



Agenda

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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, December 10, 2014
11:00 am – 1:00 pm**

- I. PROCEDURES
 - A. Roll Call
 - B. Approval of Minutes – November 12, 2014
 - C. Approval of Agenda
 - D. Approval of Consent Agenda
- II. CONSENT AGENDA (None)
- III. ACTION ITEMS (None)
 - A. Request for Approval of the Downtown Transit Center Programming Report – (Mary MacDonald)
- IV. PUBLIC HEARING (None)
- V. UNFINISHED BUSINESS (None)
- VI. INFORMATIONAL ITEMS
 - A. Single Use Bag Ordinance Implementation Status Update - (Katherine Mortimer)
 - B. Economic Development Annual Report - (Kate Noble)
- VII. ITEMS FROM THE PUBLIC
- VIII. ITEMS FROM THE COMMITTEE
 - A. SF Global Trade Initiative Work Group Update (Mayor Pro Tem Ives)
 - B. Friends of the Plaza Work Group Update (Buddy Roybal)
 - C. Business Regulation Work Group Update (Brad Furry/Piper Kapin/Damian Taggart)
- IX. ITEMS FROM STAFF
- X. ITEMS FROM THE CHAIR
- XI. NEXT MEETING DATE – **January 14, 2015**

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

Wednesday, December 10, 2014

ITEM	ACTION	PAGE
I. PROCEDURES		
A. Roll Call	Quorum	1
B. Approval of Minutes-November, 2014	Approved	1
C. Approval of Agenda	Approved	2
D. Approval of Consent Agenda	None	2
II. CONSENT AGENDA	None	2
III. ACTION ITEMS		
A. Request for Approval of the Downtown Transit Center Programming Report	Mary MacDonald	2-7
IV. PUBLIC HEARING	None	7
V. UNFINISHED BUSINESS	None	7
VI. INFORMATIONAL ITEMS		
A. Single Use Bag Ordinance Implementation Status Update	Katherine Mortimer	7
B. Economic Development Annual Report	Kate Noble	7
VII. ITEMS FROM THE PUBLIC	None	7
VIII. ITEMS FROM THE COMMITTEE		
A. SF Global Trade Initiative Work Group Update-	Discussed	7-8
B. Friends of the Plaza : Creation of a Subcommittee	Not Discussed	8
C. Business Regulation Work Group Update-	B.Furry/P. Kapin/D.Taggart	8-9
IX. ITEMS FROM THE STAFF	Discussed	9
X. ITEMS FROM THE CHAIR	Discussed	9-10
XI. NEXT MEETING DATE	January 14, 2015 Adjourned 12:55 p.m.	10

CITY OF SANTA FE
BUSINESS & QUALITY OF LIFE COMMITTEE

WEDNESDAY, DECEMBER 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 (arrived later)
Councilor Peter Ives, Vice Chair
Dr. Almi Abeyta
Miles Dylan Conway
Brad Furry
Diane Karp
Kim Kelly
Piper Kapin
Tony Ortiz
Damian Taggart

Members Absent:

Bill Sisneros (excused)
Buddy Roybal (excused)

Staff Present

Kate Nobel
Ross Chaney
Zach Quintero

Others Present

Mary MacDonald, City of Santa Fe
Faith Okuma, Lead Designer, Surroundings, LLC
Christina Scarpitti, Surroundings, LLC
Charmaine Clair, Stenographer

B. Approval of Minutes- November 12, 2014

Mr. Furry moved to approve the minutes of November 12, 2014 as presented. Ms. Karp seconded the motion and the motion passed by unanimous voice vote.

C. Approval of Agenda

Mr. Conway moved to approve the agenda as published. Ms. Kapin seconded the motion which passed by unanimous voice vote.

D. Approval of Consent Agenda-There was none

II. CONSENT AGENDA – There was none

III. ACTION ITEMS

A. Request for Approval of the Downtown Transit Center Programming Report – Mary MacDonald

Ms. McDonald introduced the design team: Tyler Ashton with Wilson & Company; Faith Okuma, lead designer and Christina Scarpitti with Surroundings, LLC.

A summary of the Transit Center presentation follows:

Ms. Okuma explained that the project was initially a concept approved in 2006 to improve Sheridan Street.

