



# Agenda

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DATE 11/7/07 TIME 10:10 am  
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**Parks and Open Space Advisory Committee  
Parks Division Conference Room  
Thursday November 15, 2007 3:30 p.m.**

1. Call to Order
2. Roll Call
3. Review and Approval of the minutes of the September 13, September 26, and October 25 meetings.
4. Approval of the Agenda
5. Update on the progress of the Parks and Trails Bond Initiative
6. Discussion / Action Item - Advisory Committee Strategy to support the Initiative
7. Public Comments
8. Establish date and time for the next meeting.

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**CITY OF SANTA FE**  
**PARKS AND OPEN SPACE ADVISORY COMMITTEE**

November 15, 2007

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ROLL CALL	Quorum	1
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**MINUTES OF THE**  
**CITY OF SANTA FE**  
**PARKS AND OPEN SPACE ADVISORY COMMITTEE**

**November 15, 2007**

A regular meeting of the City of Santa Fe Parks and Open Space Advisory Committee was called to order by Elizabeth Booth, Chair on this date at approximately 3:00 p.m. at Parks Conference Room, 1142 Siler Road, Santa Fe, New Mexico.

**ROLL CALL**

Roll call indicated the presence of a quorum as follows:

**Members Present:**

Elizabeth Booth, Chair  
Patrick Torres  
Anna Hansen  
Lester Wallman  
Margaret Veneklasen

**Members Absent:**

Tommy Martinez  
Richard Lopez

**Staff Present:**

Ben Gurule, Parks Division, City of Santa Fe

**Others Present:**

Dave McQuarie, Citizen  
Veronica Maldonado, Stenographer

**Review and Approval of the Minutes:**

September 13, September 26, and October 25, 2007

The following change was made to the Minutes of October 25, 2007:

Name was changed to read: "*Anna Hansen*"

**Ms. Veneklasen made the motion to approve the minutes of September 13, September 26 and October 25, 2007. Mr. Wallman seconded the motion which passed by unanimous voice vote.**

### **Approval of the Agenda:**

**Mr. Torres made the motion to approve the agenda. Ms. Veneklasen seconded the motion which passed by unanimous voice vote.**

### **Update on the Progress of the Parks and Trails Bond Initiative:**

Chair Booth said that this item was on the agenda to approve the language. Meanwhile the Trust for Public Lands has a division that helps communities pass bond issues. They have offered to help the strategist to develop a steering committee.

Chair Booth said the idea would be to run a targeted campaign that focuses on likely voters rather than a media public campaign. Chair Booth said she ran this by Fabian Chavez and he said this is what they did with the schools.

Chair Booth said the idea would be to focus on the idea that this is going to be good for everybody. Everybody is going to win and there is something in it for everyone. This is better than everyone getting in on a debate over who is getting what. It is for the parks, for the future and for the children.

Chair Booth said the campaign would be a registered affiliate of the Conservation Trust campaign so there will be a legal way to get funds. The name that came out for the campaign is : ***"YES! Santa Fe Parks and Trails."***

Ms. Hansen asked who came up with the name.

Chair Booth said it was a long group of people. Chair Booth said those attending the meeting were members of BTAC, Santa Fe Conservation Trust and the Pedal Queens.

Chair Booth said she had sent e-mails to the advisory committee and had asked them for input.

Chair Booth said the only thing that is set is the name of the campaign. Chair Booth said that she is asking who should be on the steering committee and on the advisory committee. The steering committee would do the actual work. The advisory committee would not necessarily do the work. They would only be the support.

Chair Booth indicated that this Committee would not be able to do anything because they are not allowed to raise monies.

Ms. Hansen said it has to be a separate entity or non-profit. She feels great that Trust for Public Lands wants to be involved. She thinks that time is of an essence.

Ms. Veneklasen said she was surprised that she didn't know anything about it.

Mr. Gurule said that he understood that Fabian Chavez did not want to form another committee. This is specifically what the Advisory Board is for.

Chair Booth said the work that it is going to take to pass the bond initiative is far beyond what she would commit herself to.

Chair Booth said she is asking of the Parks Advisory Committee to think who would step up and be good on the steering committee.

Mr. Wallman said it would be helpful to utilize a celebrity that lives in town.

Chair Booth said she had mentioned that and they would put that idea up for discussion when the steering committee is formed.

Ms. Veneklasen asked why they would need fund raising.

Ms. Hansen said it was to contact the voters, get out mailings, get them to the polls and get them to vote. If they don't convince people that it is a good thing they will get to the polls and not know what they are voting for.

Chair Booth said the big push is going to be endorsements.

Mr. Gurule asked what is needed from this Committee.

Chair Booth asked who they know that could be on the steering committee and be willing to put some significant time into it. Who do they know that will do an activity and get endorsements? She needs people to start putting energy into it.

Ms. Hansen said she knows how important it is to get endorsements and suggested the Sierra Club. The Sierra Club probably already has a group and is organized.

Chair Booth asked who are the people in this town that could serve on the steering committee that are really admired and are leverage in the community? She said that Fabian Chavez had mentioned a Hispanic male from District 4 who has children. Or perhaps someone from the private sector, Chamber of Commerce, real estate agent or a celebrity, etc.

Ms. Hansen said anyone who has been on the city council or the school board before. She suggested Frank Montano.

Ms. Veneklasen suggested Ruben Lovato.

Mr. Wallman said Matt Sargeant who is in real estate.

Ms. Hansen said all of the Parks Advisory Committee's names should be on the list of endorsements. Other suggestions were Molly Whitted, Karen Walker, and Max Coll.

Ms. Veneklasen said everyone on the committee should belong to the Old Santa Fe Associations.

Ms. Hansen said she will commit to lobbying people for endorsements.

Mr. Torres suggested getting three of the past mayors for Santa Fe, Larry Delgado, Sam Pick and Debbie Jaramillo.

Ms. Hansen said they should get *Que Suave* to do endorsements because they are the main connection to people.

Ms. Veneklasen said she talked to the lady at the Lensic and she was told that if a proposal was put together they could hold a fund raiser.

Mr. Lester said he would also commit to get endorsements.

#### **Discussion/Action Item**

##### **a. Advisory Committee Strategy to Support the Initiative**

Chair Booth asked if the members could think of anyone who has spare time and could be committed to being on the advisory committee. She said to call her or send her an e-mail with any names.

Ms. Veneklasen mentioned David Barker from Barker Realty.

Chair Booth said the next meeting would be on November 29, 2007 at 8:30 am at Trust for Public Lands. Those attending have committed to bring another person to the meeting.

Ms. Veneklasen said she would like to help

Mr. Torres said that the leagues should also be contacted.

Chair Booth said she would call Tommy Martinez and talk to him about contacting the leagues.

#### **Public Comments**

Chair Booth asked if the Master Plan was in final.

Mr. Gurule noted that the direction he was given was to leave it alone and not to disseminate anymore copies at this time.

Mr. Mcquarie, a citizen, recommended to let the public know. He said it is very negative and looks like they are not letting the public know what they are doing by not disseminating any information.

Ms. Hansen said that she thinks they are saying that they don't want to disseminate the information it is that they don't want to disseminate the master plan in the state that it is in now and they want to make it a document that people can actually read.

Mr. Gurule said he thinks the plans are to approve the final copy and then disseminate.


**Establish Date and Time for next Meeting**

The next meeting was scheduled for December 19, 2007 at 3:30 p.m.

**Adjournment**

Its business completed, the meeting was adjourned at 4:30 p.m.

**Approved by:**

  
Elizabeth Booth, Chair

**Submitted by:**

  
Veronica Maldonado, Stenographer