



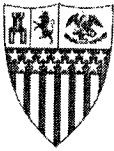
CITY CLERK'S OFFICE
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**CITY BUSINESS & QUALITY OF LIFE
COMMITTEE**

**Market Station at the Railyard
500 Market Station, Suite 200**

**Round House Conference Room
Wednesday, September 10, 2014
11:00 am – 1:00 pm**

- I. PROCEDURES
 - A. Roll Call
 - B. Approval of Minutes – May 21, 2014, June 11, 2014 & August 13, 2014
 - C. Approval of Agenda
 - D. Approval of Consent Agenda
- II. INFORMATIONAL ITEMS
 - A. Update on the Santa Fe Railyard Project – (Richard Czoski, Executive Director and Sandra Brice, Director Events/Marketing).
 - B. Santa Fe Hispanic Chamber of Commerce Update – (Roy Martinez)
- III. CONSENT AGENDA (None)
- IV. UNFINISHED BUSINESS
 - A. Economic Development Strategic Planning Update and Next Steps – (Kate Noble)
- V. ACTION ITEMS
 - A. Request for approval of Professional Services Agreement for a Mentorship Program – (Kate Noble).
 - B. Request for approval of Professional Services Agreement, Amendment No 2 – Santa Fe Business Incubator – RFP 12/23/P (Fabian Trujillo).
 - C. Request for approval of Professional Services Agreement, Amendment No 3 - SCORE (Fabian Trujillo).
- VI. PUBLIC HEARING (None)
- VII. ITEMS FROM THE PUBLIC
- VIII. ITEMS FROM THE COMMITTEE
 - A. SF Global Trade Initiative Work Group Update (Mayor Pro Tem Ives)
- IX. ITEMS FROM STAFF



Agenda

- X. ITEMS FROM THE CHAIR
 - A. Friends of the Plaza – Creation of a Subcommittee
- XI. NEXT MEETING DATE – **October 8, 2014**

Persons with disabilities in need of accommodation, contact the City Clerk's office at 955-6520, five (5) working days prior to meeting date.

**SUMMARY INDEX OF
CITY OF SANTA FE
BUSINESS & QUALITY OF LIFE COMMITTEE**

Wednesday, September 10, 2014

ITEM	ACTION	PAGE
I. PROCEDURES		
A. Roll Call	Quorum	1
B. Approval of Minutes May21, 2014, June 11, 2014 & August 13, 2014	Approved	1
C. Approval of Agenda	Approved	2
D. Approval of Consent Agenda	None	2
II. INFORMATIONAL ITEMS		
A. Update on the Santa Fe Railyard Project	R. Czoski/S.Brice	2-6
B. Santa Fe Hispanic Chamber of Commerce Update	Roy Martinez	5-6
III. CONSENT AGENDA	None	
IV. UNFINISHED BUSINESS		
A. Economic Development Strategic Planning Update and Next Steps –	Not Discussed	
V. ACTION ITEMS		
A. Request approval: PSA for Mentorship Program – (Kate Noble)	Approved	6-7
B. Request approval: PSA- Amendment 2- Santa Fe Business Incubator –RFP 12/23/P (Fabian Trujillo)	Approved	7-8
C. Request approval: PSA- Amendment 3- SCORE (Fabian Trujillo).	Approved	8-9
VI. PUBLIC HEARING (None)	None	
VII. ITEMS FROM THE PUBLIC	None	
VIII. ITEMS FROM THE COMMITTEE	Postponed	10
A. SF Global Trade Initiative Work Group Update- Mayor Pro Tem Ives		
IX. ITEMS FROM THE STAFF	Postponed	10
X. ITEMS FROM THE CHAIR	Postponed	10
A. Friends of the Plaza : Creation of a Subcommittee		
XI. NEXT MEETING DATE	October 08, 2014 Adjourned 1:02 p.m.	10

CITY OF SANTA FE
BUSINESS & QUALITY OF LIFE COMMITTEE

Wednesday, September 10, 2014

I. PROCEDURES

CALL TO ORDER

A regular meeting of the City of Santa Fe Business and Quality of Life Committee was called to order by Councilor Lindell, Chair on the above date at approximately 11:00 a.m. at 500 Market Station, Railyard, Suite 200, Round House Conference Room, City of Santa Fe, New Mexico.