She noted the changes that were previously approved and moving forward:

- Increasing the sidewalk and addressing ADA concerns and the safety issues.
- Removal of all parking on Sheridan; temporary offloading of tour buses will be allowed.
- The ingress and egress affected is: the commercial lawyers' office on Marcy; the entrance to the driveway for the Georgia O'Keefe employee parking and the public alley; two loading entrances and private parking on Lincoln Place.
- Having no sidewalk on the east side of Sheridan will be continued. A much wider sidewalk would be put in on the west side that will align with the east portal of the convention center.
- The sidewalk connections will be improved and paved with brick. The Historic Design Review Board (HDRB) recommended a walkway designation across Palace.
- Primary improvements will be four bus shelters 8 feet wide that include seating. The shelters will provide shelter from inclement weather. The shelters will be under-lit and include approved historic lighting. The structures will be territorial and made of metal. The transit panels inside the structure will be punched tin and the punched tin panels will also be used as backs of benches and holders for signs, bus routes, etc. Newspaper vending boxes and trash cans will be included.
- The management of the Transit Center was discussed and a recommendation was for the city to consider extending the foot patrol in a loop from the Plaza to the convention center.

An overview of Questions asked by the Committee and Answers to those questions follows:

Q- Will there be bike racks, recycling, and signage for visitors?

A-Two bicycle racks will be included at almost every bus structure. City code requires recycling and both landfill trash and recycling bins will be provided. The hope is that way-finding signage can be on a feature at the north and south ends of the Center. Kiosk signs will have specifics for the bus system.

Q- Will there be a public bathroom?

A-The project does not have a public bathroom, but that question is asked by everyone. The design team recommended the city look at the need for public bathrooms downtown. From a design standpoint there is no space for a public bathroom and a sewer line is not available. Signage will indicate the location of public bathrooms in the convention center and in city hall.

One discussion was that with better management, those two locations might suffice. Public garages were also mentioned as an option, because they have more oversight and management.

Q-Was thought given to alternative planning or other options?

A- The area does not accommodate a large increase in the amount of bus loading/unloading. The shelters are used by Santa Fe Trails as well as two Northern Regional bus lines and make it difficult to put restrooms on a 20 foot wide strip.

Q-Is this the best location for a mass transit center; have other areas been explored that might provide more resources?

A- Master planning was done in 2006-07 and relocation of the Center was discussed. The original plan was a multimodal center at the Railyard, but there was not enough property. Sheridan Street Center was the second best idea, because it is convenient for downtown and as a destination for visitors.

Q- In regard to vagrancy: will dividers be put on the benches to avoid their use as a bunk?

A- ADA requirements will have to be reviewed; that might not be allowed. There will be lighting of the area and hidden LED lights and the artist's concept is to light the backs of buildings. The lighting strategy is believed to make the area safer.

Q- Manned kiosks should be considered from May to October to help pedestrians and for a physical presence that could help with safety and security issues.

A-A manned structure has different rules. In addition, the convention center is interested in people visiting them and the idea is to make clear that the convention center also has services.

Q-There is no quick, simple amenity available in the area such as a cup of coffee.

A- The design team will include that as a suggestion from the Committee. Many urban environments have individual coffee vendors and newsstands with the strategy that the vendors also allow another set of eyes as a way to manage the area.

Councilor Lindell entered the meeting at this time.

The Committee discussed the Transit Center design.

Ms. Karp said the Transit Center will be a node for all visitors and public transit should be attractive so people want to use it. She said carts are needed; with coffee and newspapers and information. She said the convention center is not the solution, although it will help for now. She asked that the design team

conceptualize what Sheridan Street could do and how they could expand the support to develop the center.

Ms. Karp said she loves the trees and the brick, but regarding ADA and the pedestrian movement; it is a crisis waiting to happen.

Ms. Okuma explained that the tree roots are a foot below the surface and the system is designed to push out high-volume water and avoid some problems.

Councilor Ives asked if security cameras were planned. He said deterrent-wise the cameras could be significant and he would like that to be considered.

Ms. McDonald said Transit wanted to use funds a couple of years ago to mount a security camera on the roof of City Hall with a view of Sheraton. The Finance Director at that time stopped the idea because the city had a program in places with phases.

Councilor Ives said he has been frustrated by the real-time location of buses in route. He asked if there could be real time feed on bus locations.

Ms. Okuma said she talked to Transit. The city has an ordinance prohibiting digital signage that changes more than once in 24 hours. She said most transit systems for ADA try to have both auditory and visual notations to show where a bus is stopping. She thought the city could allow one sign for Transit that changes only when a bus comes.

Mr. Ortiz added the two kiosks will provide a system map and the location of buses as they come into the Center. He said also there will be an announcement shortly about real time data applications for the public that includes an app, etc.

