



Agenda

CITY CLERK'S OFFICE

DATE 5/15/15 TIME 10:00am

SERVED BY Zackary Quintero

RECEIVED BY Alicia Harburg

Nighttime Economy Taskforce

Market Station at the Railyard
500 Market Station, Suite 200

Engine Room
Thursday, May 21, 2015
1:00 pm-3:00pm

- I. Procedures
 - a. Roll call
 - b. Approval of last meetings notes on- April 16, 2015
 - c. Approval of agenda
- II. Discussion and Review Topics Not Yet Covered
- III. Sort Topics Within Taskforce
- IV. Form Subcommittees for Each Topic
- V. Schedule Drafting Session
- VI. Items From Staff
 - a. None
- VII. Items From the Committee
 - a. Calendar
- VIII. Meeting Schedule
 - a. Next meeting is- June 10th- 1:00pm-3:00pm 500 Market Station
- 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 TASKFORCE

INDEX – MAY 21, 2015

TOPIC	ACTION	PAGE NO.
Cover Page		1
Call to Order, Roll Call	A quorum was present at the time of roll call.	2
Approval of Minutes, April 16, 2015	The Chair moved to approve all minutes at the June meeting, second by Shannon Murphy, motion carried by unanimous voice vote.	2
Approval of Agenda	The Chair moved to approve the agenda as presented, second by Victor Romero, motion carried by unanimous voice vote.	2
Discussion and Review Topics Not Yet Covered. Sort Topics within Task Force	No formal action, documented discussion in minutes.	2-16
Form Subcommittee for each Topic	Informational, no formal action.	16
Schedule Drafting Session	Informational, no formal action.	16
Items from Staff	Informational, no formal action	16
Meeting Schedule	Note: Meeting date changed from June 10 to June 17, 1:00 pm – 3:00 pm	16
Adjourn	Meeting was adjourned at 3:00 pm	17
Signature Page		17

Nighttime Economy Taskforce

Minutes, May 21, 2015 – 1:00 pm – 3:00 pm

Market Station at the Railyard

I. Procedures:

The meeting was called to order by **Vince Kadlubek**, Chair. A quorum is reflected in roll call.
Meeting called to order at 1:07 pm

Roll Call

Present:

Vince Kadlubek, Chair

Shannon Murphy

Jaime Lenfestey

Todd Eric Lovato

Kate Kennedy

Victor Romero

Not Present:

Staff Present:

Ross Chaney

Zach Quintero

Others Present:

Kateri Calvert for Fran Lucero

II. Approval of Minutes – April 16, 2015

The Chair moved to approve all minutes at the June meeting, second by Shannon Murphy, motion carried by unanimous voice vote.

III. Approval of Agenda

The Chair moved to approve the agenda as presented, second by Victor Romero, motion carried by unanimous voice vote.

IV. Discussion and Review Topics Not Yet Covered

Chair yields the floor to Ms. Murphy to speak about the handout for the purpose of the meeting that was given and go over anything Ms. Murphy and Ms. Kate Kennedy did just in case they missed anything.

Ms. Murphy states herself Vince and Kate had a meeting over text and phone relaying to one another theirs and Vince's thoughts on the need to shift from looking at things in depth and they picked more of the bigger hairy topics to start with. Ms. Murphy thinks they need to shift to having these meetings about actually designing or writing the recommendations themselves. Ms. Murphy said her thoughts in response to that was, "let's go back to the first list from the beginning where we laid everything out and basically make a list of everything we are going to make recommendations of and assign them to the three meetings so if anyone has any interests

