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INSIDE THIS ISSUE
Legal Issue -One Step Closer to Legalization?
Marketing for Success Makes a Difference
Opportunity Zones Attract Investment in the State’s Neediest Communities
TABLE OF CONTENTS

Across the State ............. 4
De-Mystifying the UTO ...... 6
Legal Issue: One Step closer to legalization? ............. 8
Marketing For Success Makes a Difference .......... 10
Opportunity Zones Attract Investment in the State’s Neediest Communities .... 14
U.S. Poverty Rate Drops to 11.8% in 2018 ............. 16
The Pause that Refreshes ............. 20
NMML classifieds ............. 23

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Cover Photo by Ellie Teramo
My first campaign for office was a typical case of political shenanigans, and also my Dad’s doing. OK, with that opening sentence, of course you are going to read the rest of my final column, aren’t you?

I grew up in Brentwood, a suburb of New York City. Our high school was one of the very largest high schools in New York State, which is saying something. In fact, it was so large that it was, and still is, divided into two almost independent campuses. Two junior high schools fed Sonderling High School, and two others fed Ross High School. Among other reasons, a combined high school would have disqualified Brentwood from any state athletic conference because we would have drawn from too large a population. Brentwood had two football teams, two basketball teams, etc. Even with the break up, my Ross High School graduating class was about 900 students.

Not every club and team was broken up. The less popular groups were combined across the campus. One campus-wide group was the Drama Club, and another was the Honor Society. Keep those two clubs in mind for the second part of the story.

Although my last name doesn’t give a hint of it, my first language is Spanish. I was born in Uruguay, a small country in South America, and arrived in the U.S. when I was eleven, eventually settling in Brentwood by 7th grade. When it came to registering for a foreign language class, my Dad was adamant that I was not going to “cruise by” by taking Spanish. He demanded that I take another language, so I chose French, which was a great choice at the beginning because First Year French is basically First Year Spanish but you gargle instead of rolling your “R’s.” Once I got to high school, I was looking to go to college and several years of a foreign language was expected, and I got channeled into taking French for a total of six years. Of those six years, I only remember First Year French basically for the reason explained above, but taking the same class for six years led to some friendships that became by most beloved, and guess what? Many Honor Society and Drama Club members took French.

Here comes the politics. Drama Club doesn’t elect a President, but the Honor Society does, and my Drama friends convinced me to run for Honor Society President because they could canvass for me in both Sonderling and Ross high schools. The fact that I was as geeky as they come (I also took lots of Math, which I remember much better than French!), didn’t make a difference. To my Drama friends, I was the vehicle for their political power, and cruised to victory purely based on this political machine.

Thus, it was friendships that gave me my first political office, and this is what I want to conclude my last column as your NMML President. I knew nothing about politics during that first campaign, and although I cannot claim to be a political genius at this point, I have learned much. Politics is about leadership, and as Dr. Bill Mitchell, the excellent speaker the opening session of the last concluded Annual Conference emphasized, true leadership is based on trust.

There are many forms of trust, but the easiest to build on is friendship. I have learned so much from the many friends I have found in our Municipal League, and being your President was one of the highest honors I have had the privilege of enjoying. I concluded my President’s Report at the conference with a saying that sounds especially beautiful in Spanish:

“Caminar con un amigo en la oscuridad es mejor que caminar solo en la luz.”

It is indeed better to walk with a friend even in darkness, than it is to walk alone in daylight. You know you can trust a friend to help you find a life’s path to safety or wisdom, even when the road seems dark and dangerous. To the many friends who I have met and relied upon over my tenure, whether fellow elected officials, municipal officials, or League staff, I have only one thing to add:

Merci Beaucoup.
The Hobbs Fire Department proudly announces Adam Marinovich has been promoted to Captain! This photo was taken at last week’s Commission meeting with DC Barry Young where Captain Marinovich was presented with the promotion!

Meet the newest member of the Hobbs Fire Department...we haven’t settled on a name just yet, but he has been called Pep, Rookie, and Axe since we took ownership of him on Monday. This little guy showed up at Fire Station 1 last Monday morning and we contacted animal control to pick him up. We were contacted and asked about adopting him, and after a little discussion we decided to give him a home with our department. We had to wait the proper time to see if anyone claimed him, and no one did. On Monday, a week after he went to the adoption center, we were able to pick him up and our journey with him began!! Our hopes are to get him trained to accompany our personnel to events around the community and to interact with the public.

If you are looking for a pet, please remember to look at the local adoption center; there are many more animals who need a good home!