A. Roll Call

Roll call indicated a quorum as follows:

Members Present:

Councilor Signe Lindell, Chair
Councilor Peter Ives, Vice Chair
Dr. Almi Abeyta
Miles Dylan Conway
Brad Furry
Kim Kelly
Piper Kapin
Tony Ortiz

Members Absent:

Diane Karp (excused)
Bill Sisneros (excused)
Buddy Roybal (excused)
Damian Taggart (excused)

Staff Present

Fabian Trujillo
Kate Nobel
Ross Chaney
Zach Quintero

Others Present

Michael Maremont, Chair, SCORE
Ray Berger, Vice Chair, SCORE
Marie Longserre, Santa Fe Business Incubator
Roy Martinez, Santa Fe Hispanic Chamber of Commerce
Charmaine Clair, Stenographer

B. Approval of Minutes- May 21, 2014, June 11, 2014 & August 13, 2014

Mr. Furry moved to approve the minutes of May, June and August, 2014 as presented. Mr. Conway seconded the motion and the motion passed by unanimous voice vote.

C. Approval of Agenda

Mr. Conway moved to approve the agenda as presented. Councilor Ives seconded the motion and the motion passed by unanimous voice vote.

D. Approval of Consent Agenda- There was none.

II. INFORMATIONAL ITEMS

- A. Update on the Santa Fe Railyard Project – (Richard Czoski, Executive Director and Sandra Brice, Director Events/Marketing).

Mr. Czoski, the Executive Director of the Santa Fe Railyard Community Corporation said the Corporation is a 501 (c) 3 nonprofit. He introduced Sandra Brice, the Public Events Director.

A highlight of the presentation given by Mr. Czoski and Ms. Brice follows:

- The Corporation has a board of 16 volunteers and 3.25 staff and their relationship with the city is as a tenant/landlord and project manager. The current work is mostly to complete the infrastructure around the building.
- The Railyard is a total of 50 acres; 40 acres North and 10 acres at Baca and Cerrillos and the Railyard Park has a conservation easement through the middle. Ultimately there will be 500k (thousand) square feet of development in buildings and currently 81% is leased. The City owns the land and 6 buildings; 22 buildings are privately owned. Funding of the \$144 million project is almost equally divided between the public and private sector.
- The city bought the Railyard in 1995 funded by a 1/16th cent Gross Receipts Tax that was renewed in 2008. The annual generation of \$1.8 million pays the city's debt on things such as the parking garage.
- One hundred percent of the Corporation's income is from ground leases to tenants. Event management fees are charged consistent with the fees for parks in the rest of the city. The city will receive a seven figure check from the Railyard Corporation annually, when the Corporation's debt is paid in 2029.
- Tenants sign a ground lease for 90 years with annual CPI increases. Every 10 years the ground is re-appraised to allow the city to keep the value current. Leases are written so the city owns the buildings at the end of 90 years. Tenant allocation is 20% community nonprofit such as site Santa Fe, the Farmers Market, Warehouse 21 and El Museo Cultural and 12% (REI); a national base as an anchor for funding. There will be 36 buildings; seven buildings are yet to be done and currently Recollections is being built. Artist studios are going up in the Baca portion of the Railyard and are in strong demand. The cinema, a \$7 million project, will have a total of 800 seats in 11 auditoriums.
- There are 8 parcels left for development (about 19% and 3 acres) and very little vacancy in existing buildings. The Corporation has \$18.9 million remaining to pay the city.
- What makes the Railyard Project different is: over 6k Santa Feans voiced their opinions and contributed to the process; the land is leased instead of sold; community subsidies are based on

profits; and the rail operation was retained. The project is not "highest and best use" (to generate the most income) and community values are taken into account. Also unusual is that a nonprofit does the development /leasing/ community management and there is a conservation easement of 13 acres as open public space.