Nighttime Economy Taskforce

Minutes, May 21, 2015 – 1:00 pm – 3:00 pm

Market Station at the Railyard

in any of them like I am for the liquor stuff and know that we will be talking about that in July so I can make sure to go interview people or ask people to join a team to make sure my thinking gets into their recommendations. I think we need to have a schedule of that." Meeting Handout (Exhibit A) was distributed which outlines their thoughts and what the purpose of this meeting is and what to go over on the list and touch back so we all have an image of it. From the list that still remains and the items they already went over they will make a list on the white board of what we are going to make recommendations and do some organizing. They said they should indicate what month items will be discussed and who really wants to be included in any prep work for the ideas. Ms. Murphy said what she tried to do with Kate's help was to try and sort out some of these things; the list of topics and ideas not yet discussed at length which is the first list that in the handout. Then there is a list of which we have already started to form recommendations for, that will be at the beginning of the list that we are starting to form. Such as Transportation, Parking, OTAB, Food Trucks and kiosks. I think we will have a separate list like the concierge day, the promo guide that we may not necessarily send a recommendation to the governing body but we might want to let them know it was set out from this Task Force. We aren't going to be forming a recommendation list to the governing body yet. Then I included a list from way back in the day for you as well. Just in case we have time that we can read through it together and make sure Kate and I didn't miss anything. So does that make sense to everybody?

Mr. Chair stated it makes sense to go through the first list of topics that they haven't discussed knowing that we won't have a real chance to discuss these things. We should go through them and a) can we appropriately imagine recommendations to the Governing Body or are these things outside of the city purview, and then b) if there are recommendations that could be made, who wants to make sure they are working on those recommendations? Who is behind that to develop that?

Mr. Chair states seasonal closure of Galisteo activating Burro Alley, he believes there is a recommendation for those two streets.

Ms Kennedy asks Mr. Chair how that would impact the businesses in that area who have those areas in their leases like El Agave since they have the patio lease and they are serving beer and wine.

Mr. Chair states he does think the both need more massaging of the issue if any, talking to the businesses there, having a vision of what we want to see there before any recommendations can be made. The Chair asked if anyone was especially driven by the Burro Alley/Galisteo closure or new aesthetics we could bring it back to one of the next meetings. Victor Romero expressed interest.

Ms. Murphy states that she and Kate put those together because it's seemed like it was more of the downtown activation but at the same time the seasonal closure of Galisteo seems simpler and recommend extending more people to the plaza.

Nighttime Economy Taskforce

Minutes, May 21, 2015 – 1:00 pm – 3:00 pm

Market Station at the Railyard

Mr. Chair speaks of the food truck on Palace and if it doesn't work out maybe placing it on Galisteo would make more sense. Because there is not really any restaurants in that area and Skylight would probably be the one most affected.

Mr. Romero states that most of the night life would be stuck in that little corridor.

Ms. Kennedy states Skylight and El Agave would probably be referred to as dinner serving establishment to either the Burro Alley/ Galisteo area.

Mr. Chair ascertains but they only serve until what time?

Ms. Kennedy states until midnight.

Mr. Romero states he thinks the closure is one thing but there is also opportunity to flush it out more and possibly have a block party or something of that sort. Maybe we could also recommend some type of canopy lights down Burro Alley and Galisteo to light up that corridor.

Mr. Chair ascertains Ms. Kennedy if Burro Alley is closed again?

Ms Kennedy states no its open and it is very cheap. She also states the other restaurants that would be impacted would be Blue Corn Café and Coyote right on Water Street.

Mr. Romero asks if they are looking at it as a time that they are serving dinner, because to me I think of more of them as post 9pm.

Mr. Chair states to Ms. Kennedy that she is the only exception because she goes until mid-night. He thinks Counselor Lindell is looking into the vendor thing because it goes until 2:30am it is a night life thing but I think we should just stick with our recommendations for our time period.

Ms Kennedy asks if they can make a recommend yes, a seasonal closure but even a specific time frame to close that so it would impact those business less. What if we recommended a seasonal closure at 6:00 pm or 7:00 pm?

Mr. Chair states the only problem is the cars that are already parked in that area and because of the Night Wave, if you want to close, it would have to be like at 6am and you might as well close it all summer long.

Mr. Romero asks if they could get help from the city to place the red hoodies on the meters.

Ms. Kennedy states it would cost about \$90 dollars a meter.

