



MINUTES

Metropolitan Redevelopment Agency Board of Commissioners – May 18, 2021 Held in the Executive Conference Room at 800 Municipal Dr., Farmington NM

Members Present: John McNeill, D.D.S. - Chair
Jill Tanis – Vice Chair
Doug Dykeman – Commissioner
Elizabeth McNally - Commissioner

Members Absent: Greg Mills – Commissioner

Staff Present: Julie Baird
Warren Unsicker
Beth Escobar
Elizabeth Sandoval

Others Present: None

1. Call to Order

The meeting was called to order at 4:00 p.m. by Chair John McNeill, and there being a quorum, the following proceedings were duly had and taken.

2. Approval of the April 20, 2021 Minutes

A motion was made by Vice Chair Tanis and seconded by Commissioner McNally to approve the minutes of April 20, 2021 as amended. This motion passed 4-0.

3. Adoption of a Resolution Setting and Establishing a Regular Meeting Day, Time and Place for the MRA Board

A motion was made by Commissioner McNally and seconded by Vice Chair Tanis to approve the resolution setting and establishing a regular meeting day, time and place for the MRA Board. This motion passed 4-0.

4. Update in Status of Plantings on Main Street

Warren Unsicker, Director of Economic Development, stated that the Parks Department was unable to attend this meeting and they would have more details at a later date. Mr. Unsicker stated that there are some irrigation issues that are being addressed, as well as some bedding that needs to be acquired.

5. Update on Harvest Food Hub

Mr. Unsicker provided the update stating that the Food Hub is a partnership with the City of Farmington and San Juan College. The City of Farmington was able to provide upward of

\$100,000 to renovate the facility in Phase I of this project, the dry and cold and freezer storage area. Construction of Phase 1 is complete and the area is able to be utilized for the Food Hub. A kitchen director has been hired and planning of Phase II is underway for the kitchen side of the building.

Chair McNeill stated that it was his understanding that the Food Hub would be providing food baskets for people who sign up for them online on their website.

Vice Chair Tanis asked what was in the food baskets.

Mr. Unsicker stated that fresh locally grown produce that is seasonal are in the food baskets.

Planning Manager Escobar stated that this year the Food Hub is offering local beef.

Chair McNeill asked Ms. Escobar if she was able to find that information on the website.

Planning Manager Escobar stated yes, the information is available on their website.

Chair McNeill asked if the food baskets had to be preordered.

Planning Manager Escobar stated yes, you would order on a Tuesday and pick up on Thursday afternoon.

Mr. Unsicker stated that the website is sanjuancollege.edu/harvestfoodhub.

6. **Presentation on “Does Your Brand Still Measure Up?”**

Mr. Unsicker presented the following PowerPoint presentation:

The Heart of Farmington -A Mainstreet Brand

What is a brand?

- Level 1 - Logo/2D
 - Emblem
 - Style Guide
- Level 2 – Sensory
 - Mascots
 - Amenities
- Level 3 – Experiential
 - What do people associate with our Downtown?
 - Events/Geography/Markets/Layout

Focus on Level 3

- Clean-up - Ensure a clean and well-kept main street
 - Maintenance
- Signage
 - Develop guidelines for how our brand is USED on signs, and be CONSISTANT
 - Develop Style guide
 - Wayfinding and welcome signage
 - Event and seasonal
 - General guidelines (already in ordinance)

Beautify Downtown (Check)

- Art in Alley/public art
- Site furnishings
- Rehabilitation
- Facades
- Sculpture
- Sidewalk/trees/utilities
- Water features

Vacant Store Fronts

- Keep them vibrant
- Use vinyl (temporary and inexpensive)
- 3D Objects
- “Pop-ups”, temporary art exhibits
- Vacant lot

Audio/Visual

- Movement
 - Movies in the park
 - Projection
- Light
 - Keep storefronts illuminated to encourage “window shopping” after hours
 - Draws people in
- Music

Destination Creation

- What is our destination attraction?
- Examples:
 - Interactive art exhibits
 - Museums
 - Art installations

What draws and KEEPS people here?

