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The following are summary minutes for the meeting of the **Comprehensive Plan Advisory Committee** for August 21, 2018 at 6:00 p.m. at the City of Las Cruces, City Hall, Room 2007-B, 700 North Main Street, Las Cruces, New Mexico.

MEMBERS PRESENT:

- George Vescovo, Economic Development Policy Review Committee
- Roberta Gran, Planning & Zoning Commission
- Russ Smith, Planning & Zoning Commission
- Heather Watenpaugh, NMSU
- Jay Sundheimer, Health Policy Review Committee
- John Moscato, Las Cruces Home Builders Association
- Mary Ann Hendrickson, Infrastructure/CIP Policy Review Committee
- Abraham Sanchez, Planning & Zoning Commission
- Sharon Thomas, Planning & Zoning Commission
- Angela Roberson, Dona Ana County
- La Vonne Muniz, Planning & Zoning Commission (Via Phone)

MEMBERS ABSENT:

- Michael Ponce, Planning & Zoning Commission
- Harvey Gordon, Planning & Zoning Commission

STAFF PRESENT:

- Larry Nichols, Community Development
- David Weir, Community Development
- Srijana Basnyat, Community Development
- Brian Byrd, Community Development
- Dominic Loya, Community Development
- Adam Ochoa, Community Development

OTHERS PRESENT:

- Gill Sorg, City Councilor
- Jim Carrillo, Halff Associates
- Christian Lentz, Halff Associates
- Kendall Howard, Halff Associates

I. INTRODUCTIONS

II. PLAN OVERVIEW

Larry Nichols and Srijana Basnyat provided background on the purpose of the comprehensive plan update and previous planning efforts undertaken by the City. Christian Lentz described the themes in the previous comprehensive plan and discussed the direction that the Halff team was given to consider as part of the plan update. Christian then reviewed the overall plan schedule, which is anticipated to be an 18-month process.

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2 **III. CPAC STRUCTURE AND ROLES**

3 Larry reviewed the duties of the CPAC and proposed rules of conduct to which
4 the CPAC members should adhere. He also outlined the anticipated CPAC
5 meeting schedule.

- 6 a. **Appointment of Chair and Vice Chair:** The CPAC opened nominations on
7 the floor first for Chair; Sharon Thomas was nominated to serve as Chair.
8 The CPAC unanimously approved the appointment. Mary Ann Hendrickson
9 was nominated for Vice Chair and the CPAC unanimously approved the
10 appointment.
11 b. **Rules of Conduct:** The CPAC discussed the proposed Rules of Conduct
12 prior to taking a vote. Russ Smith made the motion to adopt the Rules of
13 Conduct with the addition that the CPAC is subject to the Open Meetings
14 Act. Mary Ann seconded the motion. The motion passed unanimously.
15

16 **IV. VISIONING EXERCISES**

- 17 a. **Vision Statement Review:** Christian reviewed key findings from the
18 visioning and guiding principles questionnaire that CPAC members took in
19 advance of the meeting. Additional relevant phrases for a new vision
20 statement that the CPAC noted were quality education, business-friendly,
21 and fast-growing retirement community. Additional elements that make Las
22 Cruces unique include its rich cultural history and safety.
23 b. **Las Cruces Headlines:** The CPAC was asked to individually develop
24 headlines for what Las Cruces is today and what Las Cruces has become
25 in the future. The most common words or phrases from the 'Las Cruces
26 Today' exercise were heritage, scenic, diverse, friendly, safe, growing, and
27 culture. The most common words or phrases from the 'Las Cruces
28 Tomorrow' exercise were strong economy, sustainable, vibrant, and
29 diverse.
30 c. **Guiding Principles:** Christian reviewed the current comprehensive plan's
31 guiding principles and then Kendall Howard led the CPAC through an
32 exercise that asked two polling questions of each of the nine guiding
33 principles:
34 a. Do you believe that this guiding principle is important for growing in a
35 manner that is economically prosperous, socially equitable, and
36 environmentally sustainable?
37 b. How well is the community performing today in achieving this guiding
38 principle?
39 For the majority of the guiding principles, the CPAC agreed that the
40 guiding principles were important but did not feel as though the community
41 was performing well in achieving that the principles. The full results of the
42 polling exercise is found in Attachment A.
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44 **V. PLAN STRUCTURE**

45 Christian discussed the approach to preparing the comprehensive plan and
46 presented initial thoughts on how the plan might be organized.

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VI. COMPREHENSIVE PLAN BRAND

Jim Carillo presented the three branding options that were prepared for the comprehensive plan update. The CPAC then voted on which one they preferred. 'Elevate Las Cruces' (Option 3) was chosen by 50% of the committee members. Changes to the brand that the CPAC requested included using a different font, modifying the mountains so they look more like the Organ Mountains, and having an option that includes a tagline to explain that it is the comprehensive plan.

VII. PUBLIC COMMENT PERIOD

No public comments were received.

VIII. NEXT STEPS

Christian discussed the next steps in the plan process and noted that the next CPAC meeting is anticipated to be held in October 2018.