Mr. Chair stated whoever is interested in this possibility will get together with Victor Romero and get some information that they can run with and possibly work out a recommendation for the two. They possibly are going to be two recommendations and not together.

Nighttime Economy Taskforce

Minutes, May 21, 2015 – 1:00 pm – 3:00 pm

Market Station at the Railyard

Mr. Zach Quintero asks if the city would allow food trucks on Burro Alley.

Mr. Romero states probably not because it is too close to restaurants, which was an issue in the past.

Mr. Quintero states he was just asking because he wasn't sure if it was in the plaza periphery.

Mr. Romero states he believes it is and it goes down all the way to Eldorado. In all reality Burro Alley just needs better lighting.

Ms. Kennedy asks if they could make a recommendation to activate Burro Alley or even put lamp lighting in that area which a very tangible recommendation.

Ms. Murphy states she is not sure that is the right way to organize it but seems like the recommendations to the governing body would be those two items. They would have to be coordinated with private efforts, second phase of Night Wave and the night life and it will hold as we move down the list.

Mr. Chair states if they all feel comfortable allowing Victor Romero to take the lead on this we will talk through these things at the next meeting and further discuss what the recommendations should be.

Mr. Quintero states there is a template that could possibly be useful that was used by a previous subcommittee regulations group which have short and long term recommendation to the governing body and to the city manager as well, so that may be useful. Just throwing that out there for staff purposes and might be the right way to go.

Mr. Chair mentions the next topic of Quality of Programming and states there is not much they could do about that one. Just hope that people attend and support.

Ms. Kennedy states it could be a line item but maybe not a specific recommendation. Ms. Kennedy mentions the next tab of Liquor Laws and Public Safety.

Mr. Chair states the city can advocate and lobby at the city level.

Ms. Kennedy states that they do have their own liquor license. There is a State Liquor License and a City Liquor License which is a separate deal and they could implement change at the City level.

Mr. Quintero states something that came from CBQL is a new subcommittee that is going to deal specifically with this and remembers Councilor Lindell is forming a special events committee that focuses on this exclusively and they could possibly refer this to those committees.

Nighttime Economy Taskforce

Minutes, May 21, 2015 – 1:00 pm – 3:00 pm

Market Station at the Railyard

Ms. Murphy states there is also an event license and the other has to do with the permanent liquor license and I have one recommendation I can advocate for when we get there. I would also love to reach out to that committee or have a couple of us reach out because if they are taking on events there is a lot on our end we can help with. Either one of the committees can make that recommendation. The Fire Law is really a big one to Ms. Murphy and it is kind of tied in to the Liquor one. So it would be good for Councilor Lindell and Mr. O'Riley to have some type of discussion about these events.

Mr. Chair asks Ms. Murphy if she would like to take on that topic.

Ms. Murphy states she would and asks the rest of the committee if anyone else has a passion for this topic as well.

Ms. Kennedy states she is pretty passionate about the topic as well.

Mr. Chair mentions the next topic Entrepreneurial Development.

Ms. Murphy states if they could refer to the original list there are some concrete things. There was venues, promoters, food trucks etc. So there is more detail and then on the other list there is fee reduction for the nightlife promoters.

Mr. Romero states this is more of interfacing with Joel in the sense of how to streamline the process for this.

Mr. Quintero states that is where the business regulation group comes in. And maybe the committee would want to meet with them too in the upcoming meetings.

Mr. Chair states that some research should be done outside of the meetings because we only have a total of 6 hours left after this meeting today. If you all can come up with the exact wording for the recommendations, it would be smart of us to do that. We can use most of our meeting time to come up with the recommendations rather than trying to gather information for it.

Mr. Romero states maybe they should make the last meeting an extra hour long due to the fact that there was suppose to be sub-committee meetings that didn't happen. Mr. Chair agrees and states that they might have to do that.

Mr. Todd Lovato asked when the recommendations are due.