- A water catchment system in the public space was built by Trust for Public Lands and the recycling stations will be upgraded.
- The first year of the Railyard in 2009 there were 21 permitted events; 66 in 2013 and this year there are about 80 permits. An informal survey of businesses estimates about 689k visitors two years ago and a million last year and is increasing.
- Slides were shown of events: concerts, activities for children and the Farmers Market. There are 4-5k visitors every Saturday and it is one of the top ten markets in the country. The Railyard has become the focus of the contemporary art scene and the Santa Fe Artist Market supports all local artists; there was a Friday Art Walk. The Santa Fe Rail Runner brings in visitors and the Santa Fe Southern has a new dining experience with about 10 trains a week.
- The Railyard is mostly for the community and supports events and activities such as: Gay Pride; the International Folk Art Market; nonprofit educational events and fund raising. Creativity for Peace is Palestinian and Israeli girls that make art together and learn about their similarities. The Railyard offers two free artist booths every Saturday and nonprofits can use the booth to engage the community. Many do fund raising such as the MS Society, Alzheimer's and the Walk-a-thon; the Boys and Girls Club held a fundraiser and the School for the Arts did a night time performance. Family events such as weddings and dancing in the open space and the summer movie theater are held. Nine films were shown this year and help support the city's cost for the stage and sound package. All events in the Railyard are free to attendees and sponsoring groups have to find a way to sponsor and fund their event.

The Committee discussed the Railyard presentation and asked questions:

Ms. Kelly asked about the Corporation not offering bins for commercial recycling of cardboard.

Mr. Czoski explained it is the Corporation's responsibility to build the waste enclosures and although they think recycling is great; each tenant can choose what they want. Tenants can make arrangements with the city Waste Department at the tenant's cost.

Councilor Ives asked about the re-appraisal of the ground leases every 10 years.

Mr. Czoski explained an appraisal is done every 10 years from the date the ground lease was signed. The first cycle of re-appraisals was just completed. Leases are staggered over time and go by parcel. Each tenant pays the new appraised value; the leases state that the rent will never go down. Even with a negative CPI or an appraisal less than the tenants rent; the rent stays flat for another 10 years.

Councilor Ives asked about more solar installations in the Railyard and if the lease had something to promote or dis-incentivize solar installation.

Mr. Czoski said the lease does not have a disincentive; sustainable requirements are encouraged, but not required.

Mr. Ortiz asked if there would be incentives for the new recycling measures the city is considering.

Councilor Ives wasn't aware of incentives. He said there are discussions about recycling rates and an increased opportunity for recycling by virtue of the Albuquerque facility. The facility is more localized for additional types of plastics and recycling. The challenge is to educate people to do single stream without separating items.

Mr. Conway asked about the Railyard maintenance and who was responsible for lighting, etc. He mentioned the deterioration of the wood block benches.

Mr. Czoski said Bob Siqueiros is the Public Works liaison and spends a great deal of time working with them. He said as funding becomes available, the Corporation does some improvements and the city does some.

Mr. Conway asked about the flyover for a pedestrian bridge over St. Francis Drive.

Mr. Siqueiros replied that the final design is for an underpass. Funding was recently received and the project will be designed by January and start about six month after that.

Mr. Furry asked why there is no public bathroom and was told there is one. He said that is another problem; one of signage.

Mr. Czoski said the Corporation has a long list of things to be done and way-finding signage is on the list. The current two-year funding will build the infrastructure around the cinema.

Ms. Kapin said she talked with tenants in the Baca area and others that are interested in a business in that area and parking is a major concern. She has heard that customers are already struggling with parking. She said businesses are concerned and want new businesses to come in but worry parking will be worse.

Mr. Czoski said there is a lot of free street parking not being utilized and parking is the number one complaint the Corporation hears. He said a gym is going in and the Corporation is working with them to build additional parking behind the gym. He said the customer's perception is that if they can't find parking directly in front of the business; there is none. Going forward the Corporation will look at the issue with new projects and possibly a business will be made to build more parking than required by code.

Ms. Kelly asked about closing a section in front of REI on Saturday mornings for the Farmers Market, etc.

Ms. Brice said there are logistical challenges to do that, but the Railyard has been strategizing. She said Market Street was closed a couple of times, but the report was that customers had a hard time getting to businesses. She said the Railyard is working to strike a balance.

Councilor Ives asked how the buskers in the area are overseen.

Ms. Brice replied that buskers must have their city permit as well as a Railyard license (\$25 a year). She said there have not been many and the Corporation tries to find a place that works best for the busker and the community.

Mr. Furry thought the Railyard seemed to be underutilized.

Ms. Brice said there are a number of factors. She explained that the city was able to buy the land because of the inclusion of the conservation easement, which has special regulations. The easement document states a desire for a quiet, peaceful place where people can walk their dogs and play with their kids and the number of events is limited to 28 large events.

Mr. Furry asked about marketing and how the Railyard attracts people.