Thanks to the City of Hobbs carpenters Dept our retirees have their own cup for coffee when they visit station one. The cup includes name, rank, and year retired.

RFD brought its Kids Combat Challenge Course to National Night Out Tuesday (Aug. 5). Thanks to Roswell Neighborhood Watch for organizing this annual event and to Target for allowing use of its parking lot. Thanks to all the citizens who came out.
@cityoflovingtonnm
Loving entry signs are complete! Take a drive and see them in person!

@EstanciaNM
Welcome Officer Milton Torrez to the Estancia Police Department

CityofBelen
The new #train at Anna Becker Park is pretty cute!

@City of Artesia, NM Infrastructure Department
Good news Artesia! Signs and paint are on the way. The Grand/26th intersection should be opened by the end of the week!

New Mexico Municipal League
FOLLOW US ON FACEBOOK!
By now most of you have received a copy of the revisions to the UTO, also known as the Uniform Traffic Ordinance. I thought it might be appropriate to explain a little about the UTO to try to take some of the mystery out of it and to make it more understandable. The UTO has been around for a very long time, upwards of 30 years. No one really remembers the reasons behind creating the UTO in the first place, only that it was simply a service to our members. So what exactly is the UTO? The UTO is a compilation of the relevant sections of the state Motor Vehicle Code that apply to municipalities. In fact, section 66-7-9 specifically states that the Motor Vehicle Code shall not be deemed to prevent local authorities to regulate a variety of activities on streets and highways within the jurisdiction of the municipality. This includes: regulating the standing or parking of vehicles; altering the maximum speed limits as authorized in the Motor Vehicle Code; restricting the use of highways as authorized in the Motor Vehicle Code; restricting the use of highways as authorized in the Motor Vehicle Code; and adopting other traffic regulations as specifically authorized by the Motor Vehicle Code. In addition, section 3-49-1 gives municipalities additional authority over streets, sidewalks and public grounds.

The UTO is essentially a collection of all the provisions of the state Motor Vehicle Code. It is obvious that some portions of the state Motor Vehicle Code are not applicable to municipalities. (See: section 66-8-101-Homicide by Vehicle and section 66-8-101.1 Injury to Pregnant Woman by Vehicle). The compilers have attempted to assemble those sections of the state Motor vehicle Code that provide for a penalty within the parameters that can be adjudicated by the municipal court into a single uniform traffic ordinance for use by our members cities. The first area of confusion comes from an apparent conflict in definitions which might throw you off. Municipal court jurisdiction is
limited to offenses and complaints under ordinances of the municipality. (See: section 35-14-2.A) That jurisdiction is further limited by section 3-17-1.A that states that the punishment that may be imposed by a municipal court is limited to a fine of not more than five hundred dollars ($500) or imprisonment for not more than ninety days or both. This is commonly known as a petty misdemeanor, although that term is not mentioned in the state Motor Vehicle Code, or the UTO. The state Criminal Code, however, does classify crimes as felonies, misdemeanors and misdemeanors. (See: section 30-1-5), and provides for the following punishment criteria:

1. A crime is a felony if it is so designated by law or if upon conviction thereof a sentence of death or of imprisonment for a term of one year or more is authorized.

2. A crime is a misdemeanor if it is so designated by law or if upon conviction thereof a sentence of imprisonment in excess of six months but less than one year is authorized.

3. A crime is a petty misdemeanor if it is so designated by law or if upon conviction thereof a sentence of imprisonment for six months or less is authorized.

Since local governments derive their legislative authority directly from the state, (See: section 3—17-1 and discussions of Dillon’s Rule in previous editions of The Reporter), a municipality may adopt a criminal or traffic ordinance if the penalty imposed by state law is less than a fine of $500 and/or 90 days in jail. A large part of the confusion stems from the use of the terms misdemeanor and penalty assessment misdemeanor in the state Motor Vehicle Code. Misdemeanors under the state Motor Vehicle Code are misdemeanors only in name. Section 66-8-7 specifically provides that “Unless another penalty is specified in the Motor Vehicle Code, every person convicted of a misdemeanor for violation of any provision of the Motor Vehicle Code shall be punished by a fine of not more than three hundred dollars ($300) or by imprisonment for not more than ninety days or both.” So, by special definition, any offense found in the state Motor Vehicle Code that is designated as a misdemeanor, is also an offense that may be adjudicated by a municipal court. So in short, the UTO is a model ordinance containing all the traffic and motor vehicle-related offenses that carry a basic sentence that is within municipal court jurisdiction.