Mr. Chair states about 30 days after the last meeting. Also states the entrepreneurial side of things would be like getting the business license process. I do think there are some things to be said about developing. There is some money that could be used towards Night Life Economy.

Nighttime Economy Taskforce

Minutes, May 21, 2015 – 1:00 pm – 3:00 pm

Market Station at the Railyard

Mr. Romero states it is rough because thinking back to the experience of growing up and throwing parties.

Ms. Kennedy states there are some up and coming promoters and the definition of a promoter has changed because some people think that because they have a Facebook page that they can promote a party with their friends. So much more goes in to that and it is a private issue. Maybe someone could host a workshop for the promoters new and old and make it a lot easier.

Mr. Lenfestey states he does believe that ties in with the next topic which is Support Collaboration between promoters/producers. The city should host a round table meeting which is open to anyone who has an idea and that would make it all better.

Mr. Lovato ascertains what would be the outcome of this and what would happen as a result.

Ms. Murphy states maybe she has a slightly different angle on it which is in the way that Mr. Lovato is headed. One of the things I have noticed with the festival is looking at the music scene of the younger underground artists. Over the years the applicants for the music scene have gotten better. The RFP that Vince Kadlubek put out is more of like a bar for people to try and reach. We could possibly have a pre-application workshop to educate them and teach them.

Ms. Kennedy states it is training and education about what is to be expected and understanding your project well enough to pitch it for an RFP.

Ms. Murphy states it wasn't very hard, not like the arts application where you had to have pages of attachments. That is a level where we could really do it

Mr. Romero states at the promoter level, there is a really an important space for the promoters at these events. It also connects talent to venue. The shows that Jamie brings wouldn't exist without Jamie. The reality is if Jamie wasn't around we wouldn't get those shows. It wouldn't get passed off to some other entity, same with me. I have been in contact with comedy promoters Max Lucas and Peter Chapman who I have been working with on how to promote and how to budget and everything that has to go into securely bringing in people. That could be a recommendation on how to allocate funding. It is very similar to the RFP from last year.

Mr. Lenfestey states in order to form that recommendation they would have to look in to a grant or something of that sort. We could recommend that a grant be established for this.

Mr. Romero asks Ms. Murphy, if you are placed in that program would you be accepted and ushered into that as part of the application.

Ms. Murphy states she is not fixated but I think there is potential. Just trying to organize a monthly meeting for the applicants but that does drag on and people tend to lose energy for it.

Mr. Romero states what if some of the classes were offered during the weekend.

Nighttime Economy Taskforce

Minutes, May 21, 2015 – 1:00 pm – 3:00 pm

Market Station at the Railyard

Mr. Chair states if we recommended AHHA for proposal would they want to be the proposing entity to do this.

Ms. Murphy states that the RPF can create the ability for organizations and provide these services by a private sector. The process of having the RFP out there and doing workshops is a professional development.

Mr. Lenfestey re-states what Ms. Murphy said earlier, quality raises by consistency, and the competition level begins to rise.

Mr. Lovato states that this is what we have seen with Arts Commission over the years, is that if you slice the pie up too thin it will be hard.

Ms. Murphy states one of the challenges was right at the beginning of the civic action and it was like; "great here is \$5,000 dollars, go promote something for night life."

Mr. Romero states if we could have money going towards training that would be good.

Mr. Lenfestey states I think that is the way you learn from throwing small parties to bigger parties.

Ms. Murphy states because of funding source they have not been able to fund it but will look into it for next year.

Mr. Chair states it would probably be smart to do and RFP for it as well.

Ms. Murphy states it would be super easy to submit the grant. Economic development does have a little more leeway for an RFP.

Ms. Kennedy states it would be nice for something basic like, when an RPF is available? I know there is that general list but there is not a notification list out there.

Mr. Chair states there is a larger problem with city government communication. I would like to better use today technology to better communicate. If we had people who were getting paid rather than just volunteers we would probably make more head way to these things.

Ms. Murphy states she believes it is a big one but between the people in the room they can reach out better.

