



Agenda

SANTA FE SISTER CITIES COMMITTEE

March 16, 2016

Community Convention Center - Tesuque Room

4:00 – 5:00pm

955-6707

Goals of Santa Fe's Sister Cities Committee

- More effectively market Sister Cities and what they do
- Develop educational programs in schools
- Strengthen relationships w/ existing Sister Cities
- Involve greater community in work/activities of Sister Cities
- Re-enforce and build existing relationships through trade and tourism efforts

1. Call to Order
2. Approval of Agenda
3. Approval of Minutes - February 10, 2016
4. Report of Staff
5. Report of Director – Carol Robertson Lopez
 - a. Review and discussion of Sister Cities retreat goals and strategic plan
 - b. Discussion of the development of Sister Cities sub-committees
 - c. Planning discussion: Dedication of Sister Cities display in City Hall
6. Committee Reports
7. Other Items
 - a. Educational Outreach – Jeff Case

SISTER CITIES COMMITTEE
INDEX
FEBRUARY 10, 2016

Cover Page		Page 1
Call to order and Roll call	The Acting Chair called the meeting to order at 4:00 pm, a quorum was declared by roll call.	Page 2
Approval of Agenda	<i>Mr. Delgado moved to approve the agenda as presented, second by Dr. Case, motion carried by unanimous voice vote.</i>	Page 2
Approval of Minutes January 13, 2016	Corrections: Carol Carl Moore <i>Dr. Case moved to approve the minutes of January 13 2016 as amended, second by Mr. Olivas, motion carried by unanimous voice vote.</i>	Page 2
Report of Staff	Informational	Page 3
Report of the Chair a. Review and Discussion of Sister Cities retreat goals and strategic plan b. Discussion of the development of Sister Cities sub committees c. Planning Discussion: Dedication of Sister Cities display in City Hall	Informational	Page 4
Committee Updates	Informational	Page 4-5
Other Items	None	Page 5
Adjournment	There being no further business to come before the Sister Cities Committee, the meeting was adjourned at 5:00 pm	Page 5
Signature Page		Page 5

CITY OF SANTA FE

SANTA FE SISTER CITIES COMMITTEE

MINUTES – February 10, 2016

Fran Lucero, Stenographer

DRAFT UNTIL APPROVED

SANTA FE SISTER CITIES COMMITTEE

FEBRUARY 10, 2016

City Councilors' Meeting Room

4:00 p.m. – 5:00 p.m.

GOALS OF SANTA FE SISTER CITIES COMMITTEE

- More effectively market who Sister Cities is and what they do
 - Develop educational programs in schools
 - Strengthen relationships with existing Sister Cities
 - Involve greater community in work/activities of Sister Cities
- Re-enforce and build existing relationships through trade and tourism efforts.

1. Call to Order

The Acting Chair, Rudy Fernandez called the Santa Fe Sister Cities Committee meeting to order at 4:00 pm. A quorum was declared by roll call.

Present:

Dr. Jeff Case

Arthur Olivas

Gilbert Delgado

Rudy Fernandez, Acting Chair

Carl Moore

Not Present/Excused:

Carol Robertson Lopez, Excused

Kim Song, Excused

Bernard Rubenstein, Excused

Ling Tong, Excused

Cathy Magni, Excused

Others Present:

Julie Bystrom, Staff Project Manager

Fran Lucero, Stenographer

2. Approval of Agenda

No Changes

Mr. Delgado moved to approve the agenda as presented, second by Dr. Case, motion carried by unanimous voice vote.

3. Approval of Minutes

January 13, 2016

Corrections: ~~Carol~~ Carl Moore

Dr. Case moved to approve the minutes of January 13 2016 as amended, second by Mr. Olivas, motion carried by unanimous voice vote.

4. Report of Staff

Julie Bystrom: Informed the committee that she appreciated those who have taken time to see the display. It is very engaging and good feedback has been received. The staff at city hall was very interested in the destinations and had good feedback.

Mr. Moore suggested that there be a small sign that invites the public to visit the cities. Mr. Moore would like to assure that the Sister Cities Committee members become very knowledgeable on all of the sister cities. We should also assure that the website be informative. Mr. Moore wants to be more robust, he wants to see the committee be more informed and be able to provide information. Ms. Bystrom said that it could require a staff person if the goal is provide detailed information. Mr. Olivas said we could start with a general phone number on the website and possibly contact numbers for each sister city. Resource information is important, as the City budget is limited to having a staff person. Ms. Bystrom said it would be good to have a link that goes directly in to the cities or possibly in to a staff e-mail box to follow up on. Images look great.

Ms. Bystrom provided an update on the exhibit at the Airport, which is on hold until the Airport completes its renovation. The new proposed location is at the boarding gate so it will get a lot of exposure.

