

Work Session of the City Council, City of Farmington, New Mexico, held Tuesday, April 18, 2023 at 9:00 a.m. in the Executive Conference Room at City Hall, 800 Municipal Drive, Farmington, New Mexico, in full conformity with the rules, regulations and ordinances of the municipality.

At such meeting the following were present, constituting a quorum:

MAYOR PRO TEM	Sean E. Sharer
COUNCILORS	Linda G. Rodgers Jeanine Bingham-Kelly Janis Jakino
ABSENT	Nate Duckett, Mayor

constituting all the members of the Governing Body.

Also present were:

CITY MANAGER	Rob Mayes
ASSISTANT CITY MANAGER	Shaña Reeves
CITY ATTORNEY	Jennifer Breakell
CITY CLERK	Andrea Jones
DEPUTY CITY CLERK	Anita Vigil

The meeting was convened by the Mayor Pro Tem.

UPDATE/FARMINGTON CONVENTION AND VISITORS BUREAU

Utilizing a PowerPoint presentation, Farmington Convention and Visitors Bureau ("CVB") Executive Director Tonya Stinson and Online Marketing Manager Ingrid Gilbert began with an overview of the CVB's current marketing campaign. The "FarmingtonOnly.com" campaign incorporates a "playful" dating-app styled format for users to explore the area's diverse attractions by selecting "attributes" of interest. Ms. Gilbert pointed out key features of the webpage and played examples of the visual and radio ads incorporating the theme. Providing several market analysis statistics, Ms. Gilbert announced the visual ads have received higher than average viewer completion rates and the online social media feeds successfully engage local businesses in "fun", free marketing interactions. Ms. Stinson explained the CVB's 2023 marketing goals focus on building on the success of the community brand and growing awareness of Farmington as a vacation destination, to reconnect with group travel events, expand efforts to convert retail market visits into overnight visits, and to implement new tactics to focus interest in local retailers. Ms. Stinson identified the CVB's primary, secondary and tertiary demographics by age range and by interests and she explained how the CVB tracks the impact of media placement efforts. Ms. Gilbert revealed their newest media placement utilizes "social mirroring" to drive traffic from media outlets such as National Geographic, Travel + Leisure, Google Play and more, back to the CVB's website and she provided a statistical analysis of each marketing strategy's reach. Ms. Gilbert announced the website's newest accessibility software, ReciteMe, and revealed the site's top language conversions are French Canadian, German, Dutch, Spanish (US) and Chinese Simplified. Ms. Stinson concluded the presentation referencing the CVB's latest marketing awards, reviewing their continual to-do list and by extending an invitation for everyone to attend their annual meeting, Jolt Jamboree, on June 10th at the Gateway Museum at 10am.

Each Councilor thereupon expressed their appreciation for the creativity and dedicated efforts of the CVB team. Responding to follow-up questions from the Council, Ms. Gilbert reviewed the process used to extrapolate local consumers verses "visitor" in their statistical data. Ms. Stinson confirmed the Lodgers' Tax has rebounded since the COVID-19 pandemic and happily reported this as the highest collection season in recent history.

UPDATE/FOUR CORNERS ECONOMIC DEVELOPMENT

Providing opening remarks, Four Corners Economic Development ("4CED") Interim Manager Scott Bird announced that Arvin Trujillo has vacated his role as 4CED's Chief Executive Officer and expressed anticipation for a continued, strong relationship with Mr. Trujillo in his new role as a senior advisor to the Navajo Nation President. Mr. Bird and Board Chair Jeremiah Hayes provided 4CED's 2022 Annual Report and Strategic Outlook, commenting on current membership, finances and grant statistics. Mr. Bird reviewed steps for local business retention and expansion and the supporting roles 4CED plays, the "top" 20 prioritized projects and he concluded with a preliminary look at their Fiscal Year 2024 ("FY24") budget.

