



Agenda

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MAYOR'S YOUTH ADVISORY BOARD MEETING

Thursday March 5, 2015

Santa Fe Prep School

1101 Camino De La Cruz Blanca

4:45 - 6:00 pm

1. Roll Call
2. Approval of Agenda
3. Approval of Minutes for December 18, 2014 and January 22, 2015
4. New Business:
 - A. Members discussion of recruitment
 - B. Media Report - Edith Martinez outreach update methods.
 - C. Report from Chair - Brittany Gurule
 - D. Positive Youth Engagement Officer Program - Description of program and vote if we would like to continue program.
 - E. New Teen Center Resolution- A RESOLUTION DIRECTING STAFF TO PROPOSE AN OPERATIONAL PLAN AND PROGRAMMING OPTIONS FOR THE ESTABLISHMENT OF A TEEN CENTER THAT WOULD BENEFIT THE YOUTH OF SANTA FE.
(Councilors Dominguez, Rivera, Dimas, Ives and Bushee). Review and Vote
5. Old Business:
 - A. Youth Summit Meeting - Chris Sanchez - Discussion of youth summit, vote on plan and follow up process after summit.
 - B. Determination of Youth Projects for 2015 - Description and vote on this year's projects.
6. Discussion items for the next meeting
7. Matters from Councilor Trujillo
8. Matters from the Committee
9. Matters from the Floor
10. Adjournment

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INDEX OF
CITY OF SANTA FE
MAYOR'S YOUTH ADVISORY BOARD
March 5, 2015

<u>ITEM</u>	<u>ACTION</u>	<u>PAGE (S)</u>
CALL TO ORDER		1
ROLL CALL	Quorum	1
APPROVAL OF AGENDA	Approved [as amended]	2
APPROVAL OF MINUTES:		
December 18, 2015 Meeting	Approved	2
January 22, 2015 Meeting	Approved	2
NEW BUSINESS		
a. Members discussion of recruitment		2-3
b. Media Report – Edith Martinez outreach update methods		3
c. Report from Chair-Brittany Gurule		3-4
d. Positive Youth Engagement Officer Program – Description of program and vote if Board would like to continue program		
	Motion passed	4-5
e. New Teen Center Resolution: A resolution directing staff to propose an operational plan and programming options for the establishment of a Teen Center that would benefit the youth of Santa Fe		
	Motion passed	5-8
OLD BUSINESS		
a. Youth Summit Meeting – Discussion of Youth Summit, vote on plan and follow up process after Summit		
	Motion passed	8-10
b. Determination of Youth Projects for 2015 – Description and vote on this year's projects		10-11
DISCUSSION ITEMS FOR THE NEXT MEETING		11
MATTERS FROM COUNCILOR TRUJILLO		11
MATTERS FROM THE BOARD		11-12
MATTERS FROM THE FLOOR		12
ADJOURNMENT	Adjourned at 6:15 p.m.	12

MINUTES OF THE
CITY OF SANTA FE
MAYOR'S YOUTH ADVISORY BOARD MEETING
Santa Fe, New Mexico
March 5, 2015

A meeting of the City of Santa Fe Mayor's Youth Advisory Board was called to order by Brittney Gurule, Chair on this date at 4:45 p.m. at Santa Fe Prep School, 1101 Camino de La Cruz Blanca, Santa Fe, New Mexico.

Roll Call indicated a quorum was present for conducting official business as follows:

Members Present:

Brittany Gurule, Chair
Brianna Trujillo, Vice Chair
Rudy Flores
Amanda Jacobs, newly appointed member
Jared P. Lucero
Manuel Segura

Member(s) Absent:

Alicia Trujillo, excused

Staff Present:

Richard De Mella, Juvenile Justice Planner
Michelle Gurule
Edith Martinez
Terrie Rodriguez, Community Services Department Director
Chris Sanchez, Children and Youth Commission
Victor Vigil, Ortega Teen Center

Others Present:

Councilor Carmichael Dominguez
Ashley Nielsen, Story of Place Institute
Hana Patrick, Story of Place Institute, Convergence Project Manager
Councilor Ron Trujillo
Jo Ann G. Valdez, Stenographer

APPROVAL OF AGENDA

Introductions were added to the agenda after Approval of the Minutes.

