

## Agenda

### Gallup Business Improvement District Board meeting May 18, 2017, Rico Motors

Call to order.

Acceptance of minutes of April 20 Board meeting

Acceptance of monthly financial report

Voting items:

Request from Lions Club to support Annual Lions Club Rodeo Fundraiser events in downtown Gallup on June 10, 2017 - \$3,000.

Request from "Relay For Life" American Cancer Society to support event to be held downtown on Friday, June 16, 2017 - \$4,600.

Reports

April 21 meeting of GEDA - Legislature update from Rep. Lundstrum; Gallup McKinley School District update from new Superintendent, Mike Hyatt.

April 26 tour of Ricca/Grand Hotel Building with architects from Cherry See Reames, including comprehensive discussion of rehabilitation of the building with owner Archie Baca Jr.

RFC advertising update: Meeting with video production firm Trail 77 to plan re-edit of RFC 30 second TV spot. Discussions with Cliffdweller Digital and Griffin Marketing & Advertising for TV and social media plans in Phoenix and Albuquerque markets.

Discussed Ride Flight Cruise event funding application at meeting of City of Gallup Lodgers Tax Committee. Amount of \$21,000 was approved for out-of-market marketing & advertising to attract overnight visitors to Gallup during event. City Council will vote on Lodgers Tax requests during Tuesday, May 23 regular City Council meeting.

IEDC training course "Business Attraction, Retention and Expansion" held in Albuquerque May 4 - 5. Emphasis on impact of new "Disruptive Technologies". Review of Business Disaster Resilience and Recovery Plans. Instructor was Laith Wardi, President of Executive Pulse. BID provided partial funding for Gallup's purchase of Executive Pulse.

GGEDC Economic Development seminar, held at Gallup McKinley Chamber of Commerce on May 8, 2017.

GGEDC annual luncheon honoring largest employers in Gallup McKinley area. Keynote speaker – Matt Geisel, Cabinet Secretary for New Mexico Economic Development Department.

Gallup Independent published articles by Gallup organizations performing economic development work, including Gallup BID.

GGEDC will conduct a semi-annual business round table on May 19, 8:00 am – 3 pm, at UNM-Gallup, Room 200.

Walkway Improvement Project is well underway. Next steps.

Gallup ARTS update.

Planning meeting for POWER working group will be held at Escalante Power Plant on June 1.