- Unique attractions
- Fun events
- Art
- Creative store design
- Outdoor seating
- Parklets
- Thank them on the way out...

Buy-In

- Bring people/businesses on board
- Don't get bogged down trying to please everyone

Vice Chair Tanis stated that the timing of the presentation was perfect because Main Street is complete now and we are into the next steps of keeping it going and making downtown a destination place, keep people coming and continuing with events.

Mr. Unsicker stated that he has heard from new residents of Farmington that the renovation of downtown, putting the care and intention into downtown, is a sign that a community is on the rise.

Chair McNeill stated that the presentation was about respecting your brand at all levels and the retailers specifically, that retailers bought into the brand, respected and maintained it. Chair McNeill suggested that all our downtown retailers should see this presentation to understand all the elements that are talked about regarding retailer involvement. Chair McNeill also stated that he feels that we have lost a bit of presence downtown, with Sherry Roach and Michael Bulloch no longer in their previous positions.

Mr. Unsicker stated that the Main Street stakeholder meetings are still taking place and there is still communication with the retailer's downtown, keep them apprised of events and funding opportunities. Mr. Unsicker stated that he is very much in contact with the downtown merchants and that has not been lost.

Chair McNeill asked Mr. Unsicker if merchants are attending the stakeholder meetings regularly and asked if the MRA could be kept apprised of the dates and times of the stakeholder meetings, possibly having one member attend to let merchants know that the MRA is available to them.

Mr. Unsicker stated yes attendance is good and he would let the board know of when the meetings are being held so one member could attend.

Chair McNeill asked Planning Manager Escobar if projecting signage was permitted downtown.

Planning Manager Escobar stated that projecting signs do need a permit to make sure they are constructed properly and there are no safety issues.

7. Discussion of an Initiative for a Clean Downtown Neighborhood

Vice Chair Tanis stated that she would like to talk about an initiative for a clean downtown, starting with her own experience and observations of trash downtown, especially after the reopening after the construction downtown. Vice Chair Tanis then stated that she has been in contact with some of the downtown merchants and property owners who have complained about the trash downtown, whether the receptacles in the alley are not big enough to handle the trash. An example was one merchant who has a big dumpster behind their building had someone come and dump food type items in their dumpster, which then overflowed and the wind blew all the trash throughout the alley. Vice Chair Tanis stated that she knows it is going to take involvement and conversations with a lot of people, merchants, property owners and people who are involved with the City. Vice Chair Tanis stated that her observation has been that there is a complaint, something should be done about it, and someone should do something about it. Vice Chair Tanis stated that she thinks that it is a partnership among the tenants, business owners and merchants and the City and Waste Management could be a partner to help resolve certain situations. Vice Chair Tanis stated that she would like to attend the stakeholder meeting and meet some of the people there and start the conversation.

Vice Chair Tanis referred to the Front Porch Initiative brochure and stated that it has really good topics and is a good guide to use.



Check Clean Initiative Ready

- National Studies show that a projected 1.5 million visitors will visit your store to celebrate whether or not to enter your store.
- That the clean is based purely on the cleanliness and cleanliness of your exterior.
- Do these simple steps daily and potential customers won't even notice you try.

Task	M	T	W	T	F	S
Sidewalk						
Windows						
Facade						
Signage						
Entrance						

Some Quick and Easy Tips for a Great Street Appearance

- Sweep away debris and litter.
- Clean the sidewalks in front of your store.
- Install flower boxes and planters.
- Add a new welcome flag or sign.
- Refresh your window displays often.
- Decorate for the season.
- Paint and repair the curb if appropriate.
- Trim your lighting wires properly.
- Make sure your signs are clean and clear.
- Give your front door and rim a fresh wash and paint.