Dedication of 10 Sister Cities:

Ms. Bystrom said she would need a list of who should be invited with their e-mail addresses. Discussion was conducted on if we should have one or two celebrations. We could wait until the dedication at the Airport. What is the goal of the dedication and whom do you want to see there? Who will really attend? How do you want to make it interesting and engaging? The initial need from the committee members is a list of name and e-mail addresses with a deadline of March 1st. Dr. Case asked what date might this happen. Dr. Case said he has seen commemorative events 6 months after it has happened and he encouraged the Sister Cities Committee member to think out the date carefully. Dr. Case said maybe we should use this as a cultivation tool in order to identify those who would come. Dr. Case said that for him and the Chair, March 1st is a difficult date to have the information by. Ms. Bystrom is going to ask that the Planning Committee from Sister Cities Committee take over. (Ms. Bystrom will identify who the committee members are). Mr. Olivas will work on the orchestration of the event and an agenda to present to the Sister Cities Committee members for review. Mr. Delgado said this should be opened to the city in order to get as many community members to attend. Dr. Case said the initial request was for the International organizations in the city. There may be more citizens in the city that are not so internationally minded but very interested in this dedication. Dr. Case said he felt that the Higher Education institutions should also be invited. One idea is we should have a blessing from someone in the clergy. Ms. Bystrom will send the questions to the committee via e-mail.

5. Report of the Chair – Nothing to report.
Request to provide Financial update at next meeting. We started with a balance of \$10,000 and we are at \$5,000. Budget request goes to city council 2nd week in May and gets approved by May.

6. Report of the Director

- a. Review and discussion of Sister Cities retreat goals and strategic plan

Thank you Carl for help during the retreat. Mr. Moor and the Chair were to extract a couple of goals from the meeting. Much of what was discussed could fall under the existing goals. Two goals that sound new are 1) get our house in order, lets make our sub-committees really work, that they be active and report back in a timely manner and that they drive agendas of our decision making. I see that as a desirable goal and there are other items that relate to that. [Develop Our Capacity of Expertise] 2) Mr. Moore is really intrigued that we know our sister cities and that we become experts on those cities and we become a source of information and motivation on them to the community. [Getting our Structure in Order].

Ms. Bystrom added that along with being subject matter experts for sister cities that to help those who inquire we should be able to provide them with our contacts in those locations. Or possibly our connections or travel agent who could help with information on sister cities. Details can be worked out.

- b. Discussion of the development of Sister Cities sub-committee
(Discussion as above) Mr. Fernandez said that it would be a good time to invite individuals who we could include in the sub committee. Mr. Olivas said that there will be a good population of people who may not know anything about the other cities and it will be nice to have information in the city sub-committees. We can tap on the sub-committee members for resources and in preparing a handout, etc.

It was agreed that all of the Sister Cities Committee members have a great deal of knowledge/expertise and it is time to get the information documented as a resource connection.

Dr. Case brought forward his suggestion on exchanging posters but he has not had any feedback on that request.

- c. Planning Discussion: Dedication of Sister Cities display in City Hall
Discussed above, we will wait for a date to be determined.

7. Committee Updates

Dr. Case: Talked about Shannon Maxwell from US Bank – her father started a scholarship program for Santa Fe Community College. Dr. Case tried to get her on his sub-committee but has not received an affirmative response. Dr. Case has a follow up meeting with Travel Bug and again there isn't a lot of excitement. More information will

be researched to know what would get them interested. Dr. Case is also working on a big high school project with CIR and also wrote and got funded for teachers to go to Turkey. So far he has sent 22 teachers to go to Turkey. Dr. Case continues to work with Lauren Komer; they have an idea to present at next meeting.

Carl Moore: On Friday I will be leaving to San Miguel and offered to take any information or what can be done to help Sister Cities. Mr. Olivas asked for maybe a couple of nice pictures of the town.

Arthur Olivas: He has heard from a couple of friends from Tsuyama, Japan but no official word from the city. His friend shared the information on Hanami Cherry Blossoms. On the official day they take off from work and they had over 39,000 people picnicking.

Gilbert Delgado: The exchange with Santa Fe Spain and St. Michael's High School is doing well. We will send one student from Santa Fe and receive 2 from Santa Fe Spain. Mr. Delgado also acquired the name of the new Mayor and Mr. Delgado will make contact with him. He will also ask Mayor Gonzales if he is interested in going to their celebration of the Capitulaciones, which is very prestigious and important. He has interest from St. Michael's to have a Santa Fe Day. We have had that presentation made here in Santa Fe and the document is in archives. The past Mayor did not show any interest in the past and there is hope that the new Mayor will be more cooperative. Mr. Delgado said that we need to get better at keeping up our contact list and more so when we are making trips to these sister cities. Committees need to be developed in a way where we expect reports from them and possibly identify a chair for each sub-committee. We need to keep the flow of information moving forward.

Rudy Fernandez: Mr. Fernandez is still working with the Santa Fe Community College. Housing is needed for 6 students who are interested in coming to Santa Fe for the summer program. They are talking to Art & Design College and IAIA might have some rooms available. Mr. Fernandez said there is a lot to do in Parral (July 18-20, 2016). We will receive invitation for their activities and there are several sites to see within 30 minutes. The new Mayor will be elected in June and he will take over October 2016.

8. Other Items

None

9. Adjournment

There being no further action to discuss at the Sister Cities Committee meeting, the meeting was adjourned at 5:00 pm

Signature:

Rudy Fernandez, Acting Chair



Fran Lucero, Stenographer