

# 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, May 13, 2015**  
**11:00 am – 1:00 pm**

- I. PROCEDURES
  - A. Roll Call
  - B. Approval of Minutes – April 8, 2015
  - C. Approval of Agenda
  - D. Approval of Consent Agenda
- II. CONSENT AGENDA (None)
- III. ACTION ITEMS
  - A. Business Regulation Licensing Recommendations - (Piper Kapin & Zack Quintero)
  - B. Office of Business Development - (Fabian Trujillo)
- IV. PUBLIC HEARING (None)
- V. UNFINISHED BUSINESS (None)
- VI. INFORMATIONAL ITEMS (None)
- 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)
- IX. ITEMS FROM STAFF
- X. ITEMS FROM THE CHAIR
- XI. NEXT MEETING DATE – **June 10, 2015**

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

**Wednesday, May 13, 2015**

<b>ITEM</b>	<b>ACTION</b>	<b>PAGE</b>
I. PROCEDURES		
A. Roll Call	Quorum	1
B. Approval of Minutes-April 8, 2015	Approved	2
C. Approval of Agenda	Approved	2
D. Approval of Consent Agenda	None	2
II. CONSENT AGENDA	None	2
III. ACTION ITEMS		
A. Business Regulation Licensing Recommendations-	P. Kapin/Z. Quintero	2-5
B. Office of Business Development -	Fabian Trujillo	5-8
IV. PUBLIC HEARING	None	8
V. INFORMATIONAL ITEMS	None	8
VI. ITEMS FROM THE PUBLIC	None	8
VII. UNFINISHED BUSINESS	None	8
VIII. ITEMS FROM THE COMMITTEE		
A. SF Global Trade Initiative Work Group Update-	Not Discussed	8
B. Friends of the Plaza: Creation of a Subcommittee	Discussed	8
IX. ITEMS FROM THE STAFF	None	8
X. ITEMS FROM THE CHAIR	Discussed	8-9
XI. NEXT MEETING DATE	June 10, 2015 Adjourned at 12:15 p.m.	9

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

**WEDNESDAY, MAY 13, 2015**

**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 lack of quorum, but was established later as follows:

**Members Present:**

Councilor Signe Lindell, chair  
Miles Dylan Conway  
Brad Furry (arrived later)  
Diane Karp  
Piper Kapin  
Kim Kelly  
Damian Taggart

**Members Absent:**

Councilor Peter Ives, vice chair  
Dr. Almi Abeyta  
Buddy Roybal  
Bill Sisneros  
Tony Ortiz

**Staff Present**

Fabian Trujillo  
Zach Quintero  
Ross Chaney

**Others Present**

Simon Brackley, President of Santa Fe Chamber of Commerce  
Charmaine Clair, Stenographer

Chair Lindell said the vehicle vendor ordinance would be presented to City Council tonight and she is hoping for a positive outcome. She said also the Committee's work came to fruition with the bag ordinance, which passed with two 'no' votes as presented.

*Mr. Furry entered the meeting at this time.*

The Committee discussed the review periods for the vehicle vendor ordinance and bag ordinance.

**B. Approval of Minutes- April 8, 2015**

**Mr. Furry moved to approve the minutes of April 8, 2015 as presented. Mr. Taggart seconded the motion which passed unanimously by voice vote.**

**C. Approval of Agenda**

**Mr. Taggart moved to approve the agenda as presented. Mr. Furry seconded the motion and the motion passed unanimously by voice vote.**

**D. Approval of Consent Agenda- None**

**II. CONSENT AGENDA – None**

**III. ACTION ITEMS (Revised Agenda Order)**

**A. Business Regulation Licensing Recommendations - (Piper Kapin & Zack Quintero)**

Ms. Kapin provided background. She said she and Mr. Trujillo, Mr. Furry and Mr. Quintero as the staff member, volunteered to look at the process for business licensing and review. They started with their own experiences as business owners and then contacted businesses that recently went through the process. In an attempt to make the process more efficient they also looked at the City's technology. She said they began to realize that the licensing part is the little piece that happens right at the end of what can be a long process, like the cherry on the sundae.