Councilor Ives asked to also have a map at disembarkation to show the bathrooms, the convention center, etc. Ms. Karp added also a map of Santa Fe on the bus so people could orient themselves.

Mr. Ortiz said the work done is aesthetically pleasing. He said regarding the public bathrooms; he could not support the plan without a list of alternatives.

Ms. Okuma said management after five is what makes public restrooms hard. She said public restrooms are consistently the most difficult to manage. She said the team will work with the city and with Transit to determine how that discussion could be strengthened.

Dr. Abeyta said there are a lot of high school kids that ride the bus and use the hub and many are from Espanola and Las Vegas. She said she thinks about safety and that area is where all the kids hang out.

Councilor Ives asked on the reference that the city oversees the public restrooms; who does that.

Ms. McDonald replied that someone above the project level needs to spearhead that. She said everyone brought that up with the team and the issue was discussed with Randy Randall. She said because of the lack of security and custodial and a budget allocation, Mr. Randall was not happy that information was put on the kiosk sign. She said the project will not be completed without restroom locations information.

Chair Lindell said she agrees with Mr. Ortiz and also cannot support the project without bathrooms. She said it is not incumbent upon La Fonda to supply all of the public restrooms downtown. She noted there are models for public restrooms. She said the City of Portland made sure the public restrooms are not too comfortable; just private enough and are without mirrors or stall bottoms to avoid use as a shelter, but functional as a bathroom. She said Santa Fe could find something similar.

Ms. McDonald said she was familiar with the Portland public bathrooms. She said Santa Fe lacks water and sewer, but that could be solved. She said the Portland bathroom footprint is 5 x 8 feet and the Transit Center has an 8 foot wide sidewalk with more sidewalk width at both ends. She said a 5' x 10' area might not interfere with the pedestrian way.

Chair Lindell said even if the city has to give up something else – the city needs downtown bathrooms. She said she is not aware of a public restroom available after 7 p.m. She said it is not incumbent on businesses to provide bathrooms for the city.

Ms. Okuma said usually the problem is not the capital expense, but the long time maintenance of bathrooms. She said the most successful cities tie their bathrooms to a planning initiative. The initiative states the locations; how and who maintains the bathrooms and who will pay for that.

Ms. Kapin asked if solar possibilities had been looked at to tie into green and be self-sustaining.

Ms. Okuma said the team and Public Works are looking at a conversion package that could make lighting LED. She explained that solar does not always work downtown and is not as practical for streets that need 24 hour lighting. She said they could be possible as a backup for a kiosk or ambient lighting.

Councilor Ives reminded the Committee that the project is an action item. He encouraged approval for the plan to move forward with recommendations to incorporate signage, bathrooms, food kiosks, additional bicycle racks and potential cameras and a point-specific map on buses.

Mr. Ortiz said he wanted to see what will come from the Committee recommendations.

Ms. Nobel asked Ms. McDonald to brief the Committee on the process.

Ms. McDonald said the project will move forward in the next week with the more detailed drawings followed by construction drawings. Design should be completed by May. She said the project has federal funding, and does not include bathrooms, utility extensions, etc. She said if the Committee *requires* bathrooms;

design time would extend at least two more months. There is currently no construction budget and the grant could possibly go away if the process takes too long.

Councilor Ives asked if the team could bring back information on how much more funding would be needed to incorporate the additional bike racks, cameras, etc.

Ms. Karp said the city should think about what is essential and all of the possibilities. The bathroom is part of a transit center and a sign is pointless after 7 p.m., because you cannot get into the convention center.

Mr. Ortiz said he was inclined to table the item. He prefers the project be done right and would like to see the budget rather than send the project forward and hope it falls into the process.

Ms. McDonald replied that authorization eventually moves to City Council who is the “gate keepers”. She said the project will be reviewed by Public Safety next and Public Works has authorized the design, but not the program. She added that the team has fulfilled the previous expressions of City Council and the director of the convention center “to make an amenable, well lit, more attractive place for bus passengers and people that transit between the convention center and the Plaza”.

Mr. Conway asked if the current design had enough blank canvas to allow for phase II improvements.

Ms. Okuma said the buses require about 10 feet to deploy for a disabled ramp. She added that this is not considered a major hub by Transit; a true multi-modal hub like at the southern end of town or at South Capital. She explained that true transit centers link to taxis and other forms of transportation.

Mr. Conway moved to approve to advance the plan as is, recognizing the blank canvas flexible space to allow for consideration of improved signage, video surveillance, expanded bike racks and allowable food carts. Mr. Furry seconded the motion.

