

Revised: September 13, 2024

**TENTATIVE AGENDA
for the
THIRD MEETING
of the
ECONOMIC AND RURAL DEVELOPMENT AND POLICY COMMITTEE**

**September 11-13, 2024
Burrell College of Osteopathic Medicine
3501 Arrowhead Drive
Las Cruces**

Wednesday, September 11

- 9:00 a.m. **Call to Order**
—Representative Doreen Y. Gallegos, Chair
—Senator Carrie Hamblen, Vice Chair
- 9:30 a.m. (1) **Welcome and State of Local Economy**
—Eric Enriquez, Mayor, City of Las Cruces
—Javier Perea, Mayor, City of Sunland Park
—Diana Murrillo, Mayor, City of Anthony (invited)
—Russell Hernandez, Mayor, Town of Mesilla
—Christopher Schaljo-Hernandez, Commissioner, District 1, and Chair,
Dona Ana County Board of County Commissioners
- 10:30 a.m. (2) **Local Chambers of Commerce Perspective of Las Cruces' Economy**
—Debbi Moore, President and Chief Executive Officer (CEO), Las Cruces
Chamber of Commerce
—Senator Carrie Hamblen, President and CEO, Las Cruces Green Chamber
of Commerce
—Richard Aguilar, Chair, Las Cruces Hispanic Chamber of Commerce
—Adam Amador, Ph.D., Board Member, Las Cruces Hispanic Chamber of
Commerce
- 11:15 a.m. (3) **Update on South Fork and Salt Fires Recovery Efforts**
—Lynn Crawford, Mayor, Village of Ruidoso
—Mark Fischer, Commissioner, District 5, Lincoln County Board of County
Commissioners
—Randall Camp, County Manager, Lincoln County
—Rick Baugh, General Manager, Ruidoso Downs Racetrack and Casino
—Thora Walsh Padilla, President, Mescalero Apache Tribe
- 12:15 p.m. **Working Lunch**

- 12:30 p.m. (4) [Disaster Recovery Issues](#)
—Ali Rye, Deputy Secretary for Operations, Homeland Security and
Emergency Management Department
- 1:10 p.m. (5) [Catastrophic Business Fund](#)
—Senator Carrie Hamblen
—Elizabeth Teeters, Director, Economic Development Department, City of
Las Cruces
—Celina Morales, Interim Deputy Director, Economic Development
Department, City of Las Cruces
- 1:30 p.m. (6) [The State of the Agricultural Economy](#)
—Tiffany Rivera, Director of Government Affairs, New Mexico Farm and
Livestock Bureau
—Bronson Corn, President, New Mexico Cattlegrowers' Association
(NMCGA)
—Tom Paterson, President-Elect, NMCGA
—Jon Boren, Ph.D., Associate Dean and Director, Cooperative Extension
Service, New Mexico State University
—Jeff M. Witte, Director, New Mexico Department of Agriculture
—Ben Etcheverry, Agriculture Operations Supervisor, Olam Spices
- 4:30 p.m. **Recess**

Thursday, September 12

- 9:00 a.m. **Reconvene**
—Representative Doreen Y. Gallegos, Chair
—Senator Carrie Hamblen, Vice Chair
- 9:15 a.m. (7) [Border Industrial Association and International Business Accelerator Update](#)
—Jerry Pacheco, President, The Border Industrial Association; Executive
Director, International Business Accelerator
- 10:15 a.m. (8) [Improving Infrastructure to Attract and Keep Businesses](#)
—Davin Lopez, President and CEO, Mesilla Valley Economic Development
Association
—Juan Carlos Crosby, Executive Director, Camino Real Regional Utility
Authority (CRRUA)
—Mario Juarez-Infante, City Manager, City of Sunland Park; Vice Chair,
CRRUA

- 11:15 a.m. (9) [**The Business of Early Childhood Education and the Providers**](#)
—Kate Noble, President and CEO, Growing Up New Mexico
—Ray Jaramillo, Owner and Director, Alpha School for Young Children, Inc.
—Angela Garcia, CEO and Owner, Toy Box Early Learning and Childcare Centers
—Daisy Lira, Executive Director, The Hive Education
- 12:00 noon **Lunch**
- 12:30 p.m. (10) [**Welcome from Burrell College of Osteopathic Medicine \(BCOM\)**](#)
—Nina Nuñez, Vice President of Institutional Effectiveness and Chief of Staff, BCOM
- 1:00 p.m. (11) [**Serving Patients: Operations and Sustainability of Hospitals**](#)
—Sandra Emanuel, L.C.S.W., CEO, Peak Behavioral Health
—Frank Corcoran, CEO, Sierra Vista Hospital
—Linda Siegle, Lobbyist, New Mexico Nurse Practitioner Council
—Karen Carson, M.D., Chair, New Mexico Medical Board
—Nathaniel Roybal, M.D., Ph.D., Immediate Past President, Greater Albuquerque Medical Association
- 3:45 p.m. (12) [**Health Care as an Economic Development Strategy**](#)
—Virgil Medina, CEO, La Clinica de Familia
—John Muñoz, Chief Experience Officer, Electronic Caregiver
—Mark Epstein, M.D., CEO, Latitude Health
—Cassie Arias-Ward, Economic and Tourism Development Coordinator, City of Deming; Executive Director, Deming Luna County Economic Development, Inc.

5:00 p.m. **Recess**

Friday, September 13

- 9:00 a.m. **Reconvene**
—Representative Doreen Y. Gallegos, Chair
—Senator Carrie Hamblen, Vice Chair
- 9:15 a.m. (13) [**New Mexico State University \(NMSU\) System Economic Development Initiatives**](#)
—Mónica Torres, Ph.D., Interim President, NMSU
—Jay Lillywhite, Ph.D., Director, Agricultural Experiment Station, NMSU
—Marcella Shelby, Ph.D., Strategic Initiatives Officer, Physical Science Laboratory, NMSU
—Mary Ulrich, Ph.D., Executive Director, Workforce Development and Career Readiness, Dona Ana Community College

- 10:15 a.m. (14) **Small Businesses — What Is Working and What Is Not**
—David Crider, General Manager, Southwest Expeditions
—Martha Orta, Owner, Casa Mexicana Enterprises, Inc.
—Juan Albert, Owner, Backyard Farms
—Kit Johnson, Director of Operations, Bowlin Travel Centers, Inc.
- 11:15 a.m. (15) **Update from the Spaceport Authority**
—Scott McLaughlin, Executive Director, Spaceport Authority
—Francisco Pallares, D.E.D., Director of Business Development, Spaceport Authority
- 11:45 a.m. **Working Lunch**
- 12:00 noon (16) **Update from Virgin Galactic**
—Michael Moses, President, Spaceline, Virgin Galactic
—Jason Lazich, Director of Infrastructure and Ground Services, Virgin Galactic
- 1:00 p.m. **Public Comment***
- 1:15 p.m. **Adjourn**

*Members of the public may make virtual public comments during the public comment period of the meeting by following the instructions under the "Virtual Public Comment" section of the Economic and Rural Development and Policy Committee [web page](#).