

Chair
Ken Miyagishima

Vice Chair
Kasandra Gandara

Board Members
Tessa Abeyta-Stuve
Gabriel Vasquez
Johana Bencomo
Gill Sorg
Yvonne Flores

TIDD BOARD AGENDA

Monday, July 26, 2021 at 1:00 PM



CITY HALL
P.O. BOX 20000
LAS CRUCES, NM 88004

700 N. Main St.
PHONE (575) 541-2067

City Council Chambers

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1. <u>CALL TO ORDER</u>	
2. <u>APPROVAL OF MINUTES</u>	
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3. <u>TIDD OPERATIONAL OVERVIEW AND TIDD PROJECTS DISCUSSION.</u>	
4. <u>RESOLUTION(S) FOR APPROVAL</u>	
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5. <u>ADJOURNMENT</u>	



MINUTES

Tax Increment Development District Board Meeting

Monday, April 26, 2021 @ 1:00 PM

Remote via Zoom

PRESENT: Mayor Ken Miyagishima, Councilor Kasandra Gandara, Councilor Gabe Vasquez, Councilor Gill Sorg, Councilor Yvonne Flores, Councilor Tessa Abeyta-Stuve, and Councilor Johana Bencomo

ABSENT:

1. CALL TO ORDER

2. ACTION ITEMS

2.1 Approval of Minutes from January 25, 2021.

Councilor Gabe Vasquez moved, seconded by Councilor Yvonne Flores, to Approve the TIDD Board Minutes from January 25, 2021.

RESULT:	Carried
MOVER:	Councilor Gabe Vasquez
SECONDER:	Councilor Yvonne Flores
AYES:	Mayor Ken Miyagishima, Councilor Kasandra Gandara, Councilor Gabe Vasquez, Councilor Yvonne Flores, Councilor Tessa Abeyta-Stuve, and Councilor Johana Bencomo
ABSENT:	Councilor Gill Sorg

3. DISCUSSION ITEMS

3.1 TIDD Operational Overview, Current TIDD Funded Projects, and Proposed Future TIDD Funding Recommendations.

Chris Faivre, Interim Destination Downtown Program Manager

Chair Miyagishima asked how much do we spend on electricity in the Downtown Plaza?

Tony Trevino, Deputy Public Works Director said we're trying to reach out to El Paso Electric to find that historical data for muni court and other areas in the downtown area.

Chair Miyagishima asked has staff looked into a third party agreement regarding solar?

Tony Trevino said we've had some conversations with architect because we have some aesthetic items that we want to make part of the shade structure.

Agenda Item #2.1.

Board Member Vasquez said I'm wondering about the actual location for the business incubator. Is it a public/private partnership?

Chris Faivre said we're looking to purchase the building at the corner of Griggs and Main. We're getting ready to do the feasibility study that will give us more information but the idea is that it could be a mixed use facility. It has a kitchen in the back.

Dr. Griselda Martinez, Economic Development Director said we're working on a grant proposal for a kitchen incubator. If we don't get that funding, we will continue with the original approach, which is mixed use. We could potentially launch the value added agriculture with some space from NMSU or DACC. We envision the incubator as an entry point to any entrepreneur to access resources.

Board Member Vasquez said I support the Plaza Shade Structure with the community solar option. Option two would be my preferred option.

Board Member Abeyta-Stuve asked if we sold this building, what would our obligation be?

Chris Faivre said I don't have that information with me but Tony or Dr. Martinez might.

Board Member Abeyta-Stuve said I would prefer us finishing up obligations and projects. The kitchen incubator would be a really great benefit.

Chair Miyagishima asked is there a timeline that this money needs to be spent in or did you just package it this way?

Chris Faivre said we packaged it this way. We wanted to spend the bulk of the money in line with council priorities all the while leaving the money in there that needs to be paid back. There are limitations to the money in Fund 4271 but the rest is at your discretion.

Chair Miyagishima said I think it's important to know how much we are going to spend total on the Amador.

Board Member Bencomo asked is the feasibility study not an option that you could do internally?

Chris Faivre said we talked to someone who is familiar with this industry and feasibility studies and they highly encouraged us to take this extra step to make sure we're looking at all the different options and to help us build the business plan, which will make it more successful. It should be 60-90 days once it gets done.