The Heart Downtown Farmington Front Porch Initiative

Downtown Farmington Association



Downtown Farmington Association
119 W. Main
Farmington, New Mexico, 87401
505.379.2442
info@heartofnm.org

Overnight PowerWashing: A Multi-Step Project

Just as we used the front porch of our home to be welcoming and show that our downtown serves as the front porch of our community, this brochure offers some ideas on making your business and property better more attractive to our residents, visitors, and customers. Having a clean storefront, when people feel welcomed and our business may well spread more to customers and tourists.

Get Your Journey and Help us make Downtown "The Heart" of Farmington Again!

PARMINGTON

Look Through Your Customer's Eyes.

Outside Appearance

Checklist

- Is there any debris on the sidewalk, street, and around the entrance to your business to get in the way of your customers? If so, sweep it up, pick it up, or have it hauled away.
- Are there any signs of water damage, mold, or other damage to the exterior of your building?
- Are there any signs of damage to the sidewalk and the window glass clean? Are there any signs of damage to the sidewalk or the window glass clean? Are there any signs of damage to the sidewalk or the window glass clean?
- Are there any signs of damage to the sidewalk or the window glass clean? Are there any signs of damage to the sidewalk or the window glass clean?

Inside Appearance

Checklist

- Is the parking or loading well maintained and clean? Is the parking or loading well maintained and clean?
- Is the lighting working and focused properly? Is the lighting working and focused properly?
- Is the paint fresh and clean? Is the paint fresh and clean?
- Is the entrance well lit and clear? Is the entrance well lit and clear?
- Is the entrance well lit and clear? Is the entrance well lit and clear?



City Fresh with Flowers

- Nothing is more welcoming than fresh flowers.
- Change the plantings seasonally.
- Assign a staff person to maintain.
- Send yourself flowers to your store.
- Give customer seeds as promo gifts.
- Big impact for a small investment!

Vice Chair Tanis stated that she would like to take on the initiative for a clean downtown.

Chair McNeill asked Mr. Unsicker if there are educational sessions offered at the stakeholder meetings.

Mr. Unsicker stated that they have not recently but he has been making the group aware of existing educational opportunities.

Vice Chair Tanis asked Mr. Unsicker when the stakeholder meeting is held.

Mr. Unsicker stated the next meeting will be at 9:00 am on May 27, 2021 and will be held via Zoom.

Vice Chair Tanis stated that Nicole Wilcox, Wilcox Property Management, is big on being able to use popup properties and encourages the use of windows to promote products and services.

8. Discussion of Trash in the MRA and the Concept of Compactors Replacing Dumpsters

Chair McNeill presented to the following PowerPoint presentation:

Compactors for Downtown Alleys Improving Appearance and Appeal

Why Compactors

- Health & Safety
- Esthetics
- Usability and Accessibility
- Space
- Building Protection
- Accountability and Accounting

Comparison to Dumpsters Health and Safety Dumpsters:

- Are often difficult for merchants to access and use
- Must be physically wheeled into position for overhead dumping
- Are often used as shelters
- Must be individually inspected before dumping
- Abet criminal activity (hiding places and access to upper levels of buildings)

- Attract vermin and scavengers
- Vast majority are unlocked

Dumpster Downers

- Clutter and unsightliness
- Damage to buildings
- Offensive odors
- Incompatible with Arts & Culture District
- Distracts from Art in the Alleys
- Illegal dumping
- Noises and pollution
- Blowing litter and trash

Practicality

- Dumpsters encroach on driving space affecting deliveries and turning maneuvers.
- Dumpsters require frequent maintenance which is often deferred.
- Frequent servicing leads to damage to public infrastructure, pavement and asphalt damage, and potholes.
- Billing and shared use is confusing and inconsistent especially when owners and users change.

The Problem:

How many dumpsters and trash carts does one alley need?
Does this look safe and inviting?



A common problem that leads to a plethora of issues





Emptying compactors does not require moving the receptacles:



Constant moving of dumpsters leads to damage of buildings in our historic district:



One compactor for the entire block will fit in this space. We would still need a grease tank for restaurants and carts for recycling.