Mr. Romero states even if there was 5 promoters that got trained on this it would be great.

Mr. Chair states he doesn't know if he could contract people to work on Saturdays and Sundays, how would that work? I'm not sure what could be done, maybe look into union stuff.

Nighttime Economy Taskforce

Minutes, May 21, 2015 – 1:00 pm – 3:00 pm

Market Station at the Railyard

Mr. Chair mentions New Years Eve on the plaza.

Mr. Romero states wasn't that the mayor saying he wanted us to do that.

Ms. Murphy states yes, she did.

Ms. Kennedy states for a venue its one of the biggest nights of the year.

Mr. Romero states the plaza will bring out more people but it would be more of a family thing.

Mr. Lenfestey states it probably wouldn't affect the night life.

Ms. Murphy states it's a pretty great idea because New Years Eve is a night where every age participates in and if it was my choice I would say put and RFP out for it like the bandstand.

Mr. Lovato states look at plaza usage post 9pm and we can list.

Ms. Murphy states as of right now there is nothing post 9:00 pm in the plaza

Mr. Chair states about the tree lighting in the plaza this past year because there was no revenue being brought in and people were excited about this event.

Ms. Murphy states a short term recommendation.

Mr. Romero states maybe opening their minds to having events till midnight.

Mr. Lenfestey states the City should consider that.

Mr. Lovato states it is an opportunity.

Mr. Quintero states maybe a designated event around that time would inspire to stay open late.

Mr. Chair states are we talking a specific New Years Eve RPF and it should probably be pulled from Tourism and they should look into this.

Ms. Murphy asks Chair if that could be justifiable for Economical Development.

Mr. Chair states yes that would be.

Mr. Quintero speaks on the growth of the business.

Mr. Ross states he thinks it's an opportunity and asks if they want to limit it to just NYE and others.

Nighttime Economy Taskforce

Minutes, May 21, 2015 – 1:00 pm – 3:00 pm

Market Station at the Railyard

Mr. Chair states I think we just recommend the usage of the plaza post 9:00 pm and have the governing body weigh in on that.

Ms. Kennedy state it's a good place to start.

Mr. Romero states there is some challenge to that. The money has to be there.

Mr. Lenfestey states you will need business support and funding.

Ms. Kennedy states you need sponsors and prepare a packet like a non-profit organization.

Mr. Quintero ascertains if they could recommend RFP's and not only be exclusive to non-profits.

Mr. Romero states there is no difference

Mr. Chair states last thing on the topic list is thinking long term, 5 years for this NYE. If we create a modest proposal, it will have its time to grow.

Mr. Lovato states there is like a 3 year deal and it would also be good to do like an event downtown to see how it works out.

Mr. Lenfestey states that Skylight could pick up off the bandstand and it would work for them.

Mr. Romero asks if they can suggest they keep bandstand on till 10:00 pm instead of 9:00 pm to keep the night life going.

Ms. Kennedy states that bandstand has been going a little later every year. What we need to do is bring the crowds out earlier to visit the nice restaurants and make a night of it.

Mr. Todd states it needs more marketing.

Mr. Lenfestey suggested looking at the band stand schedule.

Ms. Kennedy states they should do a locals night.

Mr. Chair asks who does the coordination for that.

Ms. Kennedy states it would need to be a push from the sponsors. There just isn't that push.

Ms. Murphy states they are in a transition right now and Randy Randall is trying to do everything.

Mr. Chair recommends that there be coordination around night time events at the plaza.

Nighttime Economy Taskforce

Minutes, May 21, 2015 – 1:00 pm – 3:00 pm

Market Station at the Railyard

Ms. Kennedy states Tourism just released two music sections.

Mr. Quintero states are we going back to the concept of just helping people help themselves.

Mr. Chair states, that is what the next few meetings will be about to get pretty direct on that.

Mr. Quintero states the person that is in charge of this might want to look into this.

Mr. Chair states for now they want to have a better coordination of events in the plaza or in the city.