Agenda Item #2.1.

Board Member Bencomo asked the \$1 million for the business incubator, do you expect a lot of renovations and what about the budget to actually run the business incubator?

Chris Faivre said the \$1 million we're proposing would go towards the building. We're in the process of doing an appraisal so we can get that exact amount. There will be some renovations that need to be made. The grant has a budget attached to it.

Board Member Bencomo said I went on a tour of the Amador and left frustrated because the city owns this building and now we have this responsibility. It's an expensive project. The shade structure project is the least of my priorities. I do want to do a work session on the Amador. Campo Street and the incubator are my priorities.

Board Member Gandara said there are a lot of steps that need to occur to understand the phases so the feasibility study is a priority of mine but I also think the shade structures I would pitch for first so option 2 is the one.

Commissioner Shannon Reynolds, Ex Officio asked how do we measure the return on investment that we've made in the downtown area? As far as the kitchen incubator, Casa de Peregrinos has said they're going to start doing some training. Dona Ana Cooperative Extension has been doing training for several years now both in people's homes and their facility. New Mexico State Agriculture Department helps people to get approval and tests done on their food so they can package it and get a business model out of it. We need to bring all those people together and determine what's the best use of an incubator downtown.

Dr. Griselda Martinez said we haven't done an impact analysis. What we've prioritized is the number of jobs through creation of new businesses and increase in property downtown. We've talked to the College of Agriculture and La Semilla. They shared with us the feasibility study that was done back in April.

Board Member Flores said if we could get quarterly reports as to the funds would be very helpful. I would agree with having a combination with the Amador. Did you say they could submit to the Registration for Historic Buildings?

Chris Faivre said that is correct. Once they finish the internal demolition, it will return the interior to the closest to the original historic state and then they can complete the report to determine eligibility.

Board Member Flores asked do you know how close we are to being designated a historical building?

Chris Faivre said it is my understanding that once everything gets completed there's a good likelihood that will happen.

Agenda Item #2.1.

Board Member Flores said I would put Amador at the top for that very reason. My second priority would be the Plaza shade with solar panels.

Vice Chair Gandara said I would like for us to think about metrics. The Downtown Partnership does give us quarterly reports and they have done a lot of work. We didn't lose any businesses.

Board Member Vasquez said the Amador Hotel is an important space to see through completion. Part of my hesitation in investing in that property is the plan has changed over the years based on what's envisioned. For the incubator space, it's the greatest return on investment for these projects because it helps to spur entrepreneurship so that one takes precedent for me. The Plaza shade structure is a great project to help kick off what community solar might look like.

Board Member Abeyta-Stuve said the business incubator has such potential. If we are to move on the Amador Hotel, I think it's important that we have the right type of precautions so there isn't more damage to the building itself.

Chris Faivre said I've spoken to Public Works and Facilities to secure that building.

Board Member Abeyta-Stuve asked can the demolition and construction be addressed right now?

Tony Trevino said right now there is no fiberoptic there so we need to find a wireless device so we will keep looking into it.

Board Member Bencomo said the reason option 2 was automatically a no because it doesn't feel right that shade be a larger investment than the incubator given the impact it could have for our community. I don't want the city owning a falling apart building in our downtown so in the long run I think it is ultimately better for us to invest in it.

Chair Miyagishima said it sounds like the business incubator and Campo Street redesign are okay with everybody. I don't see why we can't move forward with a couple of these items, have the work session, and know what the plan is so we can stick to it.

Board Member Sorg said for the Amador Hotel, we have over \$1 million. It's possible we could do the Amador Hotel without anymore city money.

Chris Faivre said the money that the city has right now is what is being used to complete the internal demo and the west side exterior renovations. If there are funds left over, those will be available for some of the construction drawings.

Chair Miyagishima asked if we did the shade and put the solar on, who would we power that electricity to?

Agenda Item #2.1.

Tony Trevino said from reading what passed at the state on community solar, the first initiative is for the PRC to come up with a plan by October. It will provide direction to user groups and entities to become a utility provider. Right now we can only provide to businesses owned by the same property owner and those directly adjacent to the site where the solar is at.