"GET RELIGIOUS ABOUT PICKING UP GARBAGE ON A REGULAR BASIS. GET EVERYONE ON BOARD." – Lyn Falk





Before:

After:



Dr. McNeill passed out the following handout:

SANITATION RATES FOR WASTE MANAGEMENT							
Effective first billing for October 2020							
RESIDENTIAL - 4 UNITS OR LESS		15.11					
Each apartment unit, mobile home dwelling or other residence							
Residential Recycling Cart		55.67					
Total Residential Monthly Charge		220.78					
Additional polycarts (each)		33.91					
Additional recycling polycarts (each)		55.08					
General Service							
General Service		119.11					
Total General Service Base		119.11					
Additional polycarts (each)		17.20					
CONTAINER SERVICE RATES							
Frequency of Collection Per Week							
Cubic Yds	1	2	3	4	5	6	7
1 1/2 or less	\$53.14	\$88.94	\$124.69	\$160.37	\$196.14	\$231.85	\$267.90
2	\$70.68	\$112.05	\$153.42	\$194.78	\$236.19	\$277.55	\$318.92
3	\$83.33	\$144.03	\$195.68	\$251.78	\$307.92	\$364.11	\$420.19
4	\$100.22	\$167.61	\$235.09	\$302.55	\$369.95	\$437.04	\$504.77
5	\$132.54	\$216.97	\$308.79	\$385.91	\$470.30	\$554.70	\$639.20
6	\$175.95	\$289.14	\$382.21	\$465.31	\$548.40	\$641.54	\$734.61
MISCELLANEOUS FEES							
Lid Lock	\$4.14	Polycart Autolock	\$6.27	Dumpster Lock	\$12.56		
SPECIAL ACCESS SERVICE CHARGES (open gates, container on rollers, etc.)							
Frequency of Collections Per Week							
	1	2	3	4	5	6	7
	\$13.50	\$26.98	\$40.47	\$53.99	\$67.43	\$80.93	\$94.40

NUMBER OF WASTE CONTAINERS

	DUMPSTER		POLYCART		RECYCLE POLY		GREASE TANK	
	NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH	NORTH	SOUTH
	17	28	19	21	1	1	1	4
TOTAL	45		40		2		5	



Commissioner Dykeman asked if there was a grease tank for each restaurant.

Chair McNeill stated that there is not, only restaurants that accumulate enough grease are provided a grease tank and are paid for filling the tank for recycling from a company out of Albuquerque, NM.

Chair McNeill stated that the locations of compactors around the city are located at major businesses, such as Walgreens and San Juan College.

Commissioner McNally asked if the compactors come in a range of configurations and sizes.

Chair McNeill stated that they do come in a range of capacities and sizes and that the footprint of the compactor does not change much between the sizes, but do require dedicated electricity and a pad to place the compactor on.

Commissioner McNally asked if we had any local statistics for people being in dumpsters and has it been a significant problem within the city.

Chair McNeill stated that people have been found in the dumpsters but have never ended up in the trash trucks.

Commissioner McNally asked if someone might be able to crawl into a trash compactor.

Chair McNeill stated no, that compactors are locked and to access the compactor you would have to have a key. This also helps with illegal dumping.

Commissioner McNally asked if Waste Management now offers recycling accounts for commercial business.

Chair McNeill stated that they do.

Commissioner McNally asked if the downtown businesses practice recycling with Waste Management.

Chair McNeill stated that he is not sure but he could ask Waste Management.

Commissioner McNally stated that it would be great to educate the downtown business to recycle if they can. Commissioner McNally asked if Waste Management had any specific programs or support for dense downtown areas.

Chair McNeill stated that compactors are offered for trash and recycling, stating that a recycling compactor could be shared for that use. Chair McNeill also stated that he spoke with Dan Darnell, who is with Waste Management, and Mr. Darnell stated that there is no data that gives an economic reason that compactors are better than trash receptacles. The only thing that could be surmised is that if you can take trash and compact it to a 4 to 1 ratio, you would probably need fewer dumpsters. Cooperation and a fee status established that is fair to all users would be needed.