Great care has been taken to pluck those offenses within the state Motor Vehicle Code carrying penalties within municipal court jurisdiction and to place those sections in some logical sequence within this model ordinance. That process is called compilation. From time to time there will be a new compilation, but every year there will be revisions to the UTO if the legislature makes changes to the state Motor Vehicle Code or adopts new traffic or motor vehicle-related provisions. So the current UTO was last compiled (reorganized) in 2010, but the materials you have been sent make the UTO current as of the close of the 2019 legislature.

In order to make sure your local traffic ordinance is up to date with the state Motor Vehicle Code it is important for the governing body to enact the changes to the UTO as we have outlined for you in legislative format. All that is needed is a simply ordinance amendment that reflect the enclosed changes. This should be done as individual amendments and not as “adoption of the UTO by reference.”

The UTO can be found on the NMML website under Publications - UTO or click here
ONE STEP CLOSER TO LEGALIZATION?

By Randy Van Vleck, League General Counsel

Last month’s article spoke primarily to the changes in the law authorizing the sale and use of hemp products and changes to the medical cannabis laws. The concluding paragraph mentioned additional changes to the criminal laws. This article will focus on that change in the law and what it means to local governments.

Last session the legislature passed and the Governor signed SB323. This bill made changes to the criminal code with respect to the possession of marijuana. SB-323 made changes to the state Controlled Substances Act. The bill amended NMSA 1978 section 30-21-23. This section specifically provides in subsection A that “it is unlawful for a person intentionally to possess a controlled substance unless the substance was obtained pursuant to a valid prescription or order of a practitioner. . . . “ But, a person who violates this section with respect to up to one-half ounce of marijuana shall be issued a penalty assessment, pursuant to a new section of the Controlled Substances Act, and is subject to a fine of fifty dollars ($50.00). Possession of more than one-half ounce but less than up to and including one ounce of marijuana is, for the first offense, guilty of a petty misdemeanor and shall be punished by a fine of not less than fifty dollars ($50.00) or more than one hundred dollars ($100) and by imprisonment for not more than fifteen days.

The same bill also made changes to the statute dealing with the possession, delivery or manufacture of drug paraphernalia. As a general matter, it is unlawful for a person to use or possess with intent to use drug paraphernalia to plant, propagate, cultivate, grow, harvest, manufacture, compound, convert, produce, process, prepare, test, analyze, pack, repack, store, contain, conceal, inject, ingest, inhale or otherwise introduce into the human body a controlled substance in violation of the Controlled Substances Act. Any person who violates this provision shall also be issued a penalty assessment pursuant to a new section of the Controlled Substances Act and is subject to a fine of fifty dollars ($50.00). A violation of section B of this statute concerning the delivery or possession with intent to deliver drug paraphernalia is still subject to punishment as a misdemeanor.

Standing alone, these changes could be implemented by local governments to continue their enforcement activities concerning small amounts of cannabis. The problem was created because the way the bill created the penalty assessment program for less than half an ounce of marijuana and for possession of paraphernalia. The penalty assessment program was established as part of the Controlled Substances Act and is very specific. It reads: “payment of a fine pursuant to a penalty assessment citation shall not be considered a criminal conviction.”

The penalty assessment program that was created as part of the Controlled Substances Act works in the same manner as a penalty assessment under the Traffic Code. Whenever a person is issued a penalty assessment under the Criminal Code, the officer shall advise the person of the option either to accept the penalty assessment and pay it to the court or to appear in court. The officer, using a uniform non-traffic citation, shall
complete the information section, prepare the penalty assessment and prepare a notice to appear in court specifying the time and place to appear. The citation shall state the address to which the penalty assessment is to be paid if the person accepts the penalty assessment and does not elect to appear in court. The officer shall have the person sign the citation as a promise either to pay the penalty assessment as prescribed or to appear in court as specified, give a copy of the citation to the person and release the person from custody. An officer shall not accept custody of payment of any penalty assessment.

The problem was created because the bill specified that the magistrate court or metropolitan court in the county where the alleged violation occurred has jurisdiction for any case arising from a penalty assessment under the Criminal Code. It goes on to say in the next section that a penalty assessment citation issued by a law enforcement officer shall be submitted to the appropriate magistrate court or metropolitan court within five business days of issuance and that if the citation is not submitted within three business days, it may be dismissed with prejudice.