Chair Miyagishima asked if we did it on the municipal court, could we run it to the Plaza?

Tony Trevino said that is correct. What we had done recently is our research on is every area adjacent to that Plaza center.

Chair Miyagishima said if we do third party agreements, then we don't have to purchase the solar equipment and then we pay them from our electric savings.

Vice Chair Gandara said one of the things I talked to Chris and Dr. Martinez about related to the Amador was this idea of a master plan. I believe that if we're going to have a work session that that be part of the recommendation. We can continue to ask the legislators for funding as it relates to this.

Commissioner Shannon Reynolds asked did you say it might take a couple of months to get numbers from El Paso Electric?

Tony Trevino said we reached out to El Paso Electric and we're trying to gather that information. We're coordinating with Lisa LaRocque to get that information. We will design it to the demand.

Chair Miyagishima asked do approvals for infrastructure come back to us or city council?

Dr. Griselda Martinez said the TIDD Board would approve the budgetary items within the TIDD. We would appreciate more guidance. We can bring the shade structures and Amador for a work session.

Chair Miyagishima said let's move forward with the business incubator and Campo Street design, a work session on the Amador, and work on the Plaza shade with a possible retrofit for community solar.

Chris Faivre said we have a work session for the Amador scheduled for June 14th.

4. ADJOURNMENT

4.1 Councilor Gill Sorg moved, seconded by Councilor Kasandra Gandara, to Adjourn at 3:10 p.m.

RESULT:	Carried
MOVER:	Councilor Gill Sorg
SECONDER:	Councilor Kasandra Gandara
AYES:	Mayor Ken Miyagishima, Councilor Kasandra Gandara, Councilor Gabe Vasquez, Councilor Gill Sorg, Councilor Yvonne Flores, Councilor Tessa Abeyta-Stuve, and Councilor Johana Bencomo

Agenda Item #2.1.



T 22-001

Tax Increment Development District Board Meeting Action and Executive Summary

Type of Action:
☐ Resolution
☐ Ordinance
☒ TIDD Resolution

District:	☒ 1	☐ 2	☐ 3	☐ 4	☐ 5	☐ 6	☐ N/A
1st Reading:				Adopted:	July 26, 2021		
Drafter:	Chris Faivre			Department:	Economic Development		
Program:	Destination Downtown			Line of Business:	Business support		
Title:	A RESOLUTION APPROVING FY2022 TIDD FUNDING PROJECTS.						

TYPE OF ACTION: ☒ Administrative ☐ Legislative ☐ Quasi-Judicial

PURPOSE(S) OF ACTION:
To approve TIDD funding projects.

BACKGROUND / KEY ISSUES / CONTRIBUTING FACTORS:
The City of Las Cruces efforts to revitalize downtown Las Cruces included a holistic approach including investment in infrastructure such as the Las Cruces Plaza and 2-way conversion of streets. Additionally, an emphasis in art and culture and business support are paired strategies to ensure economic vibrancy in downtown Las Cruces.

For the purposes of this resolution, four projects are being considered for funding: sun shade structure at the Las Cruces Plaza (\$1,300,000), the Amador Hotel (\$1,500,000), the redesign of Campo Street (\$200,000), pedestrian traffic counts (\$45,000), Renovate Mainstreet program (\$50,000), and equipment for downtown Las Cruces arts and cultural events (\$50,000).

Sun share structure:
In 2019, Vigil & Associates were brought on board to begin the process of creating architectural design concepts. The process included proposal of several designs, followed by a public input session. From the public input, 73% of participants said they were in favor of a functional shade system at the plaza. When discussing how much of the plaza should be shaded, 75% said they were in favor of at least ½ the space being shaded, and 57% said durability was of high importance.

During work session on August 24, 2019, Vigil & Associates presented before Council including information on the several options of sun shades and the results from public input. During that discussion, City Council reached consensus on the decorative metal panel option. At a later date, including solar with the design was brought for consideration and City staff further evaluate the options, including those related to community solar. After a comprehensive evaluation, City Management Office and an interdepartmental group reached the recommendation to not include solar given additional cost for solar and retrofits needed, energy production size, and visibility concerns for plaza events and its stage. Instead, it was recommended to pursue the community solar option for city-wide solar, of larger size that the one possible at the plaza, and in a location that would fully allow to leverage upon the community solar opportunity.

