

WORK SESSION AGENDA

Monday, February 22, 2021 at 1:00 PM

Mayor Ken
Miyagishima

Mayor Pro Tem
Kasandra Gandara

Councilors
Tessa Abeyta-Stuve
Gabe Vasquez
Johana Bencomo
Gill Sorg
Yvonne Flores



City of Las Cruces
MOUNTAINS OF OPPORTUNITY

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

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

Remotely via Zoom
View meetings live at
lascruces.civicweb.net

If you need an accommodation for a disability to enable you to fully participate in this event please contact us 72 hours before this event at [541-2115/V](tel:541-2115) or [541-2182/TTY](tel:541-2182).

	Page
1. <u>PET OF THE WEEK</u>	
2. <u>JOBS OF THE WEEK</u>	
3. <u>COVID-19 UPDATE</u>	
4. <u>AGENDA ITEM</u>	
4.1. MARKETING INITIATIVES FOR THE INDUSTRIAL PARK WS #21-004 - Pdf	2
4.2. LAS CRUCES ECONOMIC UPDATE WS #21-005 - Pdf	3
4.3. FISCAL YEAR 2021-2022 COUNCIL PRIORITIES WS #21-002 - Pdf	4



Council Work Session Summary

Meeting: Work Session - Feb 22 2021

TITLE: MARKETING INITIATIVES FOR THE INDUSTRIAL PARK

PURPOSE(S) OF DISCUSSION: ☒ Inform/Update ☒ Direction/Guidance ☐ Legislative
Development/Policy

BACKGROUND / KEY ISSUES / CONTRIBUTING FACTORS:

The Industrial Park acts as an economic development engine and was prioritized in the Strategic Plan by City Council. This effort ties to the Economic Development Strategic Plan and Elevate Las Cruces priorities and objectives to stimulate business development in the area.

The Economic Development Department initiated efforts to comprehensively evaluate opportunities and recommendations for implementation. To this end, staff partnered with a consultant to conduct a market study for the Industrial Park. Recommendations from this study prioritized several items to include marketing initiatives such as branding and communication efforts to allow for a strategic approach. Implementation of the recommendations has already commenced. The purpose of this work session is to inform the City Council and community of the marketing efforts currently taking place and to receive guidance on the proposed branding initiatives.

PLAN(S):

Comprehensive Plan, Department Strategic Business Plan

COMMITTEE/BOARD REVIEW:

Economic Development PRC



Council Work Session Summary

Meeting: Work Session - Feb 22 2021

TITLE: LAS CRUCES ECONOMIC UPDATE

PURPOSE(S) OF DISCUSSION: ☒ Inform/Update ☐ Direction/Guidance ☐ Legislative
Development/Policy

BACKGROUND / KEY ISSUES / CONTRIBUTING FACTORS:

The City of Las Cruces Economic Development Department will present a general economic overview that includes data for unemployment rates, labor force, top employment industries, housing market conditions, business registration trends, and other economic variables.

The purpose of this presentation is to inform the City Council of key economic indicators while highlighting areas of local growth compared to the region and nation.

PLAN(S):

Department Strategic Business Plan

COMMITTEE/BOARD REVIEW:

None



Council Work Session Summary

Meeting: Work Session - Feb 22 2021

TITLE: FISCAL YEAR 2021-2022 COUNCIL PRIORITIES

PURPOSE(S) OF DISCUSSION: ☒ Inform/Update ☐ Direction/Guidance ☐ Legislative
Development/Policy

BACKGROUND / KEY ISSUES / CONTRIBUTING FACTORS:

In November 2020, Public Works and Budget met with the Mayor and each Councilor to acquire their priorities for FY2022. Public Works and Budget have put together a list of all the Council priorities from these meetings and have developed a fact sheet for each priority.

The work session includes:

1. Going over the fact sheets, and
2. Discussion on which priorities to include in the FY2022 Budget for CIP and operating budget.

PLAN(S):

Comprehensive Plan