



**City of Aztec
Economic Development Advisory Board Meeting
Minutes for July 21, 2022**

Members in Attendance:

John Faverino, Arvin Trujillo, Jessica Polatty

Members Absent:

Kelbe Tompkins, Aztec Chamber of Commerce

Commission Representative:

Mayor Michael Padilla

Staff in Attendance:

Steven Saavedra, Jarita Hunter

Guests:

Mayor Michael Padilla, Robin Kelley

I. Call to Order

Meeting called to order by John Faverino at 0805 hours.

II. Approval of Minutes

Mr. Tujillo made a motion to approve the May 2022 meeting minutes and was seconded by Ms. Polatty. Minutes Approved

III. Guest Introduction(s) and Business

IV. Old Business Items

1. GRT Update

Discussion was held concerning the GRT showing to be above budget for the month of April. Aztec seems to be maintaining a good GRT compared to the communities around us.

2. Hotel Feasibility Study

Discussion was held about the low lodgers tax. It was noted that there is only one hotel now in Aztec and it was closed for repairs recently. That number should increase now that it has reopened. It was also noted that the Step Back Inn is going to Apartments/Lodging and that should also increase the lodgers tax.

It was also stated that the Nextsite opportunity could possible work alongside the Hotel Feasibility Study.



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V. New Business Items

1. Nextsite

Mr Trujillo gave a shortened presentation of Nextsite showing how they collect data from the area, needs of the area and the flavor of the community and use that research to help bring in businesses that could thrive for the betterment of the Aztec Community. They also can help property owners to market their property to bring entrepreneurs and businesses as well.

Nextsite uses cell phones and internet traffic as part of their research as to where people are from that are visiting the area, how long they stay in Aztec and what type of services they are using here. They then look at the gaps of the community and visitors needs and recommend types of business the City could benefit from.

Nextsite then sells the community of Aztec at Developer Conferences and Deal Making Conferences letting them know of the opportunities of Aztec as defined by the flavor of Aztec.

The proposal at this time is for a 3 year agreement and no fees are paid up front. Fees will be charged at the time of success of an establishment or business starting to build. There is a tiered fee process. This proposal can be negotiated.

Mr. Trujillo noted that it would be best to have an in-depth conversation between the City and Nextsite so they understand the flavor of Aztec so recommendations benefit the City in the best way possible.

It was discussed that the Lucky and Association study that is looking at the County could be crossover data with Nextsite. It was also noted that this is the perfect timing for this along with the North Main Project to bring in businesses to that area.

It is felt that this is progressive movement for the future of the City of Aztec. As the City is in a good place financially, this is the time to expand and grow.

It is felt that the Commission will support this and Mayor Padilla asked that we move to have a presentation from Mr Branch of Nextsite at the August 23rd Commission meeting. Mr. Trujillo will reach out and try to facilitate that presentation Mr. Trujillo will also see if Mr. Branch would meet with Mr. Faverino and Mr. Saavedra prior to the presentation to make sure he would be addressing specific areas as to be addressed to be applicable to the Commissioners. Mr. Saavedra will encourage all EDAB members to attend this Commission meeting and will also invite the Hotel Feasability group and P&Z Board if it has been established then.

VI. V. Adjournment



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Mr. Faverino adjourned the meeting at 0857 hours as Mr. Trujillo had another meeting and there was no longer a quorum for the meeting and there were no items to be voted on.

MINUTES APPROVED

/S/ John Faverino, President

/S/ Jarita Hunter, Minutes