



YOUR business is OUR business!

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GREATER LAS CRUCES CHAMBER OF COMMERCE

ELECTION 2023

QUESTIONNAIRE FOR LAS CRUCES MAYORAL & COUNCIL CANDIDATES

To inform our membership & business community, we invite you to complete this questionnaire below. Your completed questionnaire, along with your resume, will be emailed to our list serve, along with posting on our website (lascruces.org). ***Please submit this completed questionnaire & photo to dmoore@lascruces.org no later than Friday, October 20th.***

DISCLAIMER: The Greater Las Cruces Chamber of Commerce does not endorse candidates, but provides our members materials & resources to make informed decisions. Additionally, we provide general election information on the municipal elections & encourage voter participation.



CANDIDATE NAME (as it appears on ballot): Alexander Paige Baca Fresquez

PHONE: (575) 993-4343 _____ EMAIL: eminentcreation@gmail.com

Election/Candidate Website: _____

Please circle or highlight the position of which you are a qualified candidate:

Mayor

Councilor District 1

Councilor District 2

Councilor District 4

Referencing the first 7 questions, we encourage you to present your "Plan of Action" in these areas.

1. Please identify the leadership qualities & experiences you will bring to this position.

The position of mayor on the city council is one of working with a team to serve the needs of the community. That takes selflessness and collaboration. MY ultimate interest is in the wellbeing of the city and all its people. If i want my kids to do well here i understand that means all the city doing well. I've worked with teams to serve childrens needs in after school programs, to accomplish conservation goals within Lincoln national forest, and ive worked with my hands to build, trouble shoot and fix problems. Those are the real world, blue collar skills and experience i'll bring to the job.

2. Ensuring all voices are heard & considered can be daunting, what is your plan to actively engage citizens & businesses in the decision-making process for city policies & projects, while maintaining civility and decorum between all interested parties?

I would like to actively call residents to invite them to council work sessions and meetings. I'd like to hold summits for small business owners to gather and discuss whats working for them and what isnt, then take those ideas and actually apply them, which i understand hasnt been the council's strongsuit in recent years. Decorum is accomplished when all parties are reminded that we are discussing our shared wellbeing and to channel their passions towards that goal.

3. Economic & business development, along with talent/workforce preparation, in Las Cruces is key to our continued growth & sustainability. Please give us your definition of "business friendly" & describe your economic development plan, including entrepreneurship.

I've spoken repeatedly about the important work we need to do with our public schools and community organizations to make skills based training an integral part of LCPS curriculum. The value of a diploma can be that much more valuable to our children and community at large if it is coupled with certificated that are earned practicing a skilled trade. These can range from construction to beautician. The value is realized when our highschool graduates can enter the workforce part time or full time with applicable skills right after graduation. That being the first and perhaps most important way we can be business friendly, we must also invest in the infrastructure that will retain our younger generations. By increasing recreational opportunities, revitalizing major commercial districts such as El Paseo and improving our Multi Modal Transportation throughout town we can get people to work safely, invite new business back into older parts of town and enable the community to relax, play and congregate more during their time off. Entrepreneurship grows from learning a skill, identifying the demand for that skilled service and coming up with a plan to offer that service to the local and now globally connected community.

4. Addressing homelessness is a complex issue. What strategies do you propose to provide support and resources for individuals experiencing homelessness while also addressing the concerns of residents and business owners?

Mobile service centers located right where people experiencing homelessness are congregating is a new way for Las Cruces to address an enduring issue. Allow customers to donate their change, water and food through the business they purchase from so that when they are approached for help they can say "i just donated to that mobile service

center. They have water, food and can refer you to services right over there.” That’s how we can alleviate the pressures on everyday residents while serving the needs of people fallen on hard times.

5. Over the past few years, we have experienced a tremendous growth in residential & commercial building. We often hear concerns over the amount of time it takes for permitting, inspection, etc. in order to reach occupancy. It has also been stated that many of the City’s policies actually increase the cost of building, which unfortunately, is passed on to the consumer. What is your plan to balance the policies of the City with a timely process from beginning to occupancy?

Four years ago the problem was a lack of inspectors. Now i understand that it’s slow and disunified inspections. Why that is could be better understood with multiple work sessions focussed specifically on business operators experiences and requests for clarity and reorganization of the permit department from council.

6. Ensuring the safety of our residents and businesses is paramount. What strategies do you propose to address and reduce crime in Las Cruces, while also building trust between law enforcement and the community?

By employing more Police Service Aides we can allow our fully uniformed officers to respond to emergency situations more readily. If officers in training were required to first serve as an aide they could be introduced to the community and their need while building rapport. By putting together regular patrols, which could include foot patrols, of commercial districts we can reduce vandalism.

7. Affordable housing is a concern for many residents and businesses. What steps do you plan to take to promote and facilitate the development of income-aligned housing in Las Cruces through your role on the Las Cruces City Council?

By working with community organizations such as the LCHBA and entities like DACC Worforce Solutions Center we can grow the next generations of home builders and steer them towards supplying the demand for houses in the 1,200 SF \$175,000 price range. The city already has many opportunities and incentives to utilize infill properties throughout the city. We simply need wiling builders to supply that market.

Optional “just for fun” questions

- If you could have any superpower for a day, what would it be and how would you use it to benefit the residents of Las Cruces?
- If you had the chance to invite any historical figure, living or dead, to dinner in Las Cruces, who would it be and why? What would you talk about and where would you take them in our city?
- If you could choose a theme song to represent your vision for Las Cruces, what song would it be and why?