The group researched other municipalities. They learned about advanced processes where a business could register online and with an online profile could schedule appointments and upload/download documents necessary to get certificates, etc. The group educated themselves about timelines and organized their recommendations by short term tasks that take conversation and identification of issues, but uses less money and long term tasks that will take more money and more time and is more infrastructure.

The group had a dual goal to improve the climate for business owners and at the same time improve the City's ability to collect useful data and disseminate the information to the right divisions. They met on a regular basis with Lisa Martinez, Director of Land Use and René Martinez with IT (Integrated Technology) as well as various staff members. Input was received from everyone who is a part of the issue.

Ms. Kapin said during this process the groups individual business renewals came up and they all had problems with logins and codes and almost every step of the process in trying to renew online. The positive of that is that all of the glitches were fixed immediately and the experience helped the group understand the pieces of technology and software previously purchased, which is a separate issue.

Ms. Karp said she has been on Committee for a while and the Committee has talked about this for a long time. She said "kudos" to them because it is the first time the City has a map of where the glitches are and how to address the long and short term issues. She hopes City Council will see the value of unifying the departments in software. She said that will not only make it easier for new businesses, but

for all businesses and will provide the City with information to work from, which in the past has been vague and only estimated.

Mr. Taggart said part of the effort is to change the culture at the City so staff no matter what their position, will recognize the value of the data. He said there is information about businesses that have failed in Santa Fe, but no one has that or realizes that the information can be useful.

Ms. Karp pointed out the data is used not only internally, but when the City develops economic plans and in attracting new business.

Ms. Kapin said that was also discussed and they talked about how to use the data; for instance a person thinking about opening a pizza restaurant who wants to know how many pizza restaurants already exists in Santa Fe. She said it comes down to the limitations of a very tired old system of software/hardware and processes. She pointed out that under the long-term tasks; the first goal is to acquire a new software solution that unifies the City's business regulation process. That will include licensing, land use, payments, inspections and public safety. She said the systems exist and they hope that by including them in the recommendations they will be tagged at some point in the budget conversations.

Mr. Taggart said part of the challenge is the many different department decision makers. She said a unified system would require bringing a number of people together to get everyone on the same page.

Mr. Furry said that the City is currently looking at an IT management system for Finance. He said if the City only looks at the best system for the Finance Department today without a comprehensive process of what will work best in a year when other departments like Land Use or Parking, etc. are tied in, the City will end up piecemeal in all of the departments, as they are currently.

Ms. Kapin said the group learned that when divisions decide on software/hardware, the IT department is not brought in. She said IT could be the technological hub, and the City would have the ability with IT as the hub, to ensure compatibility moving forward. The City currently has expired piecemeal equipment that was bought by individual departments at different times with different web developers, etc. She said that is reflected in the business community when trying to interact with the City divisions, which all have different processes because the technology is different in each department.

Mr. Taggart said another layer to the issue is the current data in the IT system is stuck and the software in use does not have a large user base. The City is locked into expensive contracts, which seemed a good idea when the software was purchased, but over time the City has become stuck in a pattern. The fear is if the City switches to a modern system that the data will be lost. He thought there should be language for a recommendation to have a technologies czar.

Chair Lindell thought that was covered under Long-term Recommendations #3: *'Implement a central oversight'*.

Mr. Taggart said the IT Director thought some of the points will be better incorporated into an IT charter.

Chair Lindell recommended the report be forwarded to the City Manager with a request that there be a

follow-up in six months of what the City has done on these specific items. In addition, which of the long-term items the City was able to tackle with any of the strategies for a citywide IT process and the investments that have been implemented.

**Mr. Furry moved that the Committee submit the Business Regulation Licensing Recommendations Report to the City Manager requesting a follow-up of the recommendations in six months. Ms. Karp seconded the motion.**

Ms. Kapin said there should not be any surprises for staff on the short-term task. She said everyone who was recommended as department and staff under each task provided input at the meetings.