Ms. Kennedy asked if they could go to the governing body before that and include nightlife in that.

Mr. Quintero said that goes under the tab number 8 - Alcohol in Public Parks.

Ms. Murphy states that it is a Public Safety Issue and can be taken off.

Mr. Chair mentions that they need public events with more strategic planning and stated that they already went over it.

Mr. Chair goes on to next topic which is Siler Road District Protection Against Noise Ordinance/Gentrification.

Ms Shannon states she does not know if they can say they have the professional skills to make a recommendation about zoning but what they could ask is for it to be considered.

Mr. Romero asks what part of Siler Rd. are you talking about.

Mr. Chair states both the east and west side.

Mr. Romero asks if they want to do events out there.

Mr. Chair states it is not residential but there are some people living there and there are venues there. As of now there are not any complaints but now there are going be more residences so they want to preserve what has been already established when the living situation is placed in that area.

Mr. Chair states there was something created called the mixed used zoning that was created about 8 years ago. It was about having different businesses next to each other where anything could happen, no one has taken advantage of that.

Ms. Murphy states there are two housing plans for that area and they are both going to get a mixed use zoning in that area.

Nighttime Economy Taskforce

Minutes, May 21, 2015 – 1:00 pm – 3:00 pm

Market Station at the Railyard

Mr. Romero asks to reiterate what they want to do with this.

Mr. Chair states to rezoning new developments and recommend that Siler Road be made its own thing.

Mr. Romero asks whose district is this.

Mr. Chair states the west side is District 4 and Eastside will be District 1 so it's like splitting them up. Currently it is all in District 3. Mr. Chair states he would like it to be in District 1 and not 2.

Mr. Chair mentions next topic of Alternative Compliances for Events

Ms. Murphy states this goes under the Special Events Committee but they pretty much get a fire inspection every month. When Mr. Ray Gonzales goes in to look at it and tells them what they need no one understands him.

Ms. Kennedy states the education for the venues that comes from the Fire Inspectors is important.

Ms. Murphy states there is a huge problem with one inspector saying this and another saying something different.

Mr. Lovato states there are extra issues triggered by night clubs.

Ms. Murphy states there are problems where they say, we won't send your liquor license out if you don't fix these problems.

Mr. Chair asks who governs the Fire Inspectors.

Mr. Quintero states he believes Public Works.

Ms. Murphy states, what I was thinking is taking this over and talking with Mr. Ray Gonzales about all this and asking him questions.

Mr. Chair asks who Mr. Ray Gonzales is.

Ms. Murphy states he is Ray Gonzales, Fire Marshall for the city.

Mr. Romero states it has to be done every month even if it's in a place that already has a fire zone.

Ms. Murphy stated yes, its' more of a re-inspection.

Ms. Kennedy states they also reserve the right to go during the event to do an inspection.

Nighttime Economy Taskforce

Minutes, May 21, 2015 – 1:00 pm – 3:00 pm

Market Station at the Railyard

Mr. Chair states it sounds more like they are picking on for the different venues.

Mr. Ross asks Mr. Chair if Mr. Gonzales is up for this could they sit down and document all the questions the task force has.

Ms. Kennedy asks if they can write that as a recommendation.

Mr. Chair states yes they can.

Ms. Murphy states this is another one they can make a recommendation, but also the Special Events Committee could too.

Ms. Kennedy asks Shannon if this falls under Picnic License too.

Ms. Murphy states she believes so.

Ms. Kennedy asks if they are working on the limited number of license as well.

Ms. Murphy states the Special Events Committee is looking into that one.

Ms. Murphy goes on to the next topic of Checklist for Producing Events on City Property which she believes belongs to the Public Safety Committee and asked if they should go to their meeting.

Ms. Kennedy states they could do something informal or write to them.

Ms. Kennedy asks Ms. Murphy; in terms of the parking from last time where does that one fall in.

Mr. Quintero states these were things that weren't discussed at the last meeting.

Ms. Murphy states she does have Noels information from the Parking division and they will have to get in contact with him.

