

MINUTES OF THE COUNCIL OF THE TOWN OF SILVER CITY STRATEGIC PLANNING SESSION

Grant County Administration Center, 1400 Hwy 180, Silver City, NM

June 28, 2010 – 1:00 P.M. - 5:00 P.M.

Present: James R. Marshall, Mayor
Cynthia A. Bettison, District 1
Jamie K. Thomson, District 2
Simon Wheaton-Smith, District 3
Michael S. Morones, District 4

Also Present: Alex C. Brown, Town Manager-Finance Director
Ann L. Mackie, Town Clerk

CALL TO ORDER, PLEDGE OF ALLEGIANCE, READING OF MISSION STATEMENT – Mayor Marshall called the meeting to order at 1:15 p.m. Councilor Bettison read the Mission Statement.

DISCUSSION TO INCLUDE, BUT NOT LIMITED TO THE FOLLOWING: GOALS FOR THE FUTURE – The following representatives from Town Departments and Town Boards and Committees reported their goals to the Council and described how their goals complied with the Town's Mission Statement and the Town's Comprehensive Plan: Susan Berry, Museum Director, and Sandra Hicks, Chair of the Museum Board; Gerald Ullery, Chair of the Silver City Veterans Park Advisory Committee; Cindy Neeley, Chair of the Parks and Recreation Board; Mary Stoecker, Chair of the Mayor's Climate Protection Agreement Citizens Advisory Committee; Chuck Fuller, Chair of the Recycling Advisory Committee; and Cheryl Ward, Acting Library Director, and Maureen Craig, member of the Library Board and Library Foundation. There was further discussion with the Council during their reports.

Mayor Marshall asked for comments from the following persons that were in the audience that represented various organizations in the community: Andrea Sauer, Project Coordinator for Healthy Kids, Healthy Communities; Kay Dawn Jackson, Health Educator and Program Manager of La Vida at Hidalgo Medical Services; and Sam Castello, Executive Director of The Wellness Coalition. They each described the services that their organizations provided to the community, and offered their support to the Town Council. There was further discussion with the Council.

Councilor Wheaton-Smith made a motion to recess at 2:10 p.m. Councilor Bettison seconded the motion. All were in favor, motion passed. Mayor Marshall called the meeting back to order at 2:25 p.m. Mayor Marshall began discussions on the SWOT analysis. The Council discussed the strengths, weaknesses, opportunities, and threats and from that discussion the following were identified:

Strengths: department heads that had the ability to get grant money; the new Office of Sustainability and how they would educate the community about energy efficiency; how the Town had an excellent reputation Statewide due to the Town Council, Town Manager, Town Attorney, and Town Clerk; how the Council took care of business, had progressive debates and remained professional; how reporting crime statistics to the F.B.I. resulted in Federal funding to the Town; the non-profit sectors' contributions to the community and local economy; and eco-tourism revenues due to the Town's location.

Weaknesses: how the Town needed to support local business and identify Town regulations that were not helping businesses; how the Town was 100 years old and how things on the ground do not fit with today's dreams and desires; leakage of revenues; how money was spent outside the community and on the web instead of inside the community; how Silver City's crime statistics exceeded the national average on various websites because statistics were based on a population of 100,000; the Town's distance from a main transportation corridor; and how local businesses and restaurants were closed on Sundays.

Opportunities: create ways to support business; streamline the process of supporting local business that does no harm to economic opportunities due to extremely lengthy delays in government process; create a position for a business coordinator; create a checklist for new businesses and potential entrepreneurs; create a map that identified the location of Town offices; adjust the Land Use Code to help businesses to get started or expand; attract outside money and keep it circulating within the Town; create a culture of conservation and how the department heads could conserve resources

and be an example to the community; making the Town's buildings more energy efficient; how the Town's resources could be greater utilized and made more efficient through the use of technology throughout the departments; encourage local spending; request State Legislators to lobby to have different population categories for the reporting of crime statistics; provide consistent statistical reports with graphs that offer comparisons of recent months and previous year's activities; support YCC projects; and find other pricing structures that would allow funding to build sidewalks in addition to the gas tax revenues.

Threats: unpredictable regulator issues from State and Federal government; reduced revenues from State from elimination of cigarette tax revenues and hold harmless on food; how the State requested the return of funds allocated for projects; volatile energy sector and how money was spent on energy and could be spent on local business; how money was spent outside the community and on the web instead of inside the community; how Silver City's crime statistics exceeded the national average on various websites because statistics were based on a population of 100,000; how funding to build sidewalks comes from gas tax revenues from driving cars; and how local businesses and restaurants were closed on Sundays.

Mayor Marshall concluded the meeting with comments about a committee in Santa Fe that was looking at government reform and tax reform; how the Town was required to send money to Santa Fe all year and then had to beg to get some of the money back; and how interesting it would be if the Town actually had control over its tax dollars and the State actually did what the State Constitution required them to do. There was further discussion and the department heads in attendance were thanked for their reports and for their work. Councilor Wheaton-Smith made a motion to adjourn at 3:48 p.m. Councilor Bettison seconded the motion. All were in favor, motion passed.

ADJOURNMENT – Councilor Wheaton-Smith made a motion to adjourn at 4:33 pm. Councilor Bettison seconded the motion. All were in favor, motion passed.

/s/

James R. Marshall, Mayor

Attest:

/s/

Ann L. Mackie, Town Clerk