Commissioner McNally stated that compactors may decrease the number of dumpsters but may decrease the number of collections, which might be financially beneficial.

Julie Baird, Assistant City Manager, stated that we are headed in the right direction by gathering information. The businesses, tenants and residents downtown will either want to get onboard with this program or not. They will need to see the benefit of the program, which could be many, cost, trash, cleanliness or discouraging the use of trash receptacles as shelters. The role of the MRA Commission is to explore that and put that data together for Council. First thing will be to get what the opinion is of the businesses, tenants and residents downtown. There does need to be some survey mechanism to gather this data from the downtown businesses, tenants and residents, but we may need to have a public meeting before the survey, not really knowing which would come first at this time. Questions for the MRA Board are: is this something we want to continue to explore, is this the right time and do

we want to go ahead and do a public meeting. Ms. Baird stated that she is still unclear as to if the compactors are leased or purchased, electrical needs to the compactors, and infrastructure costs and funding source for the compactors.

Chair McNeill stated that at the present time all the compactors within the city are privately owned and serviced by Waste Management. Chair McNeill stated that Mr. Darnell, with Waste Management, had said that he did not know of this type of application in a municipality but he did know that major trash generators find it beneficial and Waste Management does service those compactors. Chair McNeill then stated that based on the leasing or owning the compactors there are different maintenance options as well. Chair McNeill asked Planning Manager Escobar if she had any comments.

Planning Manager Escobar stated that she would start with what the ultimate goal is with the alleys downtown and is there anything that addresses turning the alleyways into public space.

Chair McNeill stated that since the pandemic started and business having to use their backdoor access the attitude of access from both sides of their buildings has changed dramatically. Chair McNeill stated that one downtown business owner had expressed how his business had increased with carryout business and the use of his back door, which have been the best year he has had since starting his business. What is the ultimate goal is a great question that business owners should answer.

Planning Manager Escobar added that input would also be needed from the City of Farmington, since the alleyway technically belongs to the city and also what the impact would be from closing off alleyways.

Chair McNeill stated that perhaps a trial base program might be beneficial, also partnering with Waste Management to see if this is something they might be interested in, input is certainly needed.

Commissioner McNally asked if a conversation with Dan Burton could be had about the alleys and trash with business and property owners.

Chair McNeill stated that he could reach out to Mr. Burton.

Vice Chair Tanis stated that as she starts to visit with downtown business owners about the trash initiative, maybe she could get some informal feedback on how they use their alleys and what they use for trash disposal.

9. Update on Changes to UDC and How They Might Affect the MRA

Planning Manager Escobar presented the following PowerPoint presentation:

Revision to the Unified Development Code of the City of Farmington

The Unified Development Code

- ▶ The regulatory document for public and private development in the City
- ▶ Current version adopted 2007
- ▶ Contains regulations regarding zoning, land use, development standards and subdivisions
- ▶ Provides authority for review and decision making
- ▶ Outlines administration and procedures

Highlights

Article 2 – Use Regulations

- ▶ Adopt regulations regarding fowl
 - ▶ Administrative review required if issues arise
 - ▶ 12 bird maximum – any more requires an SUP
 - ▶ Roosters are not permitted
- ▶ Allow retention of existing setbacks for replacement manufactured homes
- ▶ Adopt regulations for small cell wireless in historic district
- ▶ Add regulations for mobile food units to align with Municipal Code
- ▶ Allow separate electric meters for apartments and guest houses
- ▶ Clarify regulations regarding Accessory Structures
 - ▶ Maximum allowance based on lot coverage

Chair McNeill asked if downtown upper story residents apply for a meter, do they then get a trash poly cart for their trash and could they then refuse the poly cart and use the dumpsters of the downstairs business owners.

Planning Manager Escobar stated that could be done now, there were no prior restrictions on metering upper story residential because it's a permitted use. The building owner would control utilities through their lease.

