pallares, Economic Development Deputy Director
- Mandy Guss, Communications Director
- Cynthia Villanueva, Administrative Assistant

I. Call to Order: Chair Schaljo called the meeting to order at 10:02 a.m.

II. Conflict of Interest: There was none.

III. Acceptance of the Agenda: Motion to accept the agenda by Board Member Harris, seconded by Board Member Moore. Board Member Moore requested a single sheet of paper to represent the meeting from March 4, that was cancelled due to no quorum. It was agreed that this would be done to approve for next meeting. Motion passes.

IV. Minutes for Approval: None. There will be three for next meeting, February 18th, March 4th and March 18th.

V. Discussion:
1. Marketing Efforts for COVID-19 Vaccine: Ms. Guss stated the first marketing initiative was red to green, some social media, signs, print, and then the Governor changed and added a level called turquoise. The City will relook at the campaign and to then incorporate turquoise. Signs that were produced were shared for review. Also Sleeve up Las Cruces campaign
which is encouraging people to do their vaccines. The billboards, bus wraps on the RoadRUNNER Transit buses. TEAM is an interdepartmental effort to do vaccine registration events which includes Economic Development, Quality of Life, Parks and Rec. They are sitting outside of different high traffic areas, grocery stores, home improvement stores and talking to people and helping them. As of yesterday the staff had met with 540-something people and actually helped 170 people get registered. The busiest location is the Fiesta Lowe's. There was media coverage, Telemundo. They are also doing social media, and telling people to get tested, they are seeing that fewer people are getting tested and the percentage then goes up and threatens us back to Red. Ads in newspapers, the Bulletin and the Sun News, ads on the radio in both English and Spanish. COVID page on the website with updated information and resources regularly. The senior programs has talked to 2,346 seniors and had helped that many get registered for the vaccine. The Fire Department is doing the homebound vaccinations in working with senior programs and the Department of Health to go out to people at their home. This has been covered by KRWG and tomorrow KFOX is doing a story.

Board Member Moore requested the billboard in a .pdf so they can send it out. She mentioned that as of last evening we are not looking good to continue in yellow. Need 1,000 to 1,800 tests per day and below 700 yesterday with 77 positives. Doña Ana Community College has a swab test and there is also a mail-in test. Ms. Guss mentioned that NMSU had a campaign and they shared the collateral materials. Today get tested is the focus. Board Member Moore for everyone to do everything they can to keep in yellow and move toward turquoise. Chair Schaljo stated he has the link to the daily numbers in the county, etc, and can that be shared with the group, and that was agreed upon. Board Member Moore stated she had talked with the state epidemiologist and they have updated the online report.

Board Member Harris asked about the home based vaccinations and home based testing, and if that is something that only people who are already involved with senior programs and if people could sign up for that if they are not already involved in senior program. Ms. Guss stated the Fire Department is working through the senior programs. There is a capacity issue. They are also working with Department of Health. There is no promotion to get signed up with homebound program, but seniors already in programs with the City or state will be contacted. The capacity right now is 50 a week. Chair Schaljo stated the testing at Gomez if you go through the Department of Health and do the Vault saliva test and it is free and is sent to home with a one-day turn around. Ms. Guss stated that if there is a gap in the advertising to please let her know. Board Member Fitzherbert suggested light poles with banner fixtures. The City will look into that and get back to this Board.
VI. Future Discussion:

1. Topics to be Discussed: Chair Schaljo shared an issue that happened at his business. There is a large movement/group of individuals that are going to business to business and are protesting to keep New Mexico open and to stop this back and forth. He stated seven people came in and dropped off fliers, but unfortunately they were not wearing masks and did not want to wear masks. The worst part was they seemed to all be from Texas, El Paso region. He believes this Board needs to focus on the back and forth situation between red and yellow. Maybe a media campaign about going back and forth, online testing by ordering the Vault test. The economy seems to be a constant roller coaster/swing, in yellow things did better and in red it does worse.

Board Member Thomas mentioned her e-mail list that she still has from her City Council days and would it be possible to tap into that with the current Councilors. Board Member Moore stated since the numbers are based on positivity rate, therefore need to get the testing message out. Board Member Harris stated there is a message of "get tested if you are at risk." The suggestion was made to mail everyone a test. It was mentioned that the Department of Health's red to green plan as well as that you have to request a test, cannot just send it to people. There was the suggestion of having small business people suggest to clients to get tested, but that seemed to be a heavy burden for the small businesses. Might be a good idea to pursue the people that want the restaurants to remain open to be the ones to do the test. Board Member Thomas mentioned that any message to be e-mailed should be carefully worded. Chair Schaljo suggested the City have fliers and posters to hand out. Board Member Moore mentioned there are already some posters and the one from NMSU is a good one. She suggested that we align with what Ms. Guss is doing with the other programs for the City and try to get one message out that is concise and short and to the point. She requested that Ms. Guss send the let's get tested posters to the whole Board and easy to print and forward on. Board Member Thomas mentioned Strong Towns and another committee within the City is using a lot of their materials. They have a lot about economic recovery. This material is free. She will bring some of that to the next meeting.

Two subjects for next meeting, something on the economy and keeping us in the yellow. And the second subject will be Strong Towns economic recovery. Board Member Moore suggested also the New American Rescue Fund presentation would be good for the Board to see.

VII. General Announcements: Board Member Lopez stated Bill McCamley has lots of projects for Work Force. Some things that are going to be changing within the next month is that they are going to develop a 1-800 number for job seekers. This will be statewide. There will be two queues, one for employers and one for job seekers. There will be campaigning from the Governor's office called Restart New Mexico. Also working with the schools to develop some quick turnaround.
VIII. Adjournment: Board Member Harris moved to adjourn; Board Member Lopez seconded. The meeting adjourned at approximately 10:49 a.m.

Christopher Schaljo
Chairperson

Approved: Christopher Schaljo