Ms. Trujillo moved to approve the agenda as amended. Ms. Gurule seconded the motion. The motion passed unanimously by voice vote.

APPROVAL OF MINUTES:

December 18, 2014 Meeting:

Ms. Gurule moved to approve the Minutes of the December 18, 2014 meeting. Ms. Trujillo seconded the motion. The motion passed unanimously by voice vote.

January 22, 2015 Meeting:

Ms. Gurule moved to approve the Minutes of the January 22, 2015 meeting. Ms. Trujillo seconded the motion. The motion passed unanimously by voice vote.

INTRODUCTIONS

Introductions were made.

Mr. Vigil introduced newly appointed member, Amanda Jacobs.

Chair Gurule noted that Alicia Trujillo was absent today because she has a softball game tomorrow and her coach indicated that she could not miss practice today.

NEW BUSINESS

a. Members discussion of recruitment

Chair Gurule asked the members if they have tried to recruit members.

Mr. Flores said he has asked two students but they will not be able to serve on the Board.

Chair Gurule mentioned that recruitment efforts for additional members has proven to be difficult because the youth who are interested in serving on the Board are also involved in sports. However, she is trying to get some of her friends to join the Board.

Councilor Trujillo suggested that a bulletin go out to all of the schools about the vacancies.

Ms. Martinez said she can also send out the recruitment bulletin through email to all of the contacts of the youth programs. She will also put it on the Facebook page and Twitter.

Mr. De Mella asked how many members they have now and how many they need.

Mr. Vigil said they have 7 members now with 3 alternates.

Ms. Martinez noted that they need one more member for sure.

b. Media Report – Edith Martinez outreach update methods

Ms. Martinez said they have set up a Facebook account for the Mayor's Advisory Board, along with a Twitter account. They are also in the process of getting approval for an Instagram account. She said she will be getting all of the Members' email addresses from Chris Sanchez. She requested that any updates, information that the Board would like to get out, or photos that anyone would like to place on the social media, to please send them to her. She mentioned that this will be run by the City so they have requested that someone over 18 years of age administer the sites so she will be doing that for the Board.

Chair Gurule asked what the name of the Facebook and Twitter accounts are.

Ms. Martinez said she did not have that today but she will send it out to the Board Members.

c. Report from Chair-Brittany Gurule

Chair Gurule reported that she, Manuel Segura and Alicia Trujillo attended the Anti-Bullying meeting that was held a couple of weeks ago and they indicated what they want to do at the schools. Anytime someone got bullied, they want to write it down and report it to the parents but she questions whether it would work out because usually the people who are getting bullied do not want to say anything.

Chair Gurule noted that they were broken into groups at the meeting and her group talked about ways that they could help them and she thought possibly they could go into the schools and talk about anti-bullying and what a big problem it is and how it can lead to suicide. She asked Manual Segura what happened in his group.

Mr. Segura said basically the same thing.

Councilor Trujillo asked Chair Gurule if this is something that she wants the Mayor's Youth Advisory Board to discuss at the schools to talk to kids about anti-bullying.

Chair Gurule said she would like to do this but she does not know if they can because they are in school and she does not know if the schools would allow them to leave the schools to do this.

Mr. Sanchez said the Board can make this suggestion and approve it and the City

Mayor's Youth Advisory Board
Meeting: March 5, 2015

could take this suggestion to the schools and have them approve that. This could be part of the Mayor's Campaign to End Bullying and to be able to send this message directly from kid to kid can be very powerful.

Mr. DeMella said they should also touch on the guy that came to the schools from Blind Side to talk about bullying.