Ms. Karp said this is the downtown transit center and the city made a decision to develop what is there and a bathroom of some sort should be included.

Mr. Ortiz opposed the motion. He said this project almost requires a bathroom.

Ms. Karp made a friendly amendment that the recommendations include a bathroom facility within the Transit Center. Mr. Conway, as the maker of the motion and Mr. Furry as second, accepted the amendment to the motion.

The motion was passed by roll call vote with a majority of the members in favor. Mr. Ortiz voted against the motion.

IV. PUBLIC HEARING- There was none

V. UNFINISHED BUSINESS- There was none

VI. INFORMATIONAL ITEMS

A. Single Use Bag Ordinance Implementation Status Update - Katherine Mortimer

Ms. Nobel asked to postpone this item and bring back at a later date. She noted the preliminary findings memo in the Committee packet.

B. Economic Development Annual Report - Kate Noble

Ms. Nobel asked the Committee to bring back their ideas. She said there was enough demand to do another printing of the annual report. A press release was done.

Ms. Kapin said the brochure is well designed and the information is accessible and gives the whole picture. Ms. Karp added that she took the brochure with her at Thanksgiving and the people there ranging in age from 10 to 80 years of age, had the same reaction. She said the brochure makes sense and is attractive and gives people a feel for Santa Fe.

Ms. Karp suggested one or two Committee members write a letter to the editor of the newspapers.

VII. ITEMS FROM THE PUBLIC – There were none

VIII. ITEMS FROM THE COMMITTEE –

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

Councilor Ives said one effort will identify a group in the city that can be proactive on the international trade and tourism fronts. He said there is a continual flow of international visitors of significance who are looking for trade opportunities with the state and in Santa Fe. The previous week there were two members of the German diplomatic corps from Washington D.C. and yesterday the General Counsel from Germany who is based in Houston was in a roundtable discussion. The ambassador for Singapore is there today.

Councilor Ives said looking at Mr. Quintero's work; a college-level model of the United Nations would be brought to Santa Fe, possibly in the fall. About 500 young men and woman would come to Santa Fe for about a week and there could be an opportunity to coordinate that with diplomatic meetings and invite the council generals.

He said the idea is for a trade and tourism delegation to Mexico (possibly in April or May) coordinated with Ed Herrera, the Director of the International Trade Office for New Mexico. They hope to bring the trade contact person from the state's trade office in Mexico City to Santa Fe in January. The group wants to identify businesses currently doing trade with Mexico and those who want to expand into that marketplace. He said he welcomed information on anyone interested in trade in Mexico.

Chair Lindell asked which trade opportunities is the focus.

Councilor Ives said Intel is the largest exporter for the state around the world (about 50 percent) and Germany is in the top ten. He said one business that manufactures a line of health care protein products in Santa Fe and currently exports to Mexico and wants to expand. The working group will look for opportunities in Mexico that make sense for a smaller business with product that appeal to the Mexican market.

B. Friends of the Plaza Work Group Update- Buddy Roybal- Not Discussed

C. Business Regulation Work Group Update- Brad Furry/Piper Kapin/Damian Taggart

Mr. Quintero said the work group met for the first time and the meeting was very constructive. The group talked about service level items some businesses face when coming to Santa Fe. The main goal is if the process could be made cost-effective and efficient.

Mr. Quintero said the next action is to get representative weight on City Council, possibly a resolution that officially sanctions the working group. He said the group would then have recommendation power and constructively get things done with Land Use and Licensing and use Mr. Trujillo's ombudsman's experience.

Mr. Furry said the working group would meet at least once more before the holidays to push that agenda. He added that if the group was sanctioned by City Council and the business licensing is a successful endeavor, they might endeavor into signage and licensing and building permits.

Councilor Ives said the group's recommendations will be considered by the BQL Committee and as an existing committee is bona fide.

Ms. Nobel added that staff has to think about bifurcation. She said separate recognition is not needed and she would not want another agenda or set of minutes to submit and have approved. She said it would be valuable to communicate that the group is actively working and has members who are committed and volunteer their time to make Santa Fe an easier and business friendly place. She said the PR (public relations) in that could have positive impact.

Chair Lindell suggested the Committee wait for the working group to meet and return with another report. That would give her and Councilor Ives a chance to caucus. She wants to see what comes forward before committing and whether another level of bureaucracy is justified.

Councilor Ives said the city is reassessing their information technology (IT) needs. He said the new IT Director will do a full reassessment. He will urge that be looked at, because soon the city will be in the next round of budget discussions.