Amador Hotel:

Agenda Item #4.1.

The Amador Hotel was threatened by demolition amid protests by numerous citizens and community organizations. This prompted the City of Las Cruces to purchase the building in 2007 from the County of Dona Ana with the commitment to hold ownership for public use. The non-profit Amador Hotel Foundation, Inc. (Foundation) formed the same year with the goal to save and restore the Amador Hotel, as the last significant historic landmark in downtown Las Cruces.

From 2007 to 2019, the Foundation raised over \$200,000 in grants and private funds and oversaw more than 4,000 volunteer hours by NMSU engineering students and community volunteers towards the improvement of the building. The Foundation has also been responsible for the donations of antique furniture, china, silver, artwork and Asian carpets valued in the tens of thousands of dollars that were part of the Amador Hotel when still was in operations. Additionally, the Foundation active advocacy resulted in a total of \$777,900 in Legislative Capital Outlay received by the City of Las Cruces for the purposes of the Amador Hotel preservation and restoration.

The Amador Historic Hotel Reuse Plan was presented to City Council in December of 2009 and was voted unanimously to adopt Option Three. Options three includes: Events center, offices for second floor, restaurant/bar addition, and small museum exhibit. Resolution No. 10-52 dated December 2009 was signed to that effect, and the City of Las Cruces made a formal commitment to the restoration of the historic Amador Hotel. The resolution identified: "That the Historic Amador Hotel Adaptive Reuse study as completed by Kells and Craig Architects is hereby accepted; That the City Council hereby supports the Design Option Three as the preferred option for the development of the Historic Amador Hotel; That the City staff is hereby authorized to do all deeds necessary in the accomplishment of the herein above".

Since that time, the City of Las Cruces Public Works Department has continued to work on the historic structures report, replaced the interior columns to sure up stability of the building, and oversaw the demolition of portions of the eastside exterior. Additionally, current projects include interior demolition and west exterior wall reconstruction.

It is estimated that the total cost of restoration and rehabilitation to return the building to public use is about \$9 million.

Campo Street Redesign:

To better align the street with the Downtown Master Plan and the Arts and Cultural District plan, an effort was put forth to begin the process of redesigning Campo Street. This redesign is to fulfill two major objectives: making Campo Street more accessible for pedestrians; and from an astatic perspective, make the street look and feel more a part of downtown, like Church, Water and Main Streets.

To begin this process, the City hired Molzen-Corbin & Associates to conduct a study that would evaluate the cultural impact, architecture & landscaping, lighting, traffic control, ADA compliance of the street.

As part of that process, two public input session were conducted: one on January 12, 2021, and another on April 29, 2021. In those meetings, stakeholders had an opportunity to share thoughts, ideas, and concerns about the street, with the consideration of the several options proposed by the consultants for redesign.

Based on input from the public and City staff, a final report of the complete study which will include redesign recommendations will be due back to the City of Las Cruces by September of 2021. Based on those findings and the TIDD Board's recommendation, City staff can begin working with the consultant to generate construction drawings for redesign. Design drawings are an estimated cost of \$200,000. The estimated total cost of the construction phase of the project is \$2 million and it will be included in the Capital Improvement Plan for the City.

Pedestrian traffic counts:

Previous efforts were made by the Economic Development Department to compile data related to the number and frequency of pedestrians in the downtown area along Main Street and near the plaza. Staff worked with Soofa to install devices embedded in benches along Main Street that used cell phone data to determine the number of people in the area and the amount of time spent in the area.

Agenda Item #4.1.

In 2019, those devices were not long supported by Soofa, which resulted in lack of ability to collect and analyze traffic data. An alternative solution was provided to collect data via the system utilize to serve WiFi in the downtown plaza. However, the data is limited to the downtown plaza, which limits the overall monitoring of the entire Main Street area. Recently, Soofa has introduced a new product that provides the similar data points to the system used before. However, instead of being housed in a bench, they are now part of a vertical sign that provides space for event and activity advertising.

