

A Better Future

NAME: Alan P. Halbert, CMBA

CONTACT INFORMATION (address, phone number, email): PO Box 427, Santa Rosa, NM 88435, Phone 575-781-7068, alan.halbert@guadalupegazette.com, website santarosatruue.org

IMMEDIATE FAMILY (spouse, parents and grandparents, children and number of grandchildren): Two grown Children, live out of State, and two handsome Grand Sons. Currently, single.

EDUCATION (high school, college, post-grad, certifications, etc.): East Anchorage High School, Anchorage Alaska, Career Program, Auto Mechanics. BASEET, Bachelors Electronic Engineering Technology Degree, and Master of Business Administration, with a CMBA Distinction.

PROFESSIONAL/OCCUPATIONAL (current and past employment): Retired Medical Device Design and Project Engineer, with a modest Patent Portfolio, that comprise Disposables, Venous therapy and Enteral Feeding Pumps, in compliance with 21 USC, and cGMP of 21 USC. As portable devices, along with the design of tooling, jigs and assembly lines and machinery for their manufacture. With development of business and quality processes for their assembly and production.

A Better Future

Santa Rosa is being strangled by economic factors that are due to capital starvation, people are hesitant to start new businesses, and has been a steady decline under Mayor Kotiar, where we have seen 60% of the restaurants going broke. Without new businesses, coming forward and replacing these that fail. This is not sign of a healthy business climate and indicates that our city is not managed well.

Santa Rosa has untapped attributes that can benefit businesses that have not been utilized, which will be my focus since we need to create a better business climate, and revenue stream for the City. So that children do not need to move away to find gainful employment, and stay in Santa Rosa to raise a family. That also means we need to focus on educational opportunities, and have a curriculum that can support manufacturing, which was a large part of my career, and will work to that end.

The major business under current leadership is only developing venues to entice the summer tourist traffic that drives by Santa Rosa with the majority of revenues being derived from this trade. Have been given the closing revenue for Santa Rosa for fiscal year 2025 and is about **24 million with 22.5 million in expenses**, for a **5.6% return** for this fiscal year, which yielded about **1.34 million in profit**. Not sure this is the entire revenue picture because the winter months do not have that much revenue would be my guess.

1. Economic Development (Better Jobs for the Future)

Which is why my focus will be to bring more industry, and businesses that can provide better employment and higher wages with secure jobs while keeping the rural feel to the community, is a must.

Reason for this development:

- a. To many people are working two jobs or more to make ends meet.
- b. These jobs are service industries only.
- c. We also have a large dropout rate for our educational system
- d. To many children have to leave Santa Rosa to gain decent employment opportunities.
- e. The only real decent jobs are working for the government City, County and State.

This must change for a vital business climate to thrive

2. Economic Revival

Is vital if we are to participate in the what I believe is the coming economic revival that is on the horizon. Gasoline prices are coming down and with it all other prices for goods as well will follow.

- a. First thing is to get a handle on the current revenue stream.
- b. Review the current work product of City Government by department.
- c. Audit current employee staffing for adequacy of personnel.
- d. Reorganize as needed, to meet current payroll expectations.

Future Revenue Sources

To grow the cities revenue structure will require new businesses to come into the area and that means bringing on board an individual to assist in this endeavor.

Private industries such as

Transportation
Light manufacturing
Government (State of New Mexico)
Freight Services

3. Infrastructure updates for planning and budgeting

If we are to be prepared for growth into the future a complete review of our current infrastructure will need to be completed, and includes, sewer, water and other infrastructure to meet the needs of business that we can bring into the area.

- a. Roads
- b. The spring on 3rd and Corona is degrading the road surface (sump and discharge).
- c. Electrical the new substation should be reviewed for its future use (near and far future).
- d. Updating to the Zoning Regulations, are dated 2005.
- e. Master Development Plan for future growth.

4. Education to Support new businesses

Work with School District to encourage curriculum to support a light manufacturing business, in Santa Rosa and should focus on technology, computer and PLC programming, electrical and electronics education, and manufacturing.

Benefits

- a. Graduates of our Schools will be ready to provide the needed skills for manufacturers.
- b. They will also be able to compete for jobs anywhere.
- c. Less attrition for dropouts as students will be given interesting real world skills.
- d. Stay in Santa Rosa to raise their families.

5. Taxes

Currently the tax that rankles me is the Cell Phone tax, and will look for ways to eliminate this tax, by reviewing current expenditures for elimination to eliminate this tax if possible or growing other revenue sources that are not so onerous.

- a. One Issue I would like to address is Property Taxes for Seniors, this will require discussions with the County as these citizens are on fixed incomes and paying property taxes are burdensome.
- b. Review current income from all sources of tax revenue and look for ways to cut as many as possible.

6. Housing

Shortage of affordable housing is a challenge, since we only have a limited inventory of Housing for rent, and apartment for rent on a monthly basis. Until the economy rebounds and capital is available for private construction we will need to concentrate on subsidized housing with the assistance of the State of New Mexico. We have no other choice at the current, time because we have dearth of capital that is willing to invest it in new businesses, which is obvious in the last two years the new businesses have been cannabis dispensaries therefore:

- a. Will liaise with State Housing authorities to build new apartments.
- b. Investigate current housing for use by subsidized payment by City, County and State.
- c. Bring the community together to discuss and investigate way to increase short term.

7. Law Enforcement

Whether we want to admit it or not Santa Rosa Police force as currently comprised is not meeting the needs of our community, as rated by several organizations monitor costing and crime rates. Crimerate.org gives our force a failing grade. We need more officers, working shorter shifts than 12 hours and more training, for the officers safety and our citizens. Eight hours should be the maximum on a regular basis as a general rule. We also need to have them given regular on-going training again for their safety as we have had crime increase to the point that we need our officers better prepared for violent offenders. Investigative methods also need to be included in this training and most importantly citizens rights when facing investigation for an alleged crime, there no worse crime against a citizen than being falsely accused and having their character and reputation sullied and needlessly ruined.

Long Term Renewal

The west side of Santa Rosa is in serious need of renewal and it sadly looks ravaged and is the first thing visitors see when getting off I-40 from the west, Tucumcari has the same issue and does not put our best foot forward.

Santa Rosa in its past had much more vibrant economy and had a more cohesive social fabric as well, and one we should strive to recapture, and that means a change in leadership, As stated before we have lost 60% of all restaurants and are bellwethers for business which

means Hospitality needs renewal as well. Some of the buildings along Route 66 that are vacant give a false impression of the economic health of the City and need attention for our city to be prepared for the future

My background and engineering career have given me the ability to be innovative as an engineer and inventor, since I look at problems differently than most others. Which has allowed me to develop novel approaches to problem solving, as they arise. It is my time to give back to my community and leave a legacy to be proud of; as we build a new paradigm for a more prosperous Santa Rosa.

Santa Rosa can participate in this coming growth; or stagnate as we have seen for the last eight years. And make one solemn promise to the people of Santa Rosa, that I will work to the best of my ability for a better economy, and reduce costs for that prosperity. More bang for the buck; as we move forward into the future together.

Will you join with me, to make Santa Rosa a better place for our children's future, and our posterity...

A handwritten signature in black ink, appearing to read 'Alan P. Halbert', with a stylized, cursive script.

Alan P. Halbert, CMBA