Farmington
MRA
Metropolitan Redevelopment Area
Preserving the past, revitalizing the future.

MINUTES
Metropolitan Redevelopment Agency
Board of Commissioners – June 16, 2016

Commissioners Present	Carletta Thompson, M.D., Chairman Derald Polston, Vice-Chair John McNeill, D.D.S.
Commissioners Absent	Linda Barbeau Doug Dykeman
Staff Present	Michael Bulloch Cindy Lopez Keith Neil Shaña Reeves Karen Walker
Others Present	Jim Glover Tonya Stinson Marianne Tenerbaum

1. **Call to Order**
The meeting was called to order at 4:10 p.m. by Chair Carletta Thompson, and there being a quorum, the following proceedings were duly had and taken.

2. **Approval of the June 16, 2016 Meeting Minutes**
A motion was made by Commissioner Polston and seconded by Commissioner McNeill to approve the minutes of the April 21, 2016 meeting. The motion passed unanimously 3-0.

3. **Farmington Brand – Marianne Tenenbaum & Jim Glover**
Jim Glover presented a power point presentation on the Farmington Brand which involves the 'Jolt Your Journey' slogan and logo. The logo represents the 4-Corners area. The Jolt Your Journey slogan was designed to bring businesses and residents into the community. The Farmington Branding Alliance was formed to promote Farmington. Live, work, play, and stay are the four areas that are intended to encourage people to come to Farmington. Mr. Glover explained social media postings, Farmington Visitor Journey A_2D, Customer Service programs, and other events to encourage the Farmington Brand.

Tanya Stinson, Director of the Farmington Visitors Bureau, mentioned that the Visitors Bureau had sponsored a Media Fan with six journalists to show them what the Farmington area had to offer.

4. **Recap of NMSHPO Visit on May 10, 2016**

Cindy Lopez reported that the visit from the New Mexico State Historic Preservation Organization, NMSHPO, on May 10, 2016 was well received. NMSHPO requested a Section106 Letter to be submitted for comment on the Complete Streets Project. Ms. Lopez stated that she wrote and submitted this letter, but has not received a response from NMSHPO yet.

5. **Complete Streets RFP & Possible Consultants – John McNeill**

Commissioner McNeill stated that he had contacted Samantha Thomas from Blue Zones and asked what other services Blue Zones provided for other communities. Ms. Thomas responded with an email that stated that Blue Zones can offer several approaches to remain as a consultant on the project at a minimal cost. Dr. McNeill commented that he would like to make a motion to keep Blue Zones involved in the Complete Streets Project as a consultant.

Cindy Lopez stated that legal will need to be consulted prior to submitting an RFP, Request for Proposal. The RFP can be written so that a PTOE, Professional Transportation Operations Engineer, is consulted.

Commissioner McNeill made a motion to seek legal opinion before presenting to City Council a request for $10,000 for consulting fees for Blue Zones. The motion was seconded by Commissioner Polston. The vote was approved 3-0.

6. **Complete Streets Engaging with Smart Growth in America – John McNeill**

Commissioner McNeill reported that Smart Growth America is an advocate for Complete Streets across the country. An article titled "Safer Streets, Stronger Economies" by Smart Growth America discussed data collected from communities where Complete Streets has been implemented. Dr. McNeill contacted Smart Growth America and asked them if they could gather data to create a template for Farmington's Complete Streets project. This type of data, explained Dr. McNeil, could help the City with future funding for projects.

Cindy Lopez stated that Shaña Reeves has been collecting data already. Ms. Reeves commented that the City is about to purchase a data collection template, and suggested Dr. McNeil look at that template first. Dr. McNeil asked if City administration could contact Smart Growth America and ask what they can do for Farmington if the decision was made to pursue Smart Growth America. Cindy Lopez agreed that she and Ms. Reeves would look into the suggestion. Dr. McNeill offered to give all name and contact numbers for Smart Growth America to Ms. Lopez.

7. **Downtown Association Updates – Shaña Reeves**

Shaña Reeves reported that Phil McKinney, who owns the building at 108 E. Main Street, is continuing his remodel and still has ADA accessible restrooms to install.

The new Chili Pod restaurant at 121 W. Main Street is doing well and appears to have a large lunch crowd.

The ArtWalks in Downtown Farmington may be changed to quarterly showings. There seems to be a strong interest in having the ArtWalks every second Friday of the month.

The signal removal at Court Avenue, Allen Avenue, and Locke Avenue are going well. Some people are confused when they see yellow flashing lights and don't understand that they mean to proceed with caution. Cars parked on the side streets may be in the sight triangle. A sight triangle study may have to be conducted on those streets, suggested Ms. Reeves.

Work is being done with Jim Davis on the Downtown Wi-Fi system. The problem at this time is getting the Wi-Fi to transmit through buildings. Downtown improvements in August may clear this problem up. Commissioner McNeil explained some of the difficulties that have been an issue. The Wi-Fi is expected to be usable by July 5, 2016.

Ms. Reeves discussed a new template program called Downtown Diva. This template will provide data management, marketing, promotion and organization to the downtown area. It will compute real-life vacancy listings that include square footage and amenities of each building. Ms. Reeves said the template costs around $650 and two licenses for the FileMaker Pro software will cost $270 each. Ms. Reeves is excited about using this template for the downtown area and feels it will be a great service to the City.

Commissioner Polston asked if the City was ready to start the electric project for downtown in August. Ms. Reeves commented that John Armenta, the Electric Engineering Manager for Farmington, was ready for that project. Mr. Polston asked to review the concept plan to make sure everything the MRA requested for downtown was included in the plan. Ms. Reeves said she would talk with Mr. Armenta.

Commissioner McNeill asked if the 4-Corners Community Bank will be donating land for the roundabout on N. Auburn. Ms. Reeves said that construction drawings need to be designed first. Ms. Lopez stated that she will be working with the Finance Department to put out an RFP.

Michael Bulloch went to the National Main Street Conference and presented a document that shows Farmington is now a nationally accredited Main Street program. After attending the conference, Mr. Bulloch commented that he is looking into a Main Street Restaurant week to encourage people to come downtown to eat.

Mr. Bulloch is encouraging downtown businesses by discussing with owners of large vacant buildings to see if they would be interested in dividing their spaces into smaller spaces in order to get their buildings rented. He is also talking to the businesses about staying open for longer hours and parking in other places besides in front of their businesses.

At the National Main Street Conference, Mr. Bulloch learned about Creative Place-making. This was a type of boot camp on ideas to make more usable space out of downtown store fronts. Some ideas were to instill a sense of fun downtown by using shipping containers on vacant property to build entertainment or businesses, or by using pallets to build tables and chairs in parks. A wireless speaker system to play music downtown was also discussed during the conference.

8. **Business From:**

a. **Floor** – There was no business from the Floor.

b. **Chair** – There was no business from the Chair.

c. **Members** – There was no business from Members

d. **Staff**- Ms. Lopez reminded the Commissioners of training on June 27, 2016 from 1:30-4:00 at the Farmington Civic Center for Boards and Commissioners. The training will be presented by Randy Van Vleck and will cover Ex-parte Communication, Quasi-Judicial Proceedings, and the Open Meetings Act.

9. **Adjournment:**

A motion was made by Commissioner McNeill and seconded by Commissioner Polston to adjourn. The Metropolitan Redevelopment Agency Board of Commissioners meeting was adjourned at 5:22 p.m.

Carletta Thompson, Chair

Karen Walker, Administrative Assistant