Sort Topics Within Taskforce

Mr. Chair states in reference to this topic; are we talking about piecing this out

Ms. Murphy states her recommendation was sorting these all out.

Mr. Chair states these are things that need to be further discussed and can be started next meeting.

Mr. Quintero states the immediate one would be the food trucks.

Nighttime Economy Taskforce

Minutes, May 21, 2015 – 1:00 pm – 3:00 pm

Market Station at the Railyard

Mr. Chairs ascertains if they want to make an immediate recommendation for food vendors.

Ms. Kennedy states she thinks that would be smart.

Mr. Chair states the recommendation should be direct approval and if we can have a Plan B.

Mr. Romero states maybe 10:00pm to 1:00 am

Mr. Chairs states until 2:30am and recommend having food trucks after 9:00 pm.

Mr. Romero states this is for the whole block, right?

Mr. Chair states it would have to be moved across the street.

Ms. Kennedy states it would be better for everyone.

Mr. Chair states another recommendation would be expanding mobile food trucks where they would be allowed.

Mr. Lovato states are you talking about more spaces in the plaza district.

Mr. Romero states you can put one on Water Street and Galisteo Street so they can feel like they can follow that.

Mr. Lenfestey said it would also work on San Francisco Street when Lensic gets out.

Mr. Romero states he doesn't see the space exist on Burro Alley but on San Francisco Street.

Mr. Lenfestey asks if El Agave is open late.

Ms. Kennedy states they are open until 8:00 pm but there would be push back on the Palace Street side because they actually serve dinner until 1:00 am.

Mr. Lenfestey states the food trucks don't serve beer. We could host a meeting to go over that.

Ms. Kennedy states it would be great if the Museums could get on board with this.

Mr. Chair states, what is the food truck recommendation that needs to be drafted quickly to get it in the hands of the Governing Body by next Wednesday?

Mr. Lovato asks, are we saying if this initial idea gets shut down here is our alternate time and location.

Mr. Romero agrees with Mr. Lovato on that and speaks of the outcome of other events.

Nighttime Economy Taskforce

Minutes, May 21, 2015 – 1:00 pm – 3:00 pm

Market Station at the Railyard

Mr. Chair states that they recommend to keep the Ordinance as is.

Mr. Romero suggests keeping it general.

Mr. Chair states it would be a tough recommendation but recommends to expand the corridor.

Mr. Lovato states to expand the whole area.

Mr. Lenfestey states he also supports this expansion.

Ms. Murphy states she does understand and agrees the push back will be the 5:00 pm to 9:00 pm period from the restaurants. I worry a little bit about bringing the food trucks down anyway. The food trucks don't take advantage of it anyway. We can say we understand there is a lot of moving parts but we are convinced that we can find a solution.

Mr. Romero states we just need to say that we understand it and we support it.

Mr. Lenfestey states what makes a food truck work is going where the people are and also asks when the meeting is.

Mr. Chair states the meeting is on Wednesday May the 27th at 7:00 pm and asked is can say we agree with the recommendation the way it is.

Ms. Murphy, being able to see the food trucks?

Mr. Chair states we can tie into the nature of mobile vending and expanding to allow the trucks to move where they need to go and have someone present this to the governing body, I won't be there on Wednesday but if you, Shannon could do that.

Ms. Murphy states she would be happy to do that.

Mr. Lovato requests times via email for the meeting.

Mr. Chair states it would be great to have a downtown business say they are supportive and be at the meeting.

Ms Kennedy states that Leadership Santa Fe graduation, Mayor and Council many others will be there. This is taking place at Skylight at 7pm.

Mr. Chair asks Ms. Kennedy if she could be there at 7:00 pm. Ms. Kennedy states if they can get an exact time she will try.

Mr. Romero asks what about the bars that don't have food.

Nighttime Economy Taskforce

Minutes, May 21, 2015 – 1:00 pm – 3:00 pm

Market Station at the Railyard

Mr. Chair states they can possibly contact James from _____, I highly recommend him.