Local governments derive their authority to enforce criminal offenses directly from state law. (See: NMSA 1978 section 3-17-1). Where the state law provides that a criminal offense may be punishable by a fine not to exceed $500 and/or incarceration for a period not to exceed 90 days, municipal courts have concurrent jurisdiction with the magistrate and municipal courts if the municipality has adopted a corresponding local ordinance. (See: NMSA 1978 section 3-17-1). The critical issue here is that municipalities have the authority to adopt ordinances with criminal sanctions that can be tried in municipal courts.

The bottom line is that since the legislature has de-criminalized possession of one-half an ounce or less of cannabis, the municipal courts lack the enforcement authority over such possession. City ordinances providing that possession of one-half an ounce or less of marijuana and possession of drug paraphernalia as criminal violations should be repealed as those offenses will be handled through a magistrate court or municipal court penalty assessment program.

Local governments may still enforce possession of one-half an ounce or less of marijuana and possession or use of drug paraphernalia, but only through the criminal code penalty assessment program and only by filing the penalty assessment in magistrate court or metropolitan court. If the police department chooses to go this route, be particularly aware of the filing limitations. The first is that the penalty assessment citation issued by a law enforcement officer must be submitted to the appropriate magistrate court or metropolitan court within five business days of issuance. The second limitation is that, if the citation is not submitted within three business days, it may be dismissed with prejudice. The net effect appears to be that the officer should file the penalty assessment citation within three days to insure that the fine will be imposed.
MARKETING FOR SUCCESS MAKES A DIFFERENCE

By Justin Huffmon Director of Tourism, Adventure Enthusiast
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Village of Ruidoso

What is marketing for success? I think we all know what successful marketing is when we see it. It’s clean, beautiful, brand oriented strategy that has a clear voice and message. Think Nike, Amazon, Google, Apple etc. These brands have had tremendous success marketing their products. But how do you go from a non-existent marketing strategy to building the foundations of a great campaign?

When we are looking at the basic building blocks of any successful marketing campaign there are a few key things you need to understand. Every great campaign development strategy begins with understanding your audience, brand awareness and brand identity, leveraging assets and moving on to creating an overall vision for marketing strategy and implementation.

If you don’t know your audience then you are doomed to fail. It’s an absolute must to know who you are targeting and why you are targeting that particular demographic. This may be presumptive, but I’m assuming we all learned in high school and college, that understanding your audience is key when you are writing a paper. I like to think of a marketing strategy in the same way I do an essay. You have to understand your audience so you know how to deliver your argument/message and how to construct your strategy in a way that fits the needs and wants of the largest group of people while staying laser focused on your core demographics for the greatest success. There are lots of ways to obtain audience information. Some of them are amazingly accurate but can be incredibly expensive. There are, for example, firms that will do boots on the ground surveys that will deliver sound data on the exact makeup of your audience. If this strategy is cost prohibitive there are more labor intensive, yet crafty ways to secure the data. Running analytics on your website and social will provide you with a great deal of information on who your audience is and from where they are coming. Additionally, you can leverage your local community partners, particularly your lodgers, to turn over their visitor data, which you can then combine into a comprehensive survey. You’ll need to know your audiences age range, ratio of male to female, location, and income to name a few key metrics. Make
sure you know your audience or you are doomed to fail. Once you understand your audience it is important to know who you are as a brand.

A key foundation for a successful marketing strategy is understanding what your brand looks like as a community. Bring in a handful of your community stakeholders and ask them to describe who your brand would be if it were a person. Would it be male or female? What type of music would your brand listen to? What sort of imagery is associated with your brand? What do your brand colors look like? This strategy is called “Brand Personification” and it’s a great practice to understand how your brand would and should “think” and “feel”. Dial in your look, feel and aesthetic. Understand your voice and create consistency in how your message is broadcasted to your audience. Don’t deviate from that voice or your branding once it is well established. Knowing your audience will help you create a brand that is consistent with the message of your community while aligning with the wants, desires and values of your audience. Think of the great brands mentioned in the opening paragraph. They all have simple logos, that are easily identified at a glance. I urge those of you still using your municipal seal as your tourism logo to make a change to a simple and attractive logo. Make sure your brand is easily identifiable, distinctly “you” and cannot be easily confused with other brands. Build authenticity into your brand by utilizing local photographs of your iconic ski lines, assets or local “characters”. Now that you know your audience and have your branding all tied together you should focus on leveraging local assets to further drive authenticity to your brand.