Ms. Nobel said Mr. Trujillo knows the process and has looked at the issue closely. She offered to bring his past suggestions forward. She said a number of things have to come before the business license; a business license is the last stage. They could identify easy low hanging fruit like an online application or uploading a document. She said staff could bring forward a draft as a starting point for the next discussion.

Chair Lindell said the work is important and the public demands it and it needs to be completed.

Councilor Ives said advocacy at the appropriate level within the city process is the most important step toward success in an endeavor like this. Ms. Noble noted the bag ordinance as an example.

Ms. Karp said that KSFR has hired a new general manager. She said Desba McCullough will start in January and she ran the Window Rock radio stations for 12 years and was Marketing and Program Development Officer for the Pueblo Cultural Center in Albuquerque.

IX. ITEMS FROM STAFF

Ms. Nobel said a press release was done on the final report for the *How to Santa Fe Campaign*. She said the report was largely successful, although some areas could have been improved.

X. ITEMS FROM THE CHAIR

Chair Lindell said this is the last meeting of the year. She said there are things coming up of interest to the Committee. She asked that the Committee understand that when a Councilor brings things forward, they want the item to move forward. She said some Committee members expressed that they would like more action items. She said Councilors send things to BQL at their will and a stop at another committee is sometimes seen as a potential roadblock.

Chair Lindell said tonight the City Council will vote on the revised ordinance for pushcarts on the Plaza, which the Committee vastly improved and expanded. She said something on food trucks and a preliminary ordinance on a mobile vending license will come to the Committee shortly.

She thanked the Committee for their service. She said meetings can sometimes be grinding and she wanted them to know that their service did not go unnoticed. She noted the diversity of the group and acknowledged their information and knowledge.

Chair Lindell wished everyone a wonderful holiday and the best of their family traditions.

Ms. Kelly thanked Chair Lindell. She said it has been wonderful to be on the Committee. She asked about the artist signage for tourists mentioned and if that would come to the Committee.

Ms. Karp explained the signage referred to is collaboration of the artist with the Arts Commission to develop a pattern so that the kiosks for the buses do not have to carry all of the information.

Ms. Kelly said that is important. She also would like to support a campaign to shop locally and asked that those be two goals for next year.

Mr. Furry said Mayor Gonzales published a two-minute video: # *Santa Fe Local*. Ms. Nobel added that she has posters available.

Mr. Ortiz asked regarding mission and process; when something is presented to the Committee is their goal to say this could be improved or to give a recommendation. He asked what happens if the Committee does not like an idea.

Chair Lindell said the Committee could make a recommendation or they could say no to something and the issue could still go forward to City Council and be approved.

Ms. Nobel explained that BQL was designed to get input from business leaders and community members. She said in the past a primary function of this Committee is to oversee economic development activities and that budget. She said if the Committee does not approve an initiative out of or funded by economic development; the item would stop. City Council has procedures to move an item forward, but that has never happened; the item returns to the Committee.

She said the Committee members' service, time, brains and energy is invaluable and they are an important sounding board vetting process.

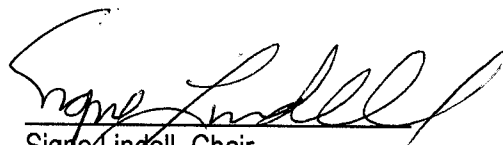
Councilor Ives said on the point of the Committee's mandate, the ordinance is broader. Any matter coming forward affecting business across the city is something that BQL could look at. He said the effort is to be selective. He gave the bag ordinance as an example. He said design projects are tough, because they are years in the process and tied to funding issues, etc. He said he hopes that the Committee's recommendations will be considered to make a more vibrant transportation center.

Mr. Furry said in the business licensing meeting they discussed that the city could not provide instantaneous information on licenses. There is no means to show whether percentage-wise licensing is up or down; or the amount of money made or the types of businesses, etc. He said a more user-friendly and informational gathering website would be invaluable.

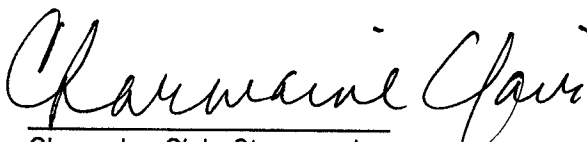
XI. NEXT MEETING DATE– January 14, 2015

Having no further business to discuss the meeting adjourned at 12:55 p.m.

Approved by:


Signe Lindell, Chair

Submitted by:


Charmaine Clair, Stenographer