Ms. Brice said they have a website: railyardsantafe.com that lists the events. She said it is staggering how much goes on both inside and out in the Railyard. The Farmers Market rents their hall for events and she speaks about Railyard activities once a month on the radio stations. Monthly ads are run on the city hall cable television and social media such as Facebook is done.

B. Santa Fe Hispanic Chamber of Commerce Update – (Roy Martinez)

Mr. Martinez said he is President of the Santa Fe Hispanic Chamber of Commerce and Rising Stars in the Southwest; a youth leadership organization working with teens and supporting DECA and Capital High School and, now in Santa Fe High.

Mr. Martinez provided highlights of the Hispanic Chamber of Commerce that is summarized as follows:

- There was no strategy in place when he joined the board of the Hispanic Chamber and they worked to create three pillars; Small Business, Education and Culture (and to keep Hispanic culture, especially in the Spanish Market.) The mission statement was rewritten to be more inclusive, putting more effort into small businesses and education.
- The Hispanic Chamber has about 140 members and is growing and getting more corporate partners. The Chamber looks at the three segments: hospitality, financial services and nonprofits and has increased collaboration between education and nonprofits.
- Businesses that support the education system and hire special ed' students such as Bishops Lodge, are recognized. He said he has heard many good things about Mr. Roybal's volunteer program at the Plaza.
- The Chamber supports the business clothing drive project: DECA for Capital High. Teachers are doing a phenomenal job; four years ago DECA had 30 members; last year 350 and this year over 400.
- A mixer was held and Secretary Jacobson spoke about tourism and the Chamber will hold a mixer next week with Habit for Humanity. Mixers have been focused on education, tourism and the Spanish Market and artists are offered training in small business.
- The restaurant and gallery owners have voiced concern over tourism and feel event strategies are not aimed at the new generation; older people don't spend as much money on art, etc. The Chamber feels that issue should be looked and a strategy created.

Councilor Ives assured Mr. Martinez that those conversations are happening. He said he was recently in a meeting with Randy Randall, the Director of Tourism.

Mr. Martinez said Western Horizons, a new member, will lead a conference on October seventh and is partnered with Creative Santa Fe. They will look at how to bring young people to Santa Fe and keep them in the city. He invited Committee members.

Mr. Martinez said he came to ask the Committee to consider participating in the Gen Y Summit. He said even though Santa Fe does not have the capacity to accommodate huge events, there are opportunities to build strategies. He suggests working with tourist groups.

He said the Chamber has an opportunity to increase the participation of Hispanic leaders, who are the most reticent to get involved in boards. He said he is part of the Governor's Hispanic Achievement Council for Education and would like someone to join him. He said there should be more northern New Mexico voices.

Mr. Martinez said Secretary Garcia of Higher Education has attended the last two of three Chamber events and sees a big need for higher education to build more workforce skills. He added that Los Alamos National Labs (LANL) champions entrepreneurial competitions for teens, who could be the business leaders of the future. He noted that LANL is not invited to many Santa Fe events, but LANL held an event last Saturday at the Railyard.

He said he would send information on the Western Horizons conference to Mr. Trujillo to disseminate.

III. CONSENT AGENDA - None

Chair Lindell suggested amending the agenda to discuss Action Items next and the Committee concurred.

V. ACTION ITEMS (Revised Agenda Order)

A. Request for Approval of Professional Services Agreement for a Mentorship Program – Kate Noble

Ms. Nobel said the contract for \$35k is for a fiscal agent for the project *Inspire Santa Fe* and the completion and documentation of not less than 50 mentorships. The program is city-wide and includes six participating schools and the Santa Fe Transitional Education Program.

She said the Economic Development Division sponsored initial scoping of the project and secured \$40k of in-kind support and office space and \$40k in cash. The program represents a city-wide scale-up of the Monte Del Sol Mentorship model (MDS) that has been done for many years.

Chair Lindell asked for examples of the types of mentorship and what sets the MDS model apart.

Ms. Nobel said the model goes through the school year and the student identifies an area they want to work in and is matched to an appropriate mentor. The project culminates in a presentation at a mentorship festival.

Todd Lopez said he received an e-mail about a New York Times article that described a Gallop Poll completed recently. The poll surveyed a million Americans and found that students who participated in a mentorship project/activity or had a mentor engaged in their high school education; were the most likely to find successful employment in the workforce, because of the connection between the business community and the schools.