It is particularly important to leverage your local assets within your creative strategy. Work with local photographers. You’ll help to supplement the hobby of a photographer in your region while driving authenticity in your “story telling” through the images and video you

Continued on next page
SOCIAL MEDIA

capture. A local knows which stories in your area are the most important to tell and will find the best way to tell those stories through their images and videography. Utilize your local athletes, talent, unique characters, and physical assets in your story telling. This helps to further drive brand awareness to the unique within your community and continues to deliver an authentic message. Ultimately, it is utterly important to be uniquely you. Your quirks are just fine and they make you more authentic and approachable. Now let’s look how you move to creating and implementing and overall vision for marketing that will succeed.

Your marketing strategy should be multifaceted. Analyze your budget and really determine how you can get the best bang for your buck. Go big but stay scrappy. If budget allows, strategically purchase TV, Print, Out of Home (Billboards), Airport and participate in marketing expos. I would highly recommend considering your expenses here and how those purchases are going to impact your overall marketing strategy. If you are struggling with budget and don’t feel you have enough money to make an impact, I’m here to tell you that you can make a huge difference with minimal investment. When I took over marketing we had spent $0 on digital campaigns. My first year as director we had moved that number to 3% of our budget. That 3% of our budget was spent exclusively on social media and it came out to $1,000 a month. With that $1,000/month we had over 19,000,000 impressions on social media. I think everyone needs to have a digital marketing strategy. If you don’t have one, go out and start one immediately. It’s the most cost-effective form of marketing available and has laser precision when it comes to identifying and targeting key demographic audiences. Digital TV assets are another cost-effective alternative to traditional OTA TV. Digital TV assets (think Hulu, YouTube, Pluto, etc) allow you to pinpoint specific demographics with measurable results for a fraction of the cost of traditional OTA television. Ultimately, you should focus on making a push to digital because of the strategic targeting, measurable results and cost.

I firmly believe a rising tide lifts all ships. As a state, I root for all of my neighbors. I think there is a lot of opportunity to have a tremendous impact on this state if we learn to market strategically and intelligently. Admittedly, I’m not the smartest person in the marketing space in our state. There are some brilliant marketers out there that are doing amazing things and having tremendous impact in their regions. You can replicate these same efforts in your community and have an amazing impact of the lives of the folks that live in your area. I’m an open book. If you ever have any questions please feel free to reach out to me. I’m always happy to assist in any way I can. Best of luck and happy marketing.
FOR IMMEDIATE RELEASE

New Mexico Fire Chiefs Aim at Increasing Awareness to Reduce Firefighter Suicides

Firefighters and other first responders are exposed to traumatic incidents throughout their career. They are on the front lines every day, witnessing the pain, suffering, and even deaths of medical and trauma patients, as well as the destruction of property. Additionally they often see themselves or their loved ones in the faces of those they are sworn to protect. This is a known side effect of the career field, but it can have devastating consequences on their mental health, their job satisfaction, and even their family life. Too often, the stress can lead to destructive behaviors and potentially suicide.

September is Suicide Prevention Month and many organizations are raising awareness and increasing educational outreach to help reduce the number of people who die by suicide. According to the American Foundation for Suicide Prevention, over 47,000 Americans died by suicide in 2017 with over 1.4M suicide attempts. New Mexico ranks 4th in the country for suicide deaths.

Nationwide, firefighter suicides are being thrust into the forefront of department leadership as they deal with the aftermath of members dying by suicide. Many departments across New Mexico have experienced the planning for memorial services and the effects that a suicide can have on the colleagues left behind. It is theorized that fire departments are more likely to have a member take their own life than to die in the line of duty. According to the Firefighter Behavioral Health Alliance, there were 103 firefighter suicides in 2017.

The New Mexico Fire Chiefs Association believes that firefighter suicide is not an acceptable side-effect of our occupation. The organization is implementing a program for Fire Chiefs to take a pledge to bring awareness and education to departments across the state to help prevent suicides in the future.

On September 26-28 the New Mexico Fire Service Conference will be held at the Ruidoso Convention Center and will feature special guest presenters who have experienced firefighter suicide, either in their department, or in their family. Their message is to learn from their experiences and from the past to educate firefighters and Fire Chiefs about the signs and symptoms of someone who is at risk and the resources available to assist them through a crisis.

“Suicide is complex and multifaceted. Therefore, preventing it takes numerous approaches at various levels. One simple aspect in prevention is to talk about it in order to bust myths, remove the mystery, and educate about the reality,” said Mary VanHaute with the St. Petersburg College Center for Public Safety Innovation, and one of the presenters at the conference.

At the conference Fire Chiefs will also have the opportunity to take a pledge and become a participant in the Yellow Rose Campaign, which symbolizes their support of firefighters and behavioral health initiatives and to help remove the stigma associated with mental health issues. The Yellow Rose Campaign was developed and adopted by the Michigan Association of Fire Chiefs in 2018. New Mexico is the second state Fire Chiefs association to adopt this program.

