



Agenda

DATE 2/11/15 TIME 12:52pm
BY Zackary Quintana
Alice Harting

Nighttime Economy Taskforce

Market Station at the Railyard
500 Market Station, Suite 200

Engine Room

Thursday, February 19th, 2015
1:00 pm-3:00pm

- I. Procedures
 - a. Roll call
 - b. Approval of last meetings notes
 - c. Approval of agenda
- II. Discussion with Randy Randall (Head of Tourism)
- III. Discussion on Assignments Regarding Marketing of Nighttime Economy
 - a. Discussion and review of assignments
 - i. OTAB
 - ii. Monthly Promo Guides
 - iii. Concierge Day
 - iv. Kiosks
 - v. City Marketing Strategy
- IV. Transportation Discussion and Follow Up's
- V. Items From Staff
 - a. None
- VI. Items From the Committee
 - a. None
- VII. Meeting Schedule
 - a. Next meeting is March 19th 1:00pm-3:00pm 500 Market Station
- VIII. 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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February 19, 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 |
| Approval of January Meetings | <i>Mr. Kadlubek moved to approve the meeting notes from January, 2015 meeting as presented, second by Mr. Murphy, motion carried by unanimous voice vote.</i> | Page 2 |
| Discussion with Randy Randall | <i>Informational</i> | Page 2-8 |
| Discussion on Assignments Regarding Marketing of Nighttime Economy a. Discussion and Review of Assignments | <i>Informational, no formal action.</i> | Page 8-12 |
| Transportation Discussion and Follow up | <i>Informational with staff and task force member follow up.</i> | Page 12-13 |
| Items from Staff | <i>Informational</i> | Page 13 |
| Items from the Committee | <i>Informational</i> | Page 13 |
| Meeting Schedule | <i>March 26, 2015 (1-3 pm)</i> | Page 14 |
| Adjourn | There being no further business to come before the Nighttime Economy Task Force, the meeting adjourned at 3:10 pm | Page 14 |

NIGHTTIME ECONOMY TASK FORCE
MARKET STATION AT THE RAILYARD
February 19, 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
Victor Romero

Not Present

Sonia Leyba

Staff Present

Ross Chaney
Zach Quintero

Others Present

Elizabeth Martin for Fran Lucero, Stenographer

I. Approval of January Meetings Notes

Mr. Kadlubek moved to approve the meeting notes from January, 2015 meeting as presented, second by Mr. Murphy, motion carried by unanimous voice vote.

Approval of Agenda

Mr. Kadlubek moved to approve the agenda as presented, second by Mr. Murphy, motion carried by unanimous voice vote.

II. Discussion with Randy Randall (Head of Tourism)

Mr. Kadlubek introduced Mr. Randall and provided the mission of the Nighttime Economy Task Force. The Task Force members introduced themselves to Mr. Randall. Mr. Kadlubek said that 80% of the members of the Task Force comprise the night time programming that occurs.

Mr. Kadlubek said that tourism is a big part of the task force mission and building a new relationship with tourism to promote night life is critical and will help our economy. The Task Force will develop ways to increase the amount of tourists into our bars and restaurants as well as community events.

Mr. Randall said they will work hard to help build tourism as well. He stated that it is not known as a community who has much to do after 9pm. Mr. Randall is excited about the endeavors of the task force. Mr. Randall added that from a marketing perspective they are not trying to market to a demographic they are trying to market to interests. We cut across generations. It was recently noted in local newspaper that they are proposing to work with a new advertising agency; Fuse Ideas in Boston. Mr. Randall explained that 3 NM firms and 7 out-of-state firms applied and the process followed was through an RFP. Attention to detail is followed when completing the RFP and in this case they did not specify that it be a New Mexico firm. The concept considered is a collaboration of Fuse Ideas with a local firm to provide support. The ad agency will work with the state who is providing the revenue. Mr. Randall said he just approved a check for \$164,000 to TKP. Mr. Randall said that Fuse Ideas will be in Santa Fe on March 2 and 3 and will conduct 7 meetings by industry interest. Mr. Kadlubek asked if Nightlife could be considered for a meeting with them. Mr. Randall will provide a schedule of the meetings and the times and location of the restaurant where they will meet. The topics of discussion and those who participate will be identified. The purpose of the meeting is to listen and for the outcome to be a sound marketing strategy. He reiterated that they will focus on interests rather than demographics.

Mr. Kadlubek said that it may be good to provide an introduction on the Nighttime Economy Task Force.