Responding to comments from Councilor Rodgers and Councilor Jakino, Mr. Hayes stated they are attempting to recruit 4CED's new C.E.O from prospects who are familiar with or from this region and he emphasized the board is using this interim season as an opportunity to "re-boot" their organization, re-examine the scope of their services and prioritize projects.

Responding to a question from Councilor Sharer, Mr. Bird explained the goals set forth for the next year required reexamination of member investments and noted 4CED will specifically ask their largest members, the City and San Juan County, to at least double their contributions from the previous year, from \$50,000 to \$100,000. He noted that an optimal contribution of \$150,000 from the City would significantly catalyze 4CED's anticipated scope of projects, however they could reasonably balance their FY24 budget on the new, doubled rate. Responding further to Mr. Mayes, Mr. Hayes acknowledged that the board does not apply a formula to determine the "ask" from contributing members.

CITY ATTORNEY BUSINESS

Ms. Breakell presented for discussion a proposed ordinance authorizing a loan and subsidy agreement with the New Mexico Finance Authority to upgrade and retrofit the City's water treatment plant. The title of such ordinance being:

AN ORDINANCE AUTHORIZING THE EXECUTION AND DELIVERY OF A LOAN AND SUBSIDY AGREEMENT ("LOAN AGREEMENT") BY AND BETWEEN THE CITY OF FARMINGTON, NEW MEXICO (THE "GOVERNMENTAL UNIT") AND THE NEW MEXICO FINANCE AUTHORITY ("FINANCE AUTHORITY"), IN THE TOTAL AMOUNT OF FIFTEEN MILLION DOLLARS (\$15,000,000) ("LOAN") EVIDENCING A SPECIAL LIMITED OBLIGATION OF THE GOVERNMENTAL UNIT TO PAY A MAXIMUM REPAYABLE PRINCIPAL AMOUNT OF NO MORE THAN SEVEN MILLION FIVE HUNDRED THOUSAND DOLLARS (\$7,500,000), TOGETHER WITH INTEREST, AND ADMINISTRATIVE FEES FOR THE PURPOSE OF FINANCING THE COSTS OF UPGRADING AND RETROFITTING THE GOVERNMENTAL UNIT'S WATER TREATMENT PLANT ("PROJECT"), AND SOLELY IN THE MANNER DESCRIBED IN THE LOAN AGREEMENT; PROVIDING FOR THE PLEDGE AND PAYMENT OF THE LOAN SOLELY FROM THE NET REVENUES OF THE WATER UTILITY SYSTEM OF THE GOVERNMENTAL UNIT; APPROVING THE FORM OF AND OTHER DETAILS CONCERNING THE LOAN AGREEMENT; RATIFYING ACTIONS HERETOFORE TAKEN; REPEALING ALL ACTION INCONSISTENT WITH THIS ORDINANCE; AND AUTHORIZING THE TAKING OF OTHER ACTIONS IN CONNECTION WITH THE EXECUTION AND DELIVERY OF THE LOAN AGREEMENT.

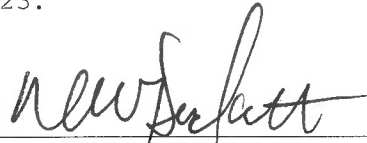
City Manager Rob Mayes clarified that it is technically a zero percent interest loan but includes a .25 percent administration fee that compounds similarly to interest rates.

There being no further discussion, Ms. Breakell announced that the proposed ordinance will be presented for final action at the May 2, 2023 Special Work Session meeting.

There being no further business to come before the Council, a motion was made by Councilor Rodgers, seconded by Councilor Jakino to adjourn the meeting at 10:21 a.m., and upon voice vote the motion carried unanimously.

The City Clerk certified that notice of the foregoing meeting was given by posting pursuant to Resolution No. 2013-1466, et seq.

APPROVED this 25th day of April, 2023.



Nate Duckett, Mayor

SEAL

ATTEST:



Andrea Jones, City Clerk