Chair Gurule said Jeremy and Marcos are trying to get Adam Sandler and Taylor Rodman to come into the schools and talk to them about bullying as well. She thinks they will be going into Capital High School but she wasn't sure.

Ms. Trujillo suggested that they do this somewhere in the middle of town so that all of the schools can send a group of kids to go and they can share it with their schools.

Ms. Martinez mentioned that she and Chris Sanchez attended a meeting with Jeremy and Marcos this week and they are working on a program with them that includes a partnership with different organizations, along with the City to bring people to go into the schools like what is being suggested. They are getting a cost proposal and looking at the options to have it at different schools, the summer programs and the teen centers.

Mr. Sanchez noted that there will be a Mayor's Campaign on Bullying meeting on March 18th from 6:00 p.m. to 8:00 p.m. at De Vargas High School. He suggested that the Board keep in alignment with this and attend the meeting so that they can all be alignment with the schools.

Chair Gurule asked if the Board Members agree with going into their schools and talk about bullying and the effects of bullying.

There was consensus of the Board to do this.

d. Positive Youth Engagement Officer Program – Description of program and vote if Board would like to continue program

Mr. Vigil said the Positive Youth Engagement Officer Program was designed in 2009 by Adrian Salazar, who was a former member and Chair of the Mayor's Youth Advisory Board and was bullied in middle school and part of high school. Basically, a police officer would go into the high schools, have lunch with the kids and talk to them about the fact that the presence of police officers in school was not to be scary but more of an idea for the police officers to become friends of the kids; and if they ever needed them they would be there to help them with any situations or issues that they may have.

Ms. Rodriguez added that there were two officers who carried the program for quite some time and they were the kind of people who had the right personality to communicate with the kids. They received permission to go into Santa Fe High School, St. Michael's High School and Santa Fe Prep. They also went to Capital High School a couple of times. However, the assignments can change due to promotions or position changes in the Police

Department.

Ms. Rodriguez said this program made a big difference for the kids to see police officers in a different way, not only when there is an issue at school. She noted that the Police Officers have to obtain permission from the school administrators to come into the schools.

Chair Gurule said when kids see police officers at schools, they usually think something is wrong. She suggested that the police officers could possibly come into the schools without their uniforms for this reason.

Ms. Rodriguez said the Police Officers would like to have a member of the Mayor's Youth Advisory Board with them so that the kids would feel more comfortable with the Police Officers.

Mr. Sanchez mentioned that he met with Chief Eric Garcia about being more active in the schools and he indicated that he would like to have the officers continue this program.

Chair Gurule liked the idea. She asked the Board Members if they like this program and whether or not they want to continue the Positive Youth Engagement Officer Program in the schools.

Ms. Trujillo made a motion to continue the Positive Youth Engagement Officer Program. Ms. Gurule seconded the motion. The motion passed unanimously by voice vote.

- e. New Teen Center Resolution: A resolution directing staff to propose an operational plan and programming options for the establishment of a Teen Center that would benefit the youth of Santa Fe**

Councilor Dominguez said the Zona del Sol facility on the south west part of the community has been vacated and this is an opportunity to make this facility a teen center. He explained that this Resolution directs staff to start to look at what a teen center would look like (physically and operationally). He was in attendance to ask the Board for their support in directing staff to do some of this work and look at the demographics and some of the programs that teens may want at the teen center there.

Councilor Dominguez said there are two amendments to the Resolution that are not included in the packet but he will probably be entertaining these amendments at a future meeting of another committee. One of the amendments is from Councilor Maestas and has to do with early childhood development in the Hopewell/Mann area. The second amendment is from Councilor Trujillo who is interested in a teen center at the Tino Griego facility, so Councilor Dominguez wants to continue discussions about that.

Chair Gurule asked why they would have another teen center if they are already

Mayor's Youth Advisory Board
Meeting: March 5, 2015

have two.