Mr. Randall said that they are trying to get a bigger budget this year as the city council is trying to keep all budgets the same. Tourism is funded thru the Lodgers Tax. It is up to \$800,000 and they still have 4 months to go. It was noted that it seems wrong that they are not allowed to use extra money to market the city. Mr. Randall said that it is important for the Nighttime Economy Task Force to deliver this message to the City Council; it is important that they hear there is a need for marketing dollars to increase staff and expand the tourism efforts.

Mr. Kadlubek said that the topic for the next 7 months is to improve programming for night time economy. He said that he would love to have the sense of security that the night time economy after 9pm is wrapped into the city's marketing strategy in a more prominent way; it is part of the Santa Fe experience. Mr. Kadlubek said that he knows it is their responsibility to improve the programing so everyone feels safe and comfortable to promote this.

Mr. Kadlubek asked Mr. Randall if he could describe where tourism is at.

Mr. Randall stated that Summer of Color was not created by them but by the Museums and he will encourage the Arts Commission to put resources and support towards this. The Museums are doing a good job of coordinating their efforts the private sector has a contractor who helps them manage their efforts with the museums and hotels and restaurants don't know a thing about it. Mr. Randall said that they did a kick off last Monday and he attended and asked, "What is the theme for next year?" Now is the time we need to get started for next year. The idea of there being a theme for each summer season is a great idea and has not been something they have done in the past. The marketing arm is not supposed to create the theme we are supposed to market it after it is decided. Mr. Randall said that this goes beyond the scope of the Arts Commission and if they could afford it, they would have a dedicated person working on this. Right now the Arts Commission has 4 employees. Funding is a big concern and staying focused on marketing is the goal.

Mr. Kadlubek: Do you see an opportunity to expand Santa Fe as a travel destination to nighttime?

Mr. Randall: We need to build it first and create the expectation. There was a place above the palace that kept changing hands and the inconsistency did not entice people to go there. People are not going to go where they are uncomfortable, they go where they feel comfortable and know what to expect. Mr. Randall looks forward to the Nighttime Task Force defining the projects and programming.

Mr. Romero: I have a website that promotes nightlife. How do I get my business to get a link on your website?

Mr. Randall: I don't think you can the way it is set up right now. Mr. Randall suggested a meeting between Mr. Romero, Ms. Delgado from the Convention Bureau and himself to assist with the website question. Mr. Randall said that they are also in process of hiring a Marketing Coordinator.

Ms. Kennedy: You don't have that? She said they had to file under restaurants.

Mr. Randall: Probably the reason we don't have the nightlife section is that it would have been a relatively empty section. Mr. Randall asked that they give him a list of what he could populate it with.

Jamie Lenfestey: Where does the Lensic get listed?

Mr. Randall: Under performing arts, our customers like that.

Jamie Lenfestey: The Lensic offers live music, comedy, etc. and that falls under performing arts. Maybe make performing arts/night life. You never know what will lead people to events. Santa Fe for a city of its size has an enormous amount of things going on and they get lost in the shuffle.

Mr. Randall said they could cross populate them and he agrees with Jamie. With your help and guidance we will get through this and add it in drop downs. When I got here 10 months ago it was cluttered. We have cleaned it up and made it simple. The idea on the website is not to be clever but clear. We did that and it is done.

Ms. Murphy: There was a time a couple of years ago the city passed a resolution to engage winter programing and she would like to know how that played out.

Mr. Randall: It was off season. He wasn't sure of the outcome; it made sense on the surface. If we had a week or weekend in the season that would be far more valuable to get someone here in season and it not be sold out. The city runs 85% occupancy on a monthly basis and some weekends sell out. Weekend after 4th of July the city is wide open.

Mr. Kadlubek asked if an RFQ could be sent out from the city looking for off season events.

Jamie Lenfestey: *Can you define off season?*

Mr. Randall: Not July and August.

Jamie Lenfestey: I like your answer. October is still beautiful here.

Mr. Lovato: What the conversation boils down to is collaboration between private and public services. This is our 3rd meeting and we have gone through brainstorming sessions. I am curious on your thoughts of how you see incentivizing this collaboration. RFQ gives incentives for groups to work together.

Mr. Randall: I would suggest that the Arts Commission take their money and say no to organizations who don't participate in a collaborative effort and broaden the scope of the money to go beyond non-profit and performing arts.

Jamie Lenfestey: I have approached the Santa Fe Wine and Chili Festival many times and have been rebuffed.

Jamie Lenfestey: I have concerts happening at the same time. For the spring I agree, that is exactly the kind of collaboration I think the city needs to do.

Mr. Kadlubek: Brings locals in as well.

Mr. Randall: The tourists want to go where the locals go.

Mr. Kadlubek asked Mr. Randall if he participated in the Night Wave Event last year.

Mr. Randall said no.

Mr. Kadlubek: I found if you illuminate the area and market it you will end up creating a local crowd and tourists then gather. Mr. Randall concurred that people follow people. Mr. Kadlubek said that it blossomed from there; if you turn the lights on, dress it up and make it look good, night life begins.

Ms. Kennedy and Mr. Vince Romero made the locals the ambassadors for that.

Mr. Kadlubek: We recognize from a private sector that we have to do all this but once we do how can the city elevate it? We have discussed a basic brochure booklet -5 editions that say here are ten venues with details and what they offer, publish and distribute and get it to hotels. Mr. Kadlubek asked Mr. Randall if hotels would participate. Mr. Randall said that he would expect the city has some leverage with hotels. He could help with the General Managers of the hotels.

Ms. Kennedy said that she has set up a mini version of putting on a Concierge Day.

Mr. Randall said there are more hotels in town who do not have the concierges than do and most of the front desk staff handles disseminating information. He suggested putting the brochure in guest rooms. The better the overall experience of the tourist the better the hotel does. The more things we can do to fill the rooms helps our economy. There are a lot of communities who don't do this well. We do produce the visitors guide. Next year there should be a section on nightlife in there and we can do that. We didn't do a section on the railyard until we had one.

Ms. Murphy: I am advocating for a nightlife guide. Mr. Kadlubek said they will figure out how to do that.

Mr. Randall supported developing a guide, and suggested that anyone who wants to be in it should pay something. If there is not enough money to produce it; possibly go to OTAB for monetary support. His suggestion was to ask for \$10,000 to put it together.

Mr. Romero asked if they came up with a website and guide could Mr. Randall provide assistance.

Mr. Randall said to send him an app. Lodgers have a luncheon once a month and suggested that the task force make a presentation; he is happy to facilitate.

Mr. Lovato said he thinks this publication will create identity.

Ms. Murphy said that one way of looking at this is through the lens of night life but another from a branding perspective. Ms. Murphy said she feels a rush of new energy and would like to hear Mr. Randall's view.

Mr. Randall: We were pursuing a theme of adventure. First thing everyone thinks about is racing down a hillside on a mountain bike. Adventure is walking up Canyon Road. Visitors want what they don't find at home. Adventure is experiencing Native American culture. We are trying to keep Santa Fe's charm without changing what it is known to be and broadening that. The Bachelor was a huge opportunity. You saw river rafting, ballooning and Buffalo Thunder as a hip hotel. We are changing as a city and how we are thinking about our city. This is one reason I am glad the Ad Agency is from Boston; they are not saddled with the feel of SF that all NM agencies have. I can assure you they will be motivated.

Jamie Lenfestey: *If I bring in 600 people to see a show at the opera and they are staying here, it would be nice to get support from OTAB.*

Mr. Randall: We don't market hotels we market Santa Fe.

Ms. Murphy: When you book an artist like Allison Kraus she promotes that date. There is a lot of free promotion.

Mr. Randall: You are talking about Arts Commission money to promote events. Arts Commission money is supposed to be marketing outside of the city. That is where the major thrust of the OTAB money goes.

Jamie Lenfestey: My basic point is that in 2015 getting the word out around the world of an event here is easy. Creating an event to get people here is the hard part. Is there a way to get OTAB to allow this?

Mr. Randall: If it is a for profit event in any way we can't fund it.

Mr. Kadlubek: It is not.

Ms. Murphy said that the cost to put an event on in Santa Fe is higher.

Mr. Randall expressed his thanks for the opportunity to speak today and would like to be invited back and bring Ms. Delgado with him.

III. Discussion on Assignments Regarding Marketing of Nighttime Economy

a. Discussion and review of assignments

i. OTAB

Zach Quintero will e-mail information to members.

ii. Monthly Promo Guides

Ms. Kadlubek said he spoke with Cynthia Delgado and she loves it and will help present it to the hotels. I think we should focus on that.

Mr. Lenfestey talked to Bruce Adams a bit but feels like that is what he is doing. Open to a meeting to discuss.

Ms. Kennedy said it would cover upcoming events not events that already happened. We should have conversations that have nothing to do with businesses. Position ourselves to go through nonprofits to be able to apply. Ms. Kennedy has brought it up to business owners and banks regarding distribution sites. Once we figure out a distribution method we can tap into local businesses.

Mr. Romero: I was approached by a person who is interested in putting it on television.

Jamie Lenfestey asked if they are 30 second videos.

Ms. Kennedy said we can look at it definitely. Ms. Kennedy said that it is not night life specific. If you want to advertise you can pick site.

Jamie Lenfestey said that he has not been able to reach the Farmers Market and will follow up.

iii. Concierge Day

Ms. Kennedy reported that they are looking at April or May. A lot of hotels don't have a concierge. It would be nice to use this venue as a launch party. Ms. Kennedy would be happy to host at Skylight.

Mr. Romero asked about holding it on Tourism Day or should they have 2 separate events.

Ms. Kennedy said that a media day is important and they should work on. It would be beneficial to everyone here and they could get hotels involved. If the event could be coordinated with the guide release that would work well.

Mr. Lovato said they should use this group as stakeholders, come up with the ideas and it will move quicker.

Ms. Kennedy asked Jamie if anything is coming in May.

Jamie Lenfestey said Bike and Brew is May 12th and the concert Saturday night is free.

iv. Kiosks

Mr. Quintero has talked to Matt O'Reilly about particular ordinances related to kiosks and will report as he learns more. Mr. Quintero informed the task force members that the railyard is leasing land from the city. We legally have to operate with them. They will need to know where the kiosks are put and what they say on them.

Mr. Quintero talked about the anti-donation clause, Local Property Act and that we cannot allow sales of goods or services on city property.

Mr. Lovato: Let's say we build a kiosk at the Railyard that would have equal access to all. If private we could put what we want. Mr. Quintero said if we want a physical kiosk we need to figure out where we want it and what the use is and he could then take the request to legal.

Ms. Murphy: One approach is to open a bulletin board and offer different scenarios.

Ms. Chaney: What are the options, requirements, uses, etc?

Ms. Kadlubek: I think great that it is great that the city is willing to help but private property might be the easiest route. We should pinpoint key sites.

Ms. Kennedy: We have \$500.

Ms. Murphy suggested they come up with a few and pilot.

Mr. Kadlubek: Does someone want to be a point person on this.

Ms. Murphy offered to be the point person.

Mr. Lovato said he would work on a draft and get to Ms. Murphy.

v. City Marketing Strategy

A conversation has taken place with Cynthia Delgado and she is sensitive to us changing what Santa Fe is.

Mr. Kadlubek asked Mr. Quintero if he could get a specific agenda from Randy Randall for the 7 meetings and send it to him for distribution to the task force members. Mr. Romero said he would get that for the taskforce from Randy. Mr. Kadlubek would like to go to all of them.

Jamie Lenfestey said that once the agenda is shared he would like to go to the Performing Arts meeting.

Ms. Murphy: Seems that we have had the pilot, there is a need to get students out and into town and a need to get drunken people home. Demand response transportation. Seems like we were thinking of proposing a long term promotion. Here an immediate term.

Mr. Romero: Why did they cancel the university pick up and drop off?

Ms. Kennedy: It did not work. The hours were bad.

Ms. Esquera: It was going downtown and nothing to do for under 21.

Mr. Romero: Regarding SF Pick Up, if businesses are paying city taxes just like Canyon Road why can't the city give transportation.

Ms. Kennedy said they are technically zoned as a restaurant and provide under 21 services until 10pm.

Jamie Lenfestey asked if this is for all ages until 10pm.

Ms. Kennedy said yes. Kitchen has to stay open and it allows families time to go out.

Mr. Romero suggested talking to someone in private industry.

Mr. Kadlubek: I agree. Specific times. Short sighted of city to not recognize profit. Charge a \$1.

Mr. Romero: Don't forget El Farol.

Ms. Kennedy said the guest could be Jon Bulthuis or the Uber Guy.

Mr. Kadlubek supports bringing in Albert from Transit.

Ms. Kennedy: We have been trying to talk to him about citywide parking programs, revenue and Saturday's not enforcing parking until noon or 11. Any revenue changes have to go to city council. If we have requests on specific zones, Albert is a great resource. If we could have Jon Bulthuis for ½ hour and Albert for ½ hour and follow up with uber.

Ms. Murphy feels that they don't have enough time and asked if they should raise the frequency of meetings.

Mr. Kadlubek said he would be ok with that. Jamie fine with it.

Zach will find out the process for 2nd meeting

Jamie Lenfestey: What is our goal at the end of this period?

Mr. Kadlubek said they will send their recommendation to the governing body.

Jamie Lenfestey: The Beruit Big Band out of Santa Fe wants to have their national record release party the first weekend of October in plaza. Could we build an event around that? We would need the city help to fund that and asked what the process is to book the plaza? Could be epically huge for Santa Fe and shine a light on *nightlife and what this city has produced band wise. This could be a great opportunity for Santa Fe.*

Mr. Kadlubek said that he thinks the Mayor could be excited about it.

Mr. Lovato: We could try pilot parking; this sounds bigger than just an event.

Mr. Kadlubek: I like the idea of a launch in June of the promo guides and an every weekend event. We will need help from the city to position these things during the summer. The Food truck thing a big deal and we should have at the Beruit show.

Mr. Kadlubek said that transportation and parking should be topics of discussion for next meeting.

Ms. Kennedy said she can meet with Albert individually.

Ms. Murphy: If we put transportation on the agenda it is the hope that this will be as important as discussing the food trucks.

Mr. Lovato asked what we would get out of having someone present in person.

Ms. Kennedy said that only have one driver in Santa Fe. Mr. Lenfestey echoed that is a problem. We are a small city to have Uber.

IV. Transportation Discussion and Follow Up's

Discussion on how to work with Capital City Cab. Mr. Romero suggested they be invited to a meeting. Ms. Kennedy asked if it would be a conflict of interest to meet with private bus companies.

Ms. Murphy: Kate Noble said no last time.

Ms. Murphy: There is a demand for midnight to 3:00 am for shuttles. We need to get the drunk people home. The strategy for this is the big question.

Mr. Romero: We should define what the pilot should be. Get them to bring smaller vehicles and more of them.

Ms. Kennedy: It is also a hotel issue, they will only pick up until midnight and you have their hotel guests calling cabs.

Jamie Lenfestey: It is an economic chicken and egg situation. How do we drive the demand?

Mr. Romero: What if we go to the Lodgers and bring this up to them.

Jamie Lenfestey: At least Friday and Saturday nights.

Ms. Kennedy: Could we invite Councilor Lindell to talk about the food trucks.

Mr. Quintero will ask Councilor Lindell.

Ms. Murphy: I want us all to think about the components then work on transportation.

Mr. Kadlubek: We want to reduce driver cost and maximize revenue.

Mr. Lovato said they should call some things recommendations rather than actions.

Ms. Murphy said they will have to figure out where under 21 are going to go.

Mr. Romero asked if the Mayor still wants to do New Year's drop the ball thing.

Mr. Quintero said, yes.

V. Items From Staff

- a. Zach to follow up on Kiosk.
- b. Mr. Lovato to work on draft with Shannon.
- c. Get OTAB information e-mailed out
- d. Zach talked about the United Nations Conference being held November 1-6 where he and Lucia will be project leaders.

VI. Items From the Committee

Ms. Kennedy met with the representatives for the Latino Comedy Festival coming in June to Santa Fe. It looks promising although there are not a lot of details yet. Multi performing arts. We should also talk about private sector shuttle and downtown merchants.

Ms. Kennedy would like to start the process of creating a Nightlife Association. Need a point person, maybe not from this committee. This could be a topic to discuss outside of this meeting.

Ms. Murphy provided an update to everyone about people organizing liquor law reform. They threw out bills for sponsorship and got one which is a start. It would expand the restaurant beer and wine license to include New Mexico. Good test to see how everything gets divided around it. Educational process. SB 71. Will keep you posted.

Mr. Lovato asked how do we want to communicate with each other.

Ms. Kennedy said that slack is best way of group communication. (Kslack.com - she will create a group and invite everyone).

VII. Meeting Schedule

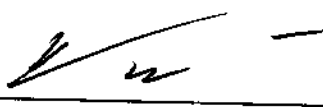
- a. Next meeting is March 19th 1:00pm-3:00pm 500 Market Station
The task force members requested a date change for the meeting to March 26th.


Mr. Lovato moved to change the meeting date from March 19 to March 26th, second by Ms. Esquera, motion carried by unanimous voice vote.

VIII. Adjourn

There being no further business to come before the Nighttime Economy Task Force, the meeting was adjourned at 3: 10 pm.

Signature Page:


Vince Kadlubek, Chair


Fran Lucero, Stenographer