The Economic Development Department is looking to install four (4) of these signs along Main Street to begin collecting downtown usage data and further the efforts to advertise events and activities in downtown Las Cruces. The estimated total cost is of \$45,000.

Renovate Mainstreet program:

The Economic Development Department is looking to increase funding for the Renovate Main Street program. This program is a building improvement matching grant program to incentivize private investment in downtown and encourage economic development growth. The program provides financial reimbursement for the improvement and rehabilitation of Main Street properties intended as storefronts of retail, restaurant, and entertainment for-profit businesses. The Renovate Main Street program reimburses eligible costs to awarded projects up to \$25,000 per project, with a requirement of a 1:1 from private entity. The FY2022 Economic Development Department budget includes funding for 6 grants. However, based off success of the program in FY2021 completing eight (7) projects, and an anticipated increase in interest in downtown post Covid-19 shutdown, additional funding is being requested for 2 grants for a total of \$50,000. These would allow for up to eight (8) Renovate Mainstreet program grants for FY2022.

Arts and Cultural Events:

Lastly, the department is working on a plan to produce and host City events in outdoor public spaces in downtown Las Cruces including the Plaza de Las Cruces and the Callecitas along Main Street. To make these events happen, the department needs to secure funding for portable sound equipment that can be setup for events, as an alternative to rental of such equipment. The technical staff at the Rio Grande Theatre can be used to run the events once the equipment is purchases. The required equipment includes the following items with an estimated cost of \$50,000:

- Main Sound System
 - Digital Sound Board
 - Digital Snake (and Ethernet Cable)
 - XLR Cables
 - Instrument Cables
 - DI Boxes
 - Aux Cables (Various Adapters)
 - Microphones (Wired/Wireless)
 - Mic Stands
 - Subwoofers
 - Main Speakers
 - Monitors
 - iPad/Tablet (Compatible with board)
 - Road cases for Equipment
 - Extension Cords, Power Strips, Multitaps
- Small Portable Sound Systems
 - Compact Portable Systems for each Callecita (6) - example: Fender Audio Passport Venue S2 Portable PA System
- Projection System
 - Projector (Capable of rear Projection)

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- Projector Stand
- Rear Projection Screen (For Plaza Stage)
- Blu-ray/DVD Player
- Video Amp
- Road Case (For storage and Transport)

PLAN(S):

City Council Strategic Plan, Department Strategic Business Plan, Elevate Las Cruces

COMMITTEE/BOARD REVIEW:

None

ANNUAL BUDGET APPROVAL:

- ☐ Yes
- ☐ No
- ☒ N/A

BUDGET / FISCAL IMPACT:

BUDGETED AMOUNT:

AVAILABLE AMOUNT:

EXPENDITURE AMOUNT:

Additional Budgetary Information:

Funding Source(s):

Budget Adjustment will presented at a later date.

Does this action amend the Capital Improvement Plan (CIP)?

- ☐ Yes
- ☒ No
- ☐ N/A

Does this action align with Elevate Las Cruces?

- ☒ Yes
- ☐ No
- ☐ N/A

OPTIONS / ALTERNATIVES:

1. Vote "Yes"; this will approve the FY22 TIDD funding projects.
2. Vote "No"; this will not approve the FY22 TIDD funding projects.
3. Vote to "Amend"; this will allow the TIDD Board to alter the FY22 TIDD funding projects and give staff further direction.
4. Vote to "Table"; this will require direction to staff regarding the FY22 TIDD funding projects.

RESOLUTION T 22-001

A RESOLUTION APPROVING FY2022 TIDD FUNDING PROJECTS.

