



COMPREHENSIVE PLAN ADVISORY COMMITTEE

The following are the summary minutes from the Comprehensive Plan Advisory Committee (CPAC) held on May 9, 2019 at 4:00 p.m. at City Hall, Conference Room 3138, 700 North Main Street, Las Cruces, New Mexico.

MEMBERS PRESENT:

- Sharon Thomas, Planning & Zoning Commission, Chair
- Mary Ann Hendrickson, Infrastructure/CIP Policy Review Committee, Vice Chair
- Harvey Gordon, Planning & Zoning Commission (Departed Meeting at 5:40 p.m.)
- John Moscato, Las Cruces Home Builders Association
- James Bennet, Planning & Zoning Commission
- Todd Stuve, Health Policy Review Committee
- George Vescovo, Economic Development Policy Review Committee
- Heather Watenpugh, NMSU

Members Absent

- Roberta Gran, Planning & Zoning Commission
- La Vonne Muniz, Planning & Zoning Commission
- Abraham Sanchez, Planning & Zoning Commission
- Christina Ainsworth, Dona Ana County Community Development
- Russ Smith, Planning & Zoning Commission

STAFF PRESENT:

- Srijana Basnyat, Community Development
- Dominic Loya, Community Development
- Larry Nichols, Director Community Development
- David Weir, Community Development
- Mark Miller, Community Development
- Adam Ochoa, Community Development

OTHERS PRESENT:

I. Call to Order (4:00 p.m.)

II. Approval of Minutes

1. April 24, 2019

Motion passed unanimously (9-0).

1 **III. Elevate Las Cruces Vision Statement and Components- Action**

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3 A presentation was given by Srijana Basnyat on the background work conducted
4 to formulate the proposed Vision Statement and Components and what a Vision
5 Statement should be and the key components to constructing one. She noted that
6 a good vision statement should describe the desired end-state, be clear, succinct,
7 inspiring, have local context, and focus on long term achievement. Each Vision
8 Component was then discussed by the committee with Srijana Basnyat facilitating
9 the discussion.

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11 **1 Cultural Crossroads**

12 Comments on this component included questioning the use of *identity* with the
13 component. The second question is Las Cruces a Cultural Crossroads? Lastly, is
14 this the place for the historical background of Las Cruces and if not where is the
15 proper place for it?

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17 **2 Livable Community**

18 The question arose if economic development should be included in this
19 component. The question also came up whether to include economics and
20 environment with quality of life and standard of living. The last concern was
21 whether investment in services amenities and economic development belong in
22 this component.

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24 **3 Vibrant Neighborhoods**

25 The committee had no major concerns with this component.

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27 **4 Balanced Development**

28 The committee had no major concerns with this component. However, they did
29 note that the term *compact* was limiting. The question came up what or how much
30 leeway the comprehensive plan has to explore areas outside of the physical and
31 built environment. The comprehensive plan is not limited to physical and built
32 environment as the New Mexico enabling statute does not preclude the inclusion
33 of items outside of land use. Many plans go beyond land use and the built
34 environment.

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36 **5 Embraces and Preserves Our Natural Setting**

37 The committee expressed that water needed to be worked into this component as
38 it is a limited resource.

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42 **6 Fosters Economic prosperity**

43 Committee comments included competitiveness must be first. Investment
44 opportunity might be addressed here.

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2 George Vescovo gave a quick presentation on Las Cruces' economic situation.
3 His information was from the Federal Reserve Economic Data. He showed graphs
4 of Las Cruces standard of living versus the National Standard of Living. He
5 showed Las Cruces economic growth vs. U.S. economic growth. He also showed
6 Las Cruces unemployment rate versus the national average and compared to
7 Arizona, Texas, and El Paso. He also included some Forbes rankings on Las
8 Cruces. The last slide was the gross receipts tax rates across the state of New
9 Mexico.

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11 **7 Leverages Social Partnerships**

12 The committee looked at changes to take out "at risk" and make more inclusive to
13 all residents

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15 The committee revised each vision component as a group. The discussion and
16 revised language is as follows.

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18 **Edit Session:**

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20 **1 Cultural Cross Roads.**

21 The committee discussed and decided to remove "identity" at the end of multi-
22 faceted community.

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24 **2 Livable Community.**

25 The discussion on this component revolved around the differences between jobs
26 and careers. While jobs are needed overall, we need more careers to keep people
27 in Las Cruces. The survey results were discussed and one of the top reasons that
28 people would leave Las Cruces are job opportunities. Also discussed was moving
29 from unskilled labor to skilled labor. The differences between Quality of Life and
30 Standard of Living were also discussed. Ultimately it was decided that the term
31 Quality of Life would remain. Overall the component was felt to be good but the
32 committee decided it needed to have more about the economics. The committee
33 added in "economic environment" to the first sentence and "careers" to the second
34 sentence.

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36 **3 Vibrant Neighborhoods.**

37 The committee felt that component reflected the direction Las Cruces wanted to
38 go.

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40 **4 Balanced Development.**

41 The discussion focused on the term "compact". It was mentioned that at the CPAC
42 City Council Joint Work Session with City Council none of the groups chose the
43 Compact Growth Scenario therefore it was felt that "compact" should be removed
44 from the component. The committee replaced "how" with "the way" (our built
45 environment evolves).

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5 Preserves our Natural Setting.

The general feeling on this component was that water management was missing in the vision statement and components. This was felt as the best place to put in the water component. The committee also felt that “our view of the iconic Organ Mountains” needed to be included as opposed to “the view of our nearby Organ mountain peaks”. The committee felt the rest of the component reflected Las Cruces.

6 Economic Prosperity.

The committee felt that economic prosperity needed the most attention. There was discussion on creation of jobs, investing in Las Cruces and the direction that Las Cruces should take. It was strongly felt that Las Cruces needs to be competitive on a regional, national and global level. It was also strongly felt that Las Cruces needed to create opportunities for businesses as well as residents. The committee felt that Las Cruces needs to be growing local business while attracting new business. Finally, Las Cruces needs to build a robust economy.

7 Social Partnerships.

The committee felt in that this statement need a few tweaks. After discussion, the committee added in “workforce development.” They felt that “residents” was a better option to describe Las Cruces.

Vision Statement

The last discussion was on the vision statement. The committee wanted “of choice” removed and they wanted “its cultural diversity” changed to “our cultural diversity.” The committee felt that the three titles of the subcommittees and the organization of the document, Community Livability, Prosperity and Environment, needed to be referenced to in the vision statement. There was a discussion followed by a consensus to connect the vision statement to the rest of the plan document.

Mary Ann Hendrickson made a motion to adopt current Vision Statement and Components (as shown in attachment A) contingent on a connection to the Introduction and Community Profile. George Vescovo seconded. The motion passed unanimously. (8-0)

IV. Public Comment

No public Comment

V. Next Steps

The next CPAC meeting will be May 29th. Elevate Las Cruces will host a Design work shop May 28th through June 1, 2019.



1 VI. **Adjournment (6:03 p.m.)**