Mr. Trujillo thanked the group for their work. He said the work has been impactful and is already being implemented in issues that his office has struggled with. He has already been contacted by the IT Department and the Business Licensing Department and they are determining a way for him to get the emails. They are also working on the codes for the industries and will be implemented to meet the deadline. He is in the process of developing the home base business checklists and is working on many of the recommendations now, which should be completed within the timeline. He thanked the group. He said the process has really made his job easier and he appreciates that.

Ms. Kelly said the group did amazing work. She recalled the gentleman from AHA (After Hours Alliance) who talked about the difficulty to get a permit. She asked if there is a temporary business license for events and if that could be done online also.

Ms. Kapin said she would support adding that to the online efficiency. She said special event permits is a separate process and should be addressed in the same manner, but that is all in Land Use.

Ms. Kelly said that affects so many areas with nightlife and attracting younger people and having that online would be a huge service.

Chair Lindell said she would ask that Mr. Quintero put a report together to bring back to the Committee. Ms. Kelly added that Mr. Goblet would probably be happy to collaborate with Mr. Quintero.

Mr. Quintero thanked the group. He said it took a lot of hours and a lot of patience and many times they felt like they were running into a wall. He said he wanted to express the importance of this for him to personally see how city government operates from an institutional standpoint. He said this is 'concrete asks' that can be held to accountability to the public and is what government is for. He thought the group had executed their responsibility. He said he was grateful he was able to work with the group.

Mr. Simon Brackley said the work by the group was great and the Chamber supports their hard work and the recommendations. He suggested if the Committee goes down the path to review the special events, they might also want to include the alcohol serving issue as well. He said sometimes a gallery might want to serve a glass or two of wine on a Friday night and other times something like Bike and Brew requires a more formal process. He said it should be simpler to serve a couple of glasses of wine.

Chair Lindell said the Committee could have a subcommittee look at the issue. She said the State has weighed in and it is worth more investigation. She said Mr. Brackley would be a great resource for the Committee and she was sure he would be helpful. She said she would consider another subcommittee

under Matters from the Chair.

Chair Lindell thanked the group for all of their work. She asked Mr. Trujillo to get a copy of the recommendations to Mr. Snyder (the City Manager) along with the motion request for a six month update on the list.

**The motion to forward the report to the City Manager with a follow-up was passed unanimously by voice vote.**

Chair Lindell said this is good work and why the BQL Committee exists. She said in a short year the Committee has accomplished a lot. She said she is grateful for everyone; the group is congenial and they take the issues and come up with things that make the City a better place. She said she appreciates how the Committee functions.

B. Office of Business Development - Fabian Trujillo

Mr. Trujillo said it is his pleasure to talk to the Committee about something he is passionate about; business retention and expansion. He said he will provide an overview about the Office for Business Development. He said today he is presenting a draft to get feedback from the Committee.

He said this is a County-wide proactive business retention and expansion program that is an expansion of the Business Ombudsman's Office and a regional partnership with the County and RDC (Regional Development Corporation).

He said the goals and metrics will be to visit and assist approximately 75 businesses per year and get 12 business expansions they will help to facilitate. They will facilitate the creation of 75 jobs and continue to work on an ongoing caseload of 35 to 45 cases per year. Staff will meet with as many small businesses as possible and proactively target the economic development efforts in outdoor recreation, technology/knowledge based, arts and culture and healthcare.

Mr. Trujillo said he, Mr. Chaney and Mr. Quintero plan to visit businesses one-on-one to conduct a survey. They will visit the businesses on the businesses' schedule in the Ombudsman's office or at the business location. The Office for Business Development will assist businesses with resources and navigation through the City processes. The Coffee and Commerce with the Mayor will be a key focus to meet businesses by industry and get feedback on an industry level.

There is an RFP out for the business education services now done by SCORE. The person awarded the contract will work with the Office for Business Development to provide in-depth training based on the feedback from the business visits. The business licensing lists from the City and County will be used to develop targets. City staff will visit areas outside the City boundaries and the County plans to hire RDC to do work outside the County and northern New Mexico. All of the information collected will be entered into a database and tracked. Mr. Chaney will lead the effort in the development of resource partners with the City and continue the work with the Chamber of that is being done. The hope is to bring in resource partners such as the SBDC (Small Business Development Center), SCORE and the Santa Fe Business Incubator and collaborate in serving the businesses and helping existing businesses and entrepreneurs in Santa Fe.