According to West Bloomfield (Ml.) Fire Chief Greg Flynn, the Yellow Rose Campaign’s mission is to link the fire service with resources, training, and peer support. Chief Flynn leads the Yellow Rose Task Force and will also present at the conference.
OPPORTUNITY ZONES ATTRACT INVESTMENT IN THE STATE’S NEEDIEST COMMUNITIES

By Finance New Mexico

Municipalities, businesses, tribes and economic development and other community organizations eager to attract capital investment to economically distressed areas of New Mexico have another avenue to do so.

One provision of the Tax Cuts and Jobs Act of 2017 law allowed governors to nominate qualified census tracts in their states as Opportunity Zones (OZs). That designation offers tax incentives for individual entrepreneurs, partnerships and corporations to invest in communities where unemployment and poverty are high. New Mexico has 63 such zones scattered among 22 of the state’s diverse counties and tribal lands.

To sweeten the offer, the state is providing $1 million OZ Jobs Bonus to investments that meet certain OZ project benchmarks and help the state’s economy diversify.

Capital Gains Taxes Diverted to Investment

The federal tax initiative is tantalizing in New Mexico, where outside financing can be hard to attract. Investors can defer, reduce or even remove certain capital gains taxes from OZ real estate and business investments made through a qualified Opportunity Fund that benefits affected communities.

The tax benefits are structured in three different ways:

▪ An investor can defer capital gains taxes owed on other assets by forming a partnership or corporation to invest in an Opportunity Zone property. That deferral lasts until the end of 2026 or until the investor disposes of the asset.

▪ An investor who shifts capital gains to an Opportunity Fund for at least 5 years can earn a 10 percent step up on the basis of previously earned capital gains. If the gains are invested for at least 7 years, the investor’s basis rises by 15 percent.

▪ Investors are permanently relieved of paying taxes on capital gains earned through an Opportunity Fund investment if they hold onto the investment for at least 10 years.

The tax benefits are available even if the investor doesn’t live or run a business in the OZ.

Local Input Drives Success

Local stakeholders, not the state, create the projects and recruit investors. But the state can lend some assistance.

The New Mexico Economic Development Department (EDD) created an online platform—the NM OZ Project Portal—where investors, businesses, local governments and other stakeholders can submit project ideas for
review. Those eligible for the program are summarized in an EDD email sent to other interested parties, and the project is mapped and listed on the website’s project pipeline.

The EDD also funnels the project through FundIt, the official interagency task force charged with identifying potential funding for OZ projects and providing technical assistance. FundIt can point entrepreneurs and community leaders to existing resources that are available for some aspect of an OZ project. For example, community development block grants can be used for project planning, and Local Economic Development Act (LEDA) grant funds are the source of bonuses given to OZ projects that fall into one of the nine key industry sectors outlined by the governor.

Small communities in rural states rarely have economic development professionals, so the state is filling that gap, said Ryan Eustice, an economist at the EDD in charge of special projects and OZ development.

“Before trying to attract investment, municipalities should identify what is the No. 1 priority in their zone,” he said. “We encourage communities to step back and identify smaller hurdles. We won’t do the project for them, but we can walk people through.”

Local input is key to successful projects, Eustice said. He urged entrepreneurs to work with universities, startup incubators, accelerators and other economic development partners to explore creative ways to move projects forward. Local planners and developers might want to integrate OZ projects into their plans for development.

“Foundations and investor groups are looking for a local voice and a local champion to push projects forward,” Eustice said.

The EDD hosted an OZ forum in Albuquerque on Aug. 27 and plans to offer quarterly webinars about OZ topics. Visit the EDD’s YouTube page at https://www.youtube.com/playlist?list=PLGKR-UpukkDLjsv1TBwJNKc8CEulp31ZF to access the archive.

For more OZ details, visit https://www.nmopportunity.com/index.php/business/.

Finance New Mexico partners with the New Mexico Municipal League on the Grow It! project and other economic development initiatives. To learn more, go to www.FinanceNewMexico.org and www.GrowItNM.org.
The official poverty rate declined 0.5 percentage points from 12.3% to 11.8% in 2018, the U.S. Census Bureau reported today. This amounts to 1.4 million fewer people in poverty.

While both the poverty rate and the number of people in poverty fell for many demographic groups between 2017 and 2018, a large proportion of the decline can be attributed to female-householder families with no spouse present.