He said also less than a third of those surveyed had been provided a mentorship opportunity in high school. He said the MDS model is a state-wide tried and true model that will service the Santa Fe community students from the highest end; like Santa Fe Prep, down to Tierra Encantada and through the Transitional program (students who have been expelled).

He said the program is not selective and requires mentors to commit to two hours a week. Students have done architecture, engineering and road design; some have been involved in the arts: sculpting; songwriting; etc.

Councilor Ives confirmed the program coordinates with others offered of this type. He said coordination is essential.

Mr. Lopez said the program has a national partner with Big Brothers/Big Sisters. Ms. Nobel added that staff worked closely with the CYFD (Children and Youth Department) in vetting and designing the contract.

Councilor Ives moved to approve the recommendation for the PSA Mentorship Program to move forward. Mr. Conway seconded the motion, which passed by unanimous voice vote.

Chair Lindell said she looks forward to Ms. Nobel's report in January.

- B. Request for approval of Professional Services Agreement, Amendment No 2 – Santa Fe Business Incubator –RFP 12/23/P (Fabian Trujillo).

Mr. Trujillo said the contract is for \$200k for Incubation services at the Santa Fe Business Incubator for next year.

He reviewed the highlights of the contract: and said there has been good economic impact with 78 jobs created and an average wage of \$10.51 an hour. Approximately five companies graduated this year and about 80% of those stay in the community. The contract will provide funds for management of the Incubator services to assisting entrepreneurial businesses of approximately 35 members and 19 client service tenants.

Councilor Ives thanked Ms. Longserre for coming. He said he is interested in whether the Incubator with their limited facility, is building a pipeline. He said there could be 30-40 more companies looking for a similar type of service.

Ms. Longserre said the facility is well sized for now and the services offered are consulting pre-incubation and second stage growth and assisting entrepreneurs through that journey and help with access to capital.

She said the point is to get the companies that are in the Incubator facility environment-out. She said

building more buildings would create more overhead and expense, but not necessarily encourage graduation. Ms. Longserre said 6500 people use the building each year and over 300 inquiries are received. There are just two staff members and an office manager and the 19 existing clients is intense work in a short period of time.

Councilor Ives said 300 inquiries suggest a greater need than is being met through one facility.

Ms. Longserre said many inquiries are for information and what they really need is a business fund or loan. The Incubator has 17 recognized organizations, agencies, partners and programs they refer people to. She said she should return when there is more time to give a presentation on how the Incubator delivers the programs and services in partnership with others; and how they review needs and what the gaps are.

Councilor Ives said he wants to understand the services and would like her to return to discuss those points. He said he also would have liked more information, at least reflected on the page such as: the number of inquiries, the number of walk-ins assisted and contact information and what their needs are.

Councilor Ives moved to approve that the recommendation be forwarded with an amendment condition that detailed information on the nature and type of inquiries and contact information, etc. be provided.

Ms Longserre said that many of the inquiries are casual and the Incubator is not able to get their contact information. She could share the 80 or so the Incubator interacts with, because software tracks that.

Mr. Furry seconded the motion.

Councilor Ives asked Ms. Longserre to refer inquirers to Mr. Trujillo so he could follow up.

Mr. Ortiz said he would like the PSA contracts to indicate the corporate structure; if an LLC, etc. He said both contracts were missing that information.

The motion to approve the recommendation to City Council for the Incubator PSA contract amendment was passed by unanimous voice vote.

C. Request for approval of Professional Services Agreement, Amendment No 3- SCORE (Fabian Trujillo).

Mr. Trujillo explained that SCORE is business people who volunteer to provide mentoring services on a regular basis. He introduced the chair of the Santa Fe chapter of SCORE Michael Maremont and the vice chair, Ray Berger. He said the request is for the Committee to pass the contract of \$49k for the fall education series, which includes two seminars and two workshops. The proposal has been reviewed and passed unanimously by the EDRC (Economic Development Review Committee).

Mr. Trujillo explained that SCORE provides an education series of business seminars and workshops in areas like financing and marketing. The education series has been restructured and this PSA is for the fall, because SCORE is nearing their contract limit. There were 7 seminars and 5 workshops on various topics given last year. SCORE partnered with Santa Fe Public Schools for their computer lab; the Santa Fe

Incubator and the city. The city produces workbooks that are provided to every client as a reference.