Article 5 – Development Standards

- ▶ Allow for reduction in parking requirements based on Director's review
- ▶ Requires Planning Review for resurfacing of parking areas
- ▶ Allow for gravel driveways with a 10-foot concrete apron for replacement of mobile and manufactured homes
- ▶ Increase requirements for landscaping in parking areas
- ▶ Require incorporation of irrigation best practices
- ▶ Require first flush capture for new construction
- ▶ Encourage rainwater harvesting to supplement landscape irrigation
- ▶ Update regulations for construction in flood zone to align with new FEMA regulations
- ▶ Adopt new street classification and design standards

Article 5.8 – Signage

- ▶ Entire Section 5.8 has been revised to align with recent court rulings
- ▶ Temporary sign category addresses all non-permanent signs
- ▶ Temporary signs are allowed in specific public locations
- ▶ Allow portable signs
- ▶ Adopts regulations for murals – MRA review required for murals in the district

Section 5.10 – Outdoor Lighting

- ▶ Applies lighting code to all **new development**, not just those adjacent to residential uses (Staff will work with existing businesses to encourage compliance)
- ▶ Update allowed lighting sources to include LED
- ▶ Establish a range for light color temperature – between 4,000 – 6,000 Kelvin



Article 6 – Subdivisions

- ▶ Add language regarding what constitutes a lot-of-record
 - ▶ Remove requirement for Summary Plat

Article 8 – Administration & Procedures

- ▶ Remove the requirement for title report except in certain cases
- ▶ Add acceptance of lot consolidation through warranty deed or recorded legal survey
- ▶ Make SUP's transferable for residential uses
- ▶ Allow time limit for SUP's to be set through conditions of approval

Article 9 – Nonconformities

- ▶ Eliminate prohibition to rebuild or restore non-conforming use

Article 11 – Definitions

- ▶ Add definition for Loan Companies: Companies offering same day, 'over the counter' loans to customers based on collateral such as tax refunds and auto titles. Loans are issued at an interest rate regulated by the state and significantly, higher than federally set interest rates.

**Adopted by City Council March 9, 2021
Effective April 5, 2021**

10. Update on use of ARP (American Rescue Act) Funds by the City of Farmington

Mr. Unsicker apologized to the board for the misunderstanding of what the board was referring to as an IRS fund. The funds have been coming from different sources for different purposes. Some of the funding came from the Restaurant Recovery Act, Entertainment Venue Act, but also educating downtown merchants on the different funding sources available while meeting regularly to discuss the available grants.

Commissioner McNally asked if it was possible to get a list of downtown merchants who received assistance.

Mr. Unsicker stated that he would check with the Legal Department to see what information could be released.

MRA Staff Updates

Mr. Unsicker stated that a \$5,000 NM Resiliency Grant had been received that the NM Arts Council will serve as the fiscal agent of. This grant is specifically for assisting businesses that would like to host outdoor spaces in front of their businesses, which they would then apply for a 50% matching grant.

Mr. Unsicker stated that the city did not receive the EPA grant that was applied for the Miller and Pinon Project. Out of the 429 applicants, only 154 applicants received the grant.

Mr. Unsicker stated that there are a few upcoming events downtown, the first Makers Market would be held on June 3, 2021, the First annual 2X2X24 Race, a fundraiser race for Sexual Assault Services, that is 24hours long, will start the evening of June 4, 2021 and will end the evening of June 5, 2021, and will be ran 2 hours on and 2 hours off, a loop from Wall to Auburn, with staging at Orchard Park.

Mr. Unsicker stated that the Downtown Coordinator position is still in process, more information to come.

Chair McNeill stated that he would still like to see the Downtown Coordinator position be a full time position that includes a budget.

11. Business from

Floor – There was no business from the floor.

Chair – There was no business from the Chair.

Members – There was no business from Members.

Staff – There was no business from Staff.

12. Adjournment

A motion was made by Commissioner Dykeman and seconded by Vice Chair Tanis to adjourn. The motion passed 4-0. The Metropolitan Redevelopment Agency meeting was adjourned at 5:49 p.m.



John McNeill, Chair



Elizabeth Sandoval, Administrative Assistant