Councilor Dominguez said there are a couple of reasons why: 1) The demographics of our community are changing and the youth population has increased by 20% in that part of the community and 2) there is a lot of vacant land in that area. He said part of the work of this Resolution is for staff to determine whether the City can sustain two or three teen centers.

Ms. Jacobs asked if this was the goal of Warehouse 21, and as far as she knew, this facility is not used by that many people.

Councilor Dominguez said Warehouse 21 is a non-profit organization, just like Zona del Sol was and they are having some challenges of themselves. As the economy has changed and times have changed, more and more the public is depending on the government to resolve some of those issues. Warehouse 21 is not sustainable and this is part of the reason as to why the City needs to look at public locations for a teen center.

Ms. Trujillo asked why they don't consider a more neutral place or just improve the current centers that they already have instead of creating a new one.

Councilor Dominguez said access is a huge issue. In terms of cost, typically speaking it is cheaper to build brand new than it is to remodel. Part of the intent of the Resolution is to sift through all this and answer some of these questions.

Chair Gurule asked why they can't have a teen center where the youth are not required to pay or where kids can go free, particularly those who cannot afford to pay. She asked why the City couldn't use the money that they will use to build one to go towards the costs for teens to go into the teen centers.

Councilor Dominguez said this is part of the reason to have a "publicly run" teen facility like the Carlos Ortega Teen Center. This is the difference between a City-run facility and a private, non-profit organization operating the facility. For example, Warehouse 21 has to charge a fee to pay for their costs.

Ms. Rodriguez noted that the Carlos Ortega Teen Center does charge a fee but they find a way for those whose parents cannot pay for their youth to go to the Center.

Ms. Martinez added that the Carlos Ortega Teen Center offers scholarships or sponsors, or reduced fees for those who cannot pay. They work with the parents on this.

Ms. Rodriguez said the other thing about having teens come and go as they please is that they want to make sure that people are safe while they are at the teen center. This is one of the reasons they have register forms because they have to keep track of people and that they know that they have the youth/child at the teen center. They have to have some way of making the centers safe, that they have the adequate amount of staff and food, etc.

Mr. Sanchez said he wants to talk about a survey that will be conducted to poll all of the kids in the community and will address all of the questions that they have.

Mr. DeMella said when they have kids in the City's facilities, their biggest concern is that the kids are safe.

Councilor Trujillo said he is in full support of Councilor Dominguez's Resolution because Councilor Dominguez is asking staff to come up with those perimeters of what the youth want and where the best place to put a teen center.

Councilor Dominguez noted that the Resolution states that staff has 90 days to do this but this might change in order to give staff time to get the results of the surveys and analyze them. At that point in time, staff will hopefully be able to answer some of these questions. Councilor Dominguez would like to come back to the Board and discuss the results of the surveys.

Chair Gurule asked how they will know if the teens go to the centers that are already built.

Mr. Sanchez said this will be one of the question that will be in the survey.

Councilor Dominguez said some of the language that is included in the Resolution came from the teens themselves and some of the information came from the 2007 Youth Summit. Some of the language also came from a cross section of teens and included those teens who are not connected or engaged in the community.

Councilor Trujillo noted that the City did not get input from the teens for the teen centers that were built.

Chair Gurule asked if the Board had any comments or questions.

Mr. Lucero said he agreed that the survey has to be done first before continuing with this because he is not sure of what other youth think of this.

Ms. Jacobs said she agrees with Jared Lucero but she wants to see a survey that will actually be used.

Mr. Flores also agreed that a survey should be done first because it will tell what will work and what will not.

Mr. Sanchez said the survey is only one part and will give them a good analysis and will lead them to a teen summit. The voices that will not be heard apart from the survey will be heard. They will reach out to the youth that is disconnected to get their voices heard.