Councilor Ives said he has known of SCORE for decades, but if he was asked how many people SCORE has served in Santa Fe, he would have to say he had no clue. He said he is interested in tracking from inception to impact on the job market.

Mr. Berger said SCORE has recognized that one out of seven people working in Santa Fe are nonprofit and SCORE has developed a strong relationship with the Santa Fe Community Foundation. Last year their most successful seminar was on sustaining nonprofits and this fall Alec Shapiro, Director of institutional Advancement of IAIA will do a seminar on fundraising basics.

Councilor Ives said he is interested in how to expand their work across the city and become more effective and help all of their businesses create more jobs in Santa Fe. He said he does not know how that could be done without information on the business and what they are looking for and tying them to the Business Ombudsman for follow-up. He said that plays into other things such as public banking and impacts investing opportunities.

Ms. Nobel said both contracts have a provision to refer participants. She said staff feels their job is to pull things together and identify emerging needs and gaps and get them filled.

Mr. Trujillo added that the Ombudsman Office has an ongoing relationship and works with SCORE to help businesses looking for mentoring services. Clients are referred back and forth to each other; not just with SCORE, but several other organizations. He said he works closely with the SBDC (Small Business Development Center) WESST and SCORE as the primary providers for start-up services in Santa Fe.

Councilor Ives said he recently attended a REDI (Regional Economic Development Initiative) and they showed 800 base jobs across the Santa Fe economy. He said he does not doubt that the monies spent for SCORE is well spent, but wants to do a better job of coordination. He said the newspaper talked about the challenges of bringing technology out of Los Alamos National Labs and he wants to bring that back to the local economy.

Ms. Kelly asked if Score has considered a seminar on crowd funding and marketing for people who do arts and crafts.

Mr. Berger said they had a successful crowd funding seminar last spring and after the SCC rulings, will do an update.

Mr. Ortiz said the first presentation talked about mentoring and SCORE is talking about mentoring. He was curious about the city's use of money for the groups. He said it seems there is a lot of overlap.

Councilor Ives responded that the city's coordinators were in the room. He said Youth Works and the first proposal targets high school drop outs. SCORE targets entrepreneurial business opportunities, post high school /college.

Mr. Berger said there is no city funding of their program; it is federal and the average age of their client is 40 years old and 70% women. He said there are very successful multi-million dollar businesses who come for

help on cash flow or HR (Human Resources) issues and nonprofits that need help on mentoring.

**Councilor Ives moved to approve the recommendation of the amendment to the SCORE PSA.
Mr. Furry seconded the motion, which passed by unanimous voice vote.**

Councilor Ives asked that SCORE and the Santa Fe Business Incubator give their five year reports to the Committee so he could have a more cogent sense of what they report and how they could improve.

Ms. Longserre said all of the things that Councilor Ives has asked about are out there and there has been great coordination between the organizations. She said the city could help with promotion and marketing to get the word out about what is available to citizens.

Mr. Trujillo said SCORE's website: *sfscore.com* lists their seminars. He said he sends e-mail blasts and the list will be published in the *Pasatiempo* in about a week.

IV. UNFINISHED BUSINESS- Postponed until the next meeting.

A. Economic Development Strategic Planning Update and Next Steps –(Kate Noble)

VI. PUBLIC HEARING (None)

VII. ITEMS FROM THE PUBLIC- There were no Items from the Public

VIII. ITEMS FROM THE COMMITTEE- Postponed

A. SF Global Trade Initiative Work Group Update (Mayor Pro Tem Ives)

IX. ITEMS FROM STAFF- There were no items from staff.

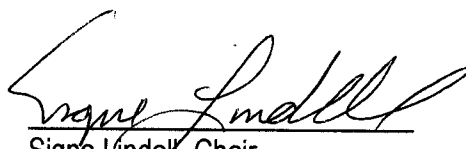
X. ITEMS FROM THE CHAIR- Postponed until the next meeting.

A. Friends of the Plaza- Creation of a Subcommittee

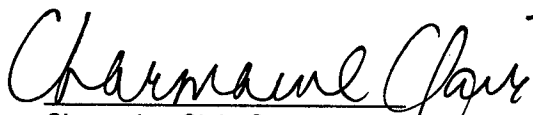
XI. NEXT MEETING DATE– October 8, 2014

Having no further business to discuss the meeting adjourned at 1:02 p.m.

Approved by:


Signe Lindell, Chair

Submitted by:


Charmaine Clair, Stenographer