In 2018, workers in female-householder families worked full-time, year-round at a greater rate, with employment changes concentrated among blacks and Hispanics. Poverty rates for all people in all female-householder families dropped by 1.7 percentage points, to 26.8%, the lowest rate for this group on record.

Female-householder families were the only family type to experience a statistically significant decrease in poverty between 2017 and 2018.

Improvements to the measurement of poverty make comparisons across time challenging. The figure below presents adjusted historical estimates using the methodology outlined in another America Counts story released today.

Without these adjustments, the previous low for female-householder families was a tie between 2000 and...
(28.5%) and 2017 (28.5%). With these adjustments, the poverty rate in 2000 was higher (30.3%).

Female-Householder Families

Female-householder families are one of three primary family types (defined as two or more related people living together, with one of them as the householder) classified by the Census Bureau for poverty measurement. They tend to be younger and more diverse than the overall population.

While people in female-householder families represented 17.8% of the population in primary families (46.7 million of 262.0 million), they represented 83.9% of the decrease in poverty for families (1.0 million of the 1.2 million decrease).

Children in Female-Householder Families

As a group, related children in female-householder families saw their poverty rate decrease by 2.5 percentage points in 2018, representing 649,000 fewer children in poverty.

Among all people in female-householder families, related children under age 18 represented 36.6% (17.1 million of 46.7 million), yet they accounted for 62.8% (649,000 of 1.0 million) of the decrease in poverty in this family group.

These children made up 23.6% (17.1 million of the 72.4 million) of all the related children under age 18 in primary families but 74.9% (649,000 of 866,000) of the decrease in the poverty rate for children in families.

Blacks and Hispanics in Female-Householder Families

Among individuals in female-householder families, statistically significant declines in poverty rates from 2017 to 2018 by race were limited to blacks and Hispanics.

Poverty rates for blacks in female-householder families decreased to 31.7% in 2018, a year-to-year decrease of 2.7 percentage points. The 2018 poverty rate for related black children under age 18 in female-householder families was not statistically different from 2017.

Poverty rates for Hispanics in female-householder families was 31.1% in 2018, a decrease of 4.0 percentage points. Poverty decreased by 7.1 percentage points for related Hispanic children under age 18 living in female-householder families.

Changes in Employment

More people from female-householder families found full-time, full-year employment in 2018 than in 2017, particularly among blacks and Hispanics. This led to higher incomes and fewer adults and children in poverty for these groups.

Continued on page 18
The proportion of workers in female-householder families who worked full-time, year-round increased 1.9 percentage points to 62.4%. This increase was particularly pronounced for blacks (up 4.2 percentage points) and Hispanics (up 3.6 percentage points).

The rise in full-time, year-round work led to an increase in incomes and earnings at the household level. In 2018, real median income for female, no spouse present households increased 5.8% and real median earnings increased by 7.6%.

As a result, we see some changes in family income as well. The proportion of people in female-householder families with family incomes under $25,000 decreased 2.1 percentage points, while the proportion with incomes over $75,000 increased by 1.9 percentage points from 2017 to 2018.

For Blacks in female-householder families, the proportion with family incomes less than $25,000 decreased by 4.1 percentage points, while the proportion with incomes over $75,000 increased 2.7 percentage points.

For Hispanics in female-householder families, the proportion with family incomes less than $25,000 decreased by 3.0 percentage points, while the proportion with incomes over $75,000 was not significantly different from 2017.


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- Water & Sanitation Districts
- Mutual Domestic Associations

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Perhaps you’ve heard the expression: “I’m so mad, I’m going to give him a piece of my mind!” Well, I don’t know about you, but I don’t have enough extra pieces of my mind to be giving any of it away. It is true, however, that in your life (and mine) there will be times when you are so upset with someone that you just want to tell them off, and put them in their place.

If you’re honest, you must admit that telling someone off feels good at the moment. But when you stop to consider the long term ramifications of such behavior, you might think twice before letting loose. I love the quote by George Thompson, author of *Verbal Judo: The Gentle Art of Persuasion*, who said: “never use words that rise readily to your lips, or you’ll give the greatest speech you’ll ever live to regret.”

Another well-known phrase (and common state of mind) is “I was so mad I couldn’t think straight.” This is not just a figure of speech. When you get upset and angry, you begin to leave the thinking part of your brain (the frontal lobe) and enter into your emotional part (the Deep Limbic System, or Amygdala). By definition, therefore, you are no longer in your thinking brain. When this happens, all bets are off, and you are capable of ridiculous, unthinking acts. Road rage comes to mind as an obvious example. This also explains why some people get so upset at work they storm off the job, only to get to their vehicle and regret their impulsivity.