Mr. Trujillo said they have a budget of \$45,000 and the next step is to train staff members and get the databases. He said he hopes to launch the program in July.

Mr. Trujillo stood for questions and asked for feedback from the Committee.

Ms. Kapin asked about the RFP Mr. Trujillo mentioned.

Mr. Trujillo said the RFP is for the business educational workshop services, the current contract held by SCORE. He said although they are happy with what SCORE has accomplished, the contract has expired. The RFP has been folded into this program and revised to connect the two. He said the contract should be out in June or July.

Ms. Kapin asked what specific changes were made to the scope of the contract.

Mr. Trujillo said changes would open the program to northern New Mexico and would be part of a regional partnership and not just Santa Fe County. He said there were not a lot of changes and the program has been operating well, but changes were made in the manner the seminars are done. He said the RFP is open and not particularly geared for SCORE.

Ms. Karp asked what generated the concept to take staff out of the office to do physical visits half time when the department is badly understaffed. She asked Mr. Chaney if that was the best use of their time.

Mr. Chaney said he cannot address the direct reasoning for the decision, but he could address his background in working with entrepreneurs and his ability to do this type of work. He said there is always paperwork and staffing for committees and support for the entrepreneurs. He said they want to support the entrepreneurs more and they will have to work on that balance.

Ms. Karp thought it more efficient to pull the entrepreneurs in to have direct access to someone who is more engaged in economic issues and entrepreneurial support.

Chair Lindell confirmed there were no plans for the proposal to go to any other committee or to City Council. She said she could not support the program at this time with three staff members using 50% of their time to interview and visit businesses. She said the metrics of the program with 75 visits to businesses per year and 60 hrs a week; the math tells her that would be 41 hours per visit, per business, per interview. She said businesses do not have that kind of time for interviews first of all. She said secondly, it is not acceptable to have three staff members spend that amount of time doing interviews.

Ms. Karp said she does not doubt the program, but doubts the mechanism for connecting with businesses.

Ms. Kapin said it was discussed to have an actual physical space that would become a business development center and that would be expanded. She said this program caters to existing businesses that may or may not need these resources. She asked what happens if a business comes to City Hall when all of the staff is in the field. She said she likes the idea of a business development center, but thinks of it more as a storefront.



Ms. Kelly said there could be a balance of the idea. She said on one hand there is too many staff hours allotted to the program and on the other, she would like there to be someone to welcome new businesses and tell them about the programs and classes available. She said they could make a personal connection and once made, staff would not need to go back to the business. The businesses would be more comfortable seeking help if they have problems.

Mr. Trujillo said he sees around 80-100 businesses a year and in addition he works in economic development. He said this idea is to be proactive and find if there is a way to help businesses and try to stimulate their growth.

Mr. Furry asked if the \$45,000 funding is from the City's budget. Mr. Trujillo replied all of that money is from the City's budget. He added that the County will put in \$30,000 to hire the RDC for outside the county and the entire program would be funded at 75 thousand dollars.

Ms. Kapin asked how the 75 businesses will be chosen. She asked how the City will respond when other businesses hear that some businesses are getting one-on-one attention and ask why they were not chosen.

Mr. Trujillo said staff will visit any business if they call and the 75 businesses is a target number and there could be more. He said he would respond to businesses by saying the 75 that were chosen were because they are in the [economic industry] plan. He said this will not be exclusive and staff is here to help all of the businesses.

Mr. Conway said it seems this will take the year to get ready to develop the database and resource materials. He asked how long it would take to lay the foundation for the program.

Mr. Trujillo said training will take about six weeks and the program could start in June. Staff will work with IT on the database and it will be online or cloud based. He said a lot of it will be to take existing resources to help the existing businesses.

Chair Lindell said she is also concerned about how the businesses are selected, and selecting 75 businesses to interview when they might be fine. She said she is curious why a business would not be targeted that needs help. She said she is not clear about the purpose of the interviews and selecting 75 businesses randomly. She said if just to generate information that does not solve any problem. She said finding the right 75 businesses to look at is paramount to the program's success.