Mr. Quintero states there will be a lot of downtown merchants that evening.

Ms. Kennedy asks Mr. Quintero if in terms of downtown merchants, will it be retail, restaurant or others.

Mr. Quintero states, it's all of the above.

Mr. Chair states, I just want to reiterate the recommendation for approval, is 9:00 pm to 2:30 am, the critical window for food vendors and we will reword it correctly.

Mr. Lovato states, what if we specify it for both Friday and Saturday nights?

Mr. Chair asks Mr. Quintero if he feels comfortable to draft this up. Mr. Quintero said yes, he is confident and will create the draft.

V. Form Subcommittee for Each Topic

Mr. Chair states he does not think this is necessary. Also he states he thinks the purpose is for them to iron out the wrinkles.

Mr. Lovato requests to nominate himself for the copy editor on this one. Mr. Chair approves this request.

VI. Schedule Drafting Session

Mr. Chair states he doesn't think they need one either and if it proves differently, they will know that after the July meeting. Ms. Murphy agrees to this one.

VII. Items from Staff

Mr. Quintero states the local vote from Councilor Lindell for the food trucks is on Wednesday if anyone can attend.

Second, Mr. Quintero introduces the map that was used for the Connect Santa Fe Campaign. Showing the public what we are working on with age and income. It might be a great guide for projects used down the road.

Ms. Murphy asked Mr. Quintero to send to the Task Force members via email.

VIII. Meeting Schedule

Next meeting: June 17, 2015 – 1:00 pm – 3:00 pm

Mr. Chair states the meeting will be held on the 17th not the 10th

Nighttime Economy Taskforce

Minutes, May 21, 2015 – 1:00 pm – 3:00 pm

Market Station at the Railyard

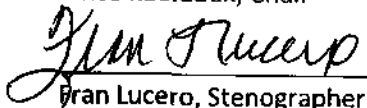
IX. Adjourn

There being no further business to come before the Nighttime Economy Taskforce, the meeting was adjourned at 3:00 pm.

Signature Page:



Vince Kadlubek, Chair



Fran Lucero, Stenographer

Meeting Handout

They basically went off this for the agenda

Purpose of the meeting:

In the final 3 meetings (June, July, August) we will shift to actually drafting our recommendations. This will require us to use our time together very effectively, and preparatory research (including interviewing key witnesses) on each topic will need to be done by subcommittees in preparation for these drafting sessions. In the May meeting, we will:

- Touch in with the topics/brainstormed ideas that we have not yet discussed at length.
- Draft a list of topics on which we plan to make a direct recommendation to governing body, as well as a list of topics for which no direct recommendation will be made but that will be the focus of a private-sector effort, discarding any topics that we will not pursue.
- Form subcommittees and schedule drafting sessions for each of the topics for recommendation within the final three meetings. (Subcommittees can bring in rough drafts which group will refine together.)

List of topics/brainstormed ideas not yet discussed at length (see below for our original wording on these items):

- ✓1. Seasonal closure of Galisteo / Activate Burro Alley
- ✓2. Quality of programming /
- ✓3. Liquor laws and public safety
- ✓4. Entrepreneurial development
- ✓5. Support collaboration between promoters/producers
- ✓6. Saturday and Sunday (AM) Public Works / Trash pickup and cleanup
- ✓7. New Year's Eve on the Plaza
- ✓8. ~~Alcohol in public parks~~ *is a public safety issue and is take off!*
- ✓9. Public events with more strategic planning
- ✓10. Siler Road District protections against noise ordinance/gentrification
- 11. Alternative compliances for events / event spaces with fire marshall (fire extinguishers and monitor in lieu of sprinkler system)
- 12. Checklist for producing events on city property

List of topics for which we have already begun to form recommendations:

- Transportation
- Parking
- OTAB
- Food trucks / vendors (?)
- Kiosks

List of topics for which we have already begun to organize around private efforts:

- Concierge day
- Monthly nightlife promo guides