Daniel Goleman, an authority in the field of Emotional Intelligence (EQ), coined the term “emotional hijacking” to describe what happens when you let your emotions overrule your thoughts. Again, while this is an all-too-common experience, the consequences can be devastating to workplaces, relationships, and one’s overall health and well-being. I don’t know about you, but I can think of lots of lousy reasons for taking out my anger and frustration on others, but very few good ones.

Due to space limitations, I can already tell I’m going to have to come back and revisit this topic another time, but for now, I want to leave you with a tip that will help to prevent future episodes of emotional hijacking. That tip is to have a time-out signal, especially with people with whom you regularly interact. When you engage with co-workers, family members, or others frequently there is a strong possibility that at some of your encounters one or both of you will not be in a positive state of mind or mood. At those times, you must be so careful not to say or do anything that could jeopardize the future of the relationship, and that’s where calling a time-out can be so helpful.

The nature of the time-out signal is not as important...
as the implementation of it. You could use the sports signal of one hand across the top of the other. You could use words or gestures (polite ones only please) to communicate to the other person that now is not the best time to continue in conversation. You could say one of two statements. You could say “I need a time-out” or “we need a timeout.” I strongly recommend you never say to another adult, “you need a timeout.” If you say those words, you will likely find out how accurate they are.

While I strongly advocate the implementation of a time out when emotions are active, there is one element that you must observe, or your best intentions will fail. Whenever you call a time-out, you are responsible for calling the time-in. This is timeout not cop out. If someone important to you wants to speak with you about something you have the right to say I will not talk about it right now, but you do not have the right to say I will never speak to you about it. By calling a time out and letting the other party know when you will engage in the conversation (typically within 24 hours) you give each of you a chance to cool down, return to your thinking brains, and have a rational, productive conversation.

So often people get upset and walk off, leaving the other person to wonder if you are coming back or not. While you are likely seeking to avoid the argument, they are unclear if you are rejecting them or the relationship. So, please, determine an effective time out signal that you can resort to when needed, but quickly follow the signal by suggesting a time when you will be willing to engage. I won’t tell you this technique is foolproof, but I can assure you it holds great promise for preventing conflict and avoiding unnecessary damage and grief.

If you’ll permit me to close with one last expression, regarding calling a time out - “try it, you’ll like it.”

Ron Price MA is the owner/operator of Productive Outcomes, Inc. He has spent the last 30+ years as a mediator and life coach helping people resolve their differences with others. He has authored two books Play Nice in Your Sandbox at Work, and Play Nice in Your Sandbox at Home, and he provides workshop training on a variety of work skills. For more information visit www.PlayNiceinYourSandbox.com or send an e-mail to Ron@PlayNiceinYourSandbox.com or call Ron at 505 324-6328.
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  - Drought management plans
  - Climate adaptation plans
- Treatment works security plans/safety plans

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The New Mexico Environment Department’s NMED) Construction Program Bureau (CPB) is pleased to announce that the Clean Water State Revolving Fund (CWSRF) is now accepting applications year-round. The CWSRF is a low interest loan program that has traditionally funded wastewater plant construction, improvements and rehabilitation, as well as collection systems. In 2018, NMED CPB updated state statute to broaden project and borrower eligibility in conjunction with changes made to the Clean Water Act in 2014. The CWSRF can fund:

- decentralized wastewater projects
- energy efficiency projects for wastewater facilities
- water conservation projects that reduce demand at wastewater facilities as well as those that include water reuse and precipitation harvesting
- stormwater projects including both gray and green infrastructure
- agricultural best management practices
- projects that prevent or remediate contamination related to resource extraction
- brownfields and storage tanks
- landfills
- habitat protection including the capital costs of invasive vegetative and aquatic species control.
- And we still fund wastewater treatment and collection projects.

We have recently closed a $21 million project with the City of Farmington for their wastewater treatment plant and are working on $2 million project for stormwater management. We have signed a $500K loan with the Middle Rio Grande Conservancy District to fund agricultural best management practices through micro-loans in their District and a $160K loan grant package with Wagon Mound for monitoring wells. With all of the different opportunities we offer, we had to expand the application cycle! Funds are currently available.

For more information regarding eligible projects and borrowers call 505-827-0416 and ask for the CWSRF team, email NMENV-cpbinfo@state.nm.us, or visit our website at https://www.env.nm.gov/construction-programs/.
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