The TIDD Board is informed that:

WHEREAS, initial conversations about shade for the Plaza de Las Cruces began in November 2017; and

WHEREAS, in 2019, Vigil & Associates were brought on board to begin the process of creating architectural design concepts; and

WHEREAS, during the August 24th, 2019 work session, presentation to council by Vigil & Associates, consensus was for the decorative metal panel option; and

WHEREAS, the Amador Hotel was threatened by demolition amid protests by numerous citizens and community organizations which prompted the City of Las Cruces to purchase the building from Dona Ana County in 2007 with the commitment to keep it for public use. The non-profit Amador Hotel Foundation, Inc. formed the same year with the goal to save and restore the Amador Hotel as the last significant historic landmark in downtown Las Cruces; and

WHEREAS, from 2007 to 2019, the Amador Foundation raised over \$200,000 in grants and private funds and oversaw more than 4,000 volunteer hours by NMSU engineering students and community volunteers contributing towards the progress of the project. The Foundation has also been responsible for the donations of antique furniture, china, silver, artwork and Asian carpets, property of the Amador Hotel from its original time in operations. These donations are valued in the tens of thousands of dollars; and

WHEREAS, \$777,900 in Legislative Capital Outlay funding received by the City has been a direct result of the advocacy and lobbying by the Amador Foundation; and

WHEREAS, the Amador Historic Hotel Reuse Plan was presented to City Council in December of 2009 and was voted unanimously to adopt Option Three. Option Three included Events center, offices (second floor), restaurant/bar addition, and small museum exhibit. Resolution No. 10-52 was signed to that effect, and the City of Las Cruces made a formal commitment to the restoration of the historic Amador Hotel. The resolution identified: "That the Historic Amador Hotel Adaptive Reuse study as completed by Kells and Craig Architects is hereby accepted; That the City Council hereby supports the Design Option Three as the preferred option for the development of the Historic Amador Hotel; That the City staff is hereby authorized to do all deeds necessary in the accomplishment of the herein above"; and

WHEREAS, the City of Las Cruces Public Works Department has continued to support the Amador Hotel project including the continued work on the historic structures report, replaced the interior columns to sure up stability of the building, and oversaw the demolition of portions of the east-side exterior; and

WHEREAS, current on-going projects at the Amador Hotel include interior demolition and west exterior wall reconstruction; and

WHEREAS, to better align the street with the Downtown Master Plan and the Arts and Cultural District plan, an effort was put forth to begin the process of redesigning Campo Street. This redesign will fulfill two major objectives: making Campo Street more accessible for pedestrians; and from an astatic perspective, make the street look and feel more a part of downtown, like Church, Water and Main Street; and

WHEREAS, City of Las Cruces Public Works will be receiving the final draft of the redesign study for the redesign of Campo Street later this summer; and

Agenda Item #4.1.

WHEREAS, the estimated total cost of the project is \$2 million with an estimated cost of \$200,000 for design drawings; and

WHEREAS, previous efforts were made by the Economic Development depart to compile data related to the number and frequency of pedestrians in the downtown area along Main Street and near the plaza. Staff worked with Soofa to install devices along Main Street that used cell phone data to determine the number of people in the area and the amount of time spent; and

WHEREAS, the department is looking to install four (4) of these signs along Main Street to begin collecting downtown usage data. The total cost will be about \$45,000; and

WHEREAS, the department is looking to increase funding for the Renovate Main Street program. This program is a building improvement matching grant program to incentivize private investment in downtown and encourage economic development growth. The program will provide financial reimbursement for the improvement and rehabilitation of Main Street properties intended as storefronts of retail, restaurant, and entertainment for-profit businesses. The Renovate Main Street program will reimburse half of the costs for eligible projects up to \$25,000 per project. The FY22 Economic Development Department budget includes funding for 6 grants but based off previous success of the program – and an anticipated increase in interest in downtown post Covid shutdown, we would like to fund an extra 2 grants for a total of \$50,000, and the option for eight grants in FY22; and

WHEREAS, the department is working on a plan to produce and host City events in outdoor public spaces in downtown Las Cruces including the Plaza de Las Cruces and the Callecitas along Main Street. To make these events happen, the department needs to secure funding for portable sound equipment that can be setup for events. The technical staff is available to run the events once the equipment is purchased. The total cost is estimated to be \$50,000.

NOW, THEREFORE, Be it Resolved by the Governing Body of the City of Las Cruces:

(I)

THAT the above FY2022 TIDD funding projects are hereby approved for a total of \$3,154,000.

(II)

THAT City staff is hereby authorized to do all deeds as necessary in the accomplishment of the herein above.

DONE AND APPROVED this day of

Agenda Item #4.1.

APPROVED

ATTEST:

Moved by:

Seconded by:

AYES

NAYS