Mr. Segura feels that the south side of town is the perfect place for a teen center. He said one way to get teens there is to have free Wi-Fi for the teens to use. This is the number one thing that teens would like to have.

Councilor Dominguez requested that staff get this information to the Governing Body.

Ms. Gurule moved to support the Resolution directing staff to propose an operational plan and programming options for the establishment of a Teen Center that would benefit the youth of Santa Fe. Ms. Trujillo seconded the motion. The motion passed unanimously by voice vote.

OLD BUSINESS

a. Youth Summit Meeting – Discussion of Youth Summit, vote on plan and follow up process after Summit

Mr. Sanchez distributed a handout on the timeline for the Youth Summit. He said they pulled the date back to have the Summit, not only to gather information but that they continue to keep this going after the Summit; and figure out how they get the message out to the kids that they are actually moving on the things that they asked for; and how do they get the information from the kids back to the Commissions and Governing Body.

Mr. Sanchez said they met with the representatives from the Convergence Project about doing this survey and reach out to all of the kids that they can in Santa Fe, not just the kids who are in school, but include the kids who are in youth shelters or YouthWorks. He noted that they invited Hana Patrick and Ashley Nielsen to today's meeting and the Santa Fe Public Schools were also invited to attend today's meeting but they were unable to attend. They want this to be an inclusive project and have a useful conversation when they bring everybody together. They would like the Mayor's Youth Advisory Board to be the driving vehicle and a part of that ownership with the Convergence Project, the Children and Youth Commission and the Governing Body.

The Convergence Project will draft the survey in the next couple of weeks and hopefully administer the survey in April and come back with the analysis or results sometime in May.

Mr. Sanchez asked Ashley Nielsen to talk about what the survey would look like.

Ms. Nielsen gave a brief history of her background noting that she has done research in the past and in terms of the surveys, they get the youth to create the questions and get good data. This means you want to get a good representation of the youth. She noted that there are approximately 7,000 youth and they would like to get at least 10% of the population and they want to target all cross sections of youth. In order to do this, they start with focus groups and have conversations and then pull out the survey questions.

Then the survey will get sent out and the data will be analyzed. She suggested that a focus group be done first to sculpt the questions and possibly have on-line participation to get a better idea of what the youth want.

Mr. Sanchez said with that there are a lot of different questions that need to be answered. He said they want a good representation of the needs of the kids from all cross sections and this will help them set up the Youth Summit. Once the Summit is done, they will get to work on what they need to do to implement this and how will they use the Mayor's Advisory Board to convey this information out on the progress that has been made. This way the teen's voices come to life in the City.

Ms. Nielsen said another important element is re-doing the survey on an annual or bi-annual basis because the youth will realize that this is a venue for them to voice their concerns and that something is being done. There will be more of a response rate with the second survey because the youth will know that this can be trusted.

Ms. Patrick said this is also a way to hold the adults accountable, to develop accountability and follow through as part of the process.

Councilor Dominguez asked what the percentage is that some of the surveys will get tossed out.

Ms. Nielsen said the error rate is about 10% of the population.

Mr. Sanchez said this will cost some money and Edith Martinez has found the funds to do this so the Board needs to approve this to move forward with the contract with Story Place to do the survey.

Mr. Lucero asked if there will be a fee.

Ms. Nielsen said the fee is approximately \$4500.

Ms. Rodriguez asked Ms. Nielsen what exactly they would be doing.

Ms. Nielsen said they would facilitate a few focus groups to start with or can train the Board to facilitate the focus groups. Then from that, the data will be gathered and analyzed.

Ms. Rodriguez asked if they will send the analysis of what the data is actually saying and Ms. Nielsen said yes. She noted that they will use Survey Monkey, as the electronic form to do the surveys.

Ms. Martinez noted that funding has been allocated to pay for the survey.

Chair Gurule asked the Board if they want to approve this.

Ms. Trujillo moved to approve the contract with Story of Place/Convergence Project to do the survey. Mr. Segura seconded the motion. (Mr. Lucero opposed).

