



# Agenda

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## Nighttime Economy Taskforce

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

**Round House Conference Room  
Thursday, January 15, 2015  
1:00 pm-3:00pm**

- I. Procedures
  - a. Roll call
  - b. Approval of agenda
- II. Discussion of Mission Statement
- III. Brainstorming Key, Actionable Ideas
- IV. Area of Interest: Marketing
  - a. Obstacles to overcome
  - b. Actions and next steps
- V. Review Topics For Future Agendas and Subject Matter Expert
- VI. Items From Staff
- VII. Items From the Committee
- VIII. Meeting Schedule
  - a. Next meeting is February 19<sup>th</sup> 1:00pm-3:00pm
- IX. Adjourn

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

NIGHTTIME ECONOMY TASK FORCE  
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January 15, 2015

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Call to Order and Roll Call	Vince Kadlubek called the meeting to order at 1:00 pm. A quorum was declared by roll call.	Page 2
Discussion of Mission Statement	<i>Mission Statement was defined and reflected in minutes.</i>	Page 2
Brainstorming Key Actionable Items	<i>Documented list in Minutes.</i>	Page 2-3
Areas of Interest: Marketing a. Obstacles to Overcome b. Action and Next Steps	Items and Assignments for follow up listed in minutes.	Page 3-5
Topics for Future Agendas	<b><i>Listed for Staff Follow-Up and Chair Review</i></b>	Page 5
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Adjourn	<b><i>Meeting was adjourned at 3:00 pm</i></b>	Page 5

## NIGHTTIME ECONOMY TASK FORCE

### MARKET STATION AT THE RAILYARD

January 15, 2015

1:00 PM – 3:00 PM

#### MINUTES

#### I. Procedures

##### Roll Call

Vince Kadlubek  
Kate Kennedy  
Jaime Lenfestey  
Todd Eric Lovato  
Shannon Murphy  
Rochelle Esquera

##### Not Present

Sonia Leyba  
Victor Romero

##### Staff Present

Kate Noble  
Ross Chaney  
Zach Quintero

##### Others Present

Fran Lucero, Stenographer

#### II. Discussion of Mission Statement

Shannon and Vince met to discuss the creation of a mission statement.

The task force provides leadership on improving the vibrancy and sustainability of the nighttime economy.

The above is the statement agreed upon by the Task Force Members.

#### III. Brainstorming Key, Actionable Ideas

Topics – Brainstorming Actionable Ideas	Advocates
Parking violation exemptions on weekends/morning.	
Activate Burro Alley	
Public parking lots should be kept open later and uniform hours.	Albert from Parking

Modify Vendor Ordinances to allow mobile food vendors.	Councilor Signe Lindell
Seasonal closure of Galisteo St. from Water to West San Francisco.	Police Department
Seasonal monthly nightlife promo guides.	Santa Fean NOW
Kiosks	
<ul style="list-style-type: none"> <li>▪ Support collaboration between promoters/producers. <ul style="list-style-type: none"> <li>○ Funding Incentive</li> <li>○ Member benefits for privately managed Alliance</li> <li>○ Best practices resource for musicians and promoters.</li> </ul> </li> </ul>	
Saturday and Sunday (AM) Public Works/trash pickup and cleanup.	
OTAB fund event production as marketing (concerts).	
Nightlife entrepreneur fee reduction package.	
Extend beer and wine license → ticket sales → look at insurance and zoning implications → consideration of all ages.	
Shuttle V2.0 → Private Collaboration with School for the Arts, St. John's and IAIA	
Nightlife District	
New Year's Eve on the Plaza	
Alcohol in Public Places	
Public events with more strategic planning	

The above list will be integrated in to the future agenda topics.

The Chair asked if there is anything-urgent coming up during this legislative session? Most of the legislators are focusing on rural areas.

Ms. Esquera did add that when outlining the topics it is important to making all venues available to all ages. Ms. Esquera noted that as a student leader she is able to transport students in one of the school vans. The students also used the bus and carpooling. Mr. Lovato asked what would help. Ms. Esquera said that it was difficult because when the Shuttle V2.0 was initiated there was no programming downtown.

#### IV. Area of Interest:

##### Marketing

- OTAB – Assigned: **Shannon Murphy and Jaime Lenfestey**
  - Ms. Murphy will set up with the. City Attorney
- Monthly Promo Guides – Assigned: **Jaime Lenfestey** -- Jaime will talk

to Bruce and report back at next meeting. The Chair will also share some talking points for Jaime to discuss with Bruce. Point of record is any future business would need to follow the bidding process through the City of Santa Fe.

- Concierge Day – **Assigned: Kate Kennedy**
- Kiosks – Determining ideal spaces and creative design of the kiosk.  
(Good conversation with City Attorney). **Assigned: Shannon Murphy**
  - Railyard, Southside Plaza, Plaza/Plaza, De Vargas, Solana Center
  - Add to Existing Kiosk: Mouton Hall or Admission Bldg., SFUAI, St. John's Bulletin
- City's Marketing Strategy
  - We want to tell our story to CVB, Tourism Santa Fe -- create a package to introduce the quality content along with a narrative that compliments what CVB and Tourism Santa Fe are doing. Santa Fe is all about lifestyles; "what is our lifestyle?"  
**Assigned: Vince Kadlubek and Kate Kennedy**
  - Invite the subject matter experts from CVB and Tourism Santa Fe to speak to the Nighttime Economy Task Force members.
  - Creating imaging of Santa Fe through various tools.
  - Possible citywide newsletter announcing the weekly events through e-mail.

a. Obstacles to overcome  
(Stated in bullet points.)

b. Actions and next steps

Next month we will have one topic to discuss. The following month will be the action taken to attain or strengthen that topic.

Staff liaison to invite Mr. Randy Randall and Paul Margetson from Hotel Santa Fe to next month's meeting.

Shannon Murphy will send a copy of 21<sup>st</sup> Century Santa Fe document to the task force members for information only.

Mr. Lovato asked if the pennants could be used on the poles that are city owned for advertising. Ms. Noble said that they are not too expensive.

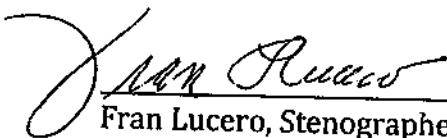
The Chair would like to stay focused on next steps and deliverables.

Ms. Murphy said that in the resolution it states to support private enterprise.  
More discussion to follow based on the topics described above.

- V. Review Topics For Future Agendas and Subject Matter Expert
- Discussion with Mr. Randy Randall, Tourism Santa Fe and Paul Margetson, Hotel Santa Fe
  - Transportation and Marketing Topics
  - Review of Marketing 1.15
  - Discussion of Next Topics .15
- VI. Items From Staff  
None
- VII. Items From the Committee  
None
- VIII. Meeting Schedule
- a. Next meeting is February 19<sup>th</sup> 1:00pm - 3:00pm
- IX. Adjourn
- There being no further business to come before the Nighttime Economy Task Force, the meeting was adjourned at 3:00 pm.

Signature Page:

  
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Vince Kadlubek, Chair

  
\_\_\_\_\_  
Fran Lucero, Stenographer