



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 Thursday, October 19th.**

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): Eric Enriquez

PHONE: 575-202-5235 EMAIL: ericenriquez4mayor@gmail.com

Election/Candidate Website: ericenriquez4mayor.com

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.**
As a retired fire chief and assistant city manager I am a proven leader. I have served as a fire chief in two municipalities. I have been a director of community services. As the director of community services I oversaw the permitting process, business registrations, code enforcement, animal control, and the animal shelter. I served as the Assistant City Manager understanding the budget and its process. I have a deep understanding of the organizational system within the City of Las Cruces. I am a graduate of NMSU with a bachelor's degree in Business Administration of Finance. I have certificates of completion in leadership courses from Harvard, University of Virginia, and the Executive Fire Officer's Program.
- 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?** "My plan involves creating open channels of communication. I'll host town hall meetings, establish advisory committees, and utilize digital platforms for feedback. It's essential to maintain a respectful dialogue and encourage diverse perspectives. Together, we'll ensure every voice counts, fostering transparency, and collectively shaping our city's future."
- 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.**
"Being 'business friendly' means creating an environment where businesses can thrive. My economic development plan focuses on streamlining regulations, offering incentives for growth, and providing resources for startups. We'll enhance vocational training to prepare our workforce. Entrepreneurship is key. We'll foster innovation through business incubators and support small businesses. By attracting diverse industries and nurturing local talent, we'll ensure Las Cruces remains a hub for growth, opportunities, and economic sustainability."
- 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?** "Addressing homelessness is a multifaceted challenge. My approach involves collaborative solutions that provide support and resources for those in need, including mental health services and transitional housing. Simultaneously, I'll engage residents and business owners to find common ground. By creating an open dialogue, we can address concerns and develop policies that work for everyone, ensuring our community remains compassionate, while also being a great place to live, work, and do business."
- 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?** "Balancing efficiency and responsible policy is crucial. My plan is to streamline the permitting process, making it more user-friendly. We'll work closely with builders to identify areas where policies can be simplified without compromising safety or quality. The goal is to reduce costs and timeframes for construction. By fostering collaboration between the city and the construction industry,

we'll create a win-win situation that benefits both builders and consumers, spurring growth and affordability in Las Cruces."

- 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? "Safety is my top priority. To reduce crime, we'll invest in community policing and proactive strategies. "This means enhanced police-community partnerships, focusing on prevention and intervention programs, and building trust. We'll also address root causes of crime, like poverty and substance abuse, through social programs. By working together with our community and law enforcement, we can ensure a safer Las Cruces for all residents and businesses."**

- 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? "Affordable housing is a pressing issue. As your mayor, I'm committed to promoting income-aligned housing. I'll work to streamline permitting processes, incentivize affordable housing development, and encourage mixed-use zoning. We'll also partner with developers, non-profits, and the community to increase affordable housing options. Las Cruces deserves housing that's within reach for all its residents, and I'm determined to make it a reality."**

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 I had a superpower for a day, it would be the ability to bring people together, fostering unity and understanding. I'd use it to bridge divides in our diverse community, holding events that celebrate our cultural richness and engage residents in constructive dialogue. By strengthening our social fabric, we can address challenges collectively and build a better Las Cruces for all."**

- 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 I could invite any historical figure, I'd choose Abraham Lincoln. His commitment to justice and unity during one of the nation's most challenging times is truly inspiring. I'd bring him to the Las Cruces Plaza, a historic and culturally rich location. We'd discuss the importance of dialogue and compromise, lessons that resonate in today's divided world, with the hope of promoting unity in our community."**

- If you could choose a theme song to represent your vision for Las Cruces, what song would it be and why? "If I had to choose a theme song for Las Cruces, it would be 'Here Comes the Sun' by The Beatles. This song embodies hope, renewal, and a brighter future. It resonates with my vision for our city, where we work together to overcome challenges and usher in a new era of prosperity, safety, and community well-being."**