Mr. Trujillo said a major purpose is to find businesses that are looking to expand and help them to find and access resources to grow and create jobs.

*Mr. Furry left the meeting and quorum was lost.*

Ms. Karp said there is a preselected group of industries: film and digital, outdoor recreation, technology and knowledge based and arts culture and organizations are in place with connections to those areas. She thought it simpler to invite businesses if they plan to connect with the Coffee and Commerce type of engagement, to come if they have questions or issues, etc. She said then, if interested the businesses could meet other people in their field and the City's staff and Mr. Chaney, Mr. Quintero or Mr. Trujillo, etc. all in one place. She is also concerned about the use of so many hours, when they may

not be needed. Ms. Karp said staff should start by asking questions and find out what the actual needs are.

Ms. Kelly said on selecting a business, she thought it better to start with startups. She said if they want to attract businesses that need help, they could advertise and invite businesses to call or make an appointment. A business owner who comes in could fill out a questionnaire and consult with staff and that brings them in a casual way and they would not feel like there is a problem if they ask for help.

Ms. Kapin agreed. She said she was not aware until she was in the business regulation licensing group, of how much the Ombudsman's office offers. She said getting the word out about what is currently offered could be done for a lot less budget. She said the Office of Business Development is a great idea, but let people that need the help come in and don't bother the businesses who do not need help.

Chair Lindell commented that quorum had been lost. She said she is hearing the Committee ask that staff rethink the program and instead of being outwardly oriented the program be brought inward. She asked Mr. Trujillo, Mr. Quintero and Mr. Chaney to use the ideas that had been discussed today to rethink the program and bring new ideas back to the next meeting.

**IV. INFORMATIONAL ITEMS – None**

**VI. ITEMS FROM THE PUBLIC -None**

**VII. UNFINISHED BUSINESS- None**

**VIII. ITEMS FROM THE COMMITTEE**

- A. SF Global Trade Initiative Work Group Update (Mayor Pro Tem Ives)-Not Discussed
- B. Friends of the Plaza Work Group Update (Buddy Roybal)

A flyer on Keep the Plaza Beautiful was distributed. Chair Lindell said last year they had a lot of fun and she hopes to see some of the members and some of the Plaza businesses participate.

**IX. ITEMS FROM THE STAFF – None**

**X. ITEMS FROM THE CHAIR –**

Chair Lindell said it is reasonable to put another subcommittee together to look at temporary licenses and temporary licenses for special events involving alcoholic beverages. Ms. Kelly, Ms. Karp and Ms. Kapin volunteered to be on the subcommittee and Mr. Quintero offered as staff.

Ms. Kapin clarified that there were some things the Committee could not change with State alcohol licensing, but the City's rules could differ and is part of what the subcommittee should look at.

Chair Lindell said the City falls under the State rules, but has some leeway. She said part of the subcommittee's work is to give a clear rundown of how the City does fall under the State

alcohol regulations. She suggested contacting Shelly Mann-Love with the Alliance that deals with alcohol in schools. Chair Lindell said they have best practices and the input is critical for the subcommittee.

Ms. Karp said the issue is central with everything the City does and they have to be proactive.

Mr. Quintero suggested the subcommittee be the Special Events Subcommittee.

The Committee discussed members that should be included for their input and institutional knowledge and that someone from Land Use such as Lisa Martinez should be included.

Chair Lindell asked that the subcommittee have commitments and at least one meeting prior to the June 10 Committee meeting.

Chair Lindell thanked everyone for doing this work. She said the Committee has done important work and has gotten a lot done. She said it feels good and they are creating a better community than a year ago and bringing attention to issues that should be thought about.

**XI. NEXT MEETING DATE-- June 10, 2015**

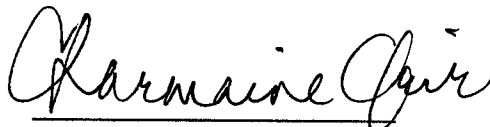
*Having no further business to discuss the meeting adjourned at 12:15 p.m.*

Approved by:



Signe Lindell, Chair

Submitted by:



Charmaine Clair, Stenographer