Chair Gurule asked why he is in opposition.

Mr. Lucero felt that the \$4500 could be used elsewhere and the Board could conduct the surveys on their own. They could go on line and research how to do surveys and how to analyze them.

Ms. Nielsen explained that the fee of \$4500 is a good deal, it can cost up to \$30,000 to do these types of surveys. She feels that it takes good experience to do a good survey.

Ms. Rodriguez said they can assist and train the Board to do the follow up.

Ms. Jacobs moved to call the previous question on the survey, to reconsider the question.

Chair Gurule asked what the desire of the Board is.

Ms. Trujillo moved to approve the allocation of the funding needed for the survey. Mr. Segura seconded the motion. The motion passed unanimously by voice vote.

b. Determination of Youth Projects for 2015 – Description and vote on this year's projects

The following suggestions were made for Youth Projects/activities for 2015:

- Continuation of the Fun Run at the end of the summer-as a fundraising opportunity
- The Mayor's Youth Board can help with the Zozobra Run that the City does in September.

Councilor Dominguez said he understands that there might be some logistical challenges involved because of all of the events being held and the resources that are required for these events.

Councilor Trujillo asked staff to get the information on this and report back at the next meeting.

Ms. Rodriguez noted that there is also a running club (The Striders) in Santa Fe and a Color Run is an idea and the Museums are doing a color theme this summer. She explained that there are a lot of logistics in planning runs, like closing the roads, using the timers, etc. However, the Striders have done it.

- Having a dance off for the youth.

Ms. Martinez said as part of the Teen Nights, they are always looking for recommendations to have and she can bring this idea forward to the three organizations. She noted that YouthWorks, the Boys & Girls Club are looking to collaborate on an event and she will look into this.

- Softball tournaments – possibly the Board could play against a team of City Councilors. They could coordinate this with the sports tournaments that are already going on.
- Bullying Campaign – Mr. Sanchez suggested that the Board think about this because it is important and possibly they can put together a team from the south side of town.
- Art Contest – possibly work with the Arts Commission and Debra Garcia y Griego on having an art display for youth.
- Musical group or some kind of band event.

Ms. Martinez noted that they are looking at a Youth Fest where they will have a local band contest.

Ms. Rodriguez suggested that they ask teens around the campus for ideas and bring back the ideas at the next meeting and have a discussion about them.

DISCUSSION ITEMS FOR THE NEXT MEETING

- 1) Discuss ideas for Youth Projects, like sports events
- 2) Survey on Teen Center

MATTERS FROM COUNCILOR TRUJILLO

Councilor Trujillo suggested that they come up with a list of things they would like to see.

MATTERS FROM THE BOARD

Mr. Segura noted that a total of 17 kids from Capital High School qualified to go to the DECA Event in Orlando, Florida on April 24th. The total cost is \$17,000; therefore they are trying to raise funds or get sponsorships so that these students can represent New Mexico at the competition. Each student needs to raise \$2,000.

Ms. Rodriguez said this is perfect information to get to Edith Martinez to put out on Facebook.

Councilor Dominguez offered to bring this up to a school board member meeting.

Chair Gurule and Councilor Dominguez suggested that there be a hamburger fry or

fish fry during Lent on a Friday (for the employee's pay day) as a possible fundraiser.

MATTERS FROM THE FLOOR

Mr. DeMella mentioned that he is the staff liaison for the City of Santa Fe Regional Juvenile Justice Board and he would like to see a member of the Mayor's Board be a part of this Board. They meet on the third Tuesday of the Month from 5:15 p.m. to 6:15 p.m. Interested candidates can contact either Brittany Gurule or Edith Martinez.

ADJOURNMENT

Its business being completed, the meeting adjourned at 6:15 p.m.

Approved by:


Brittany Gurule, Chair

Respectively submitted by:


Jo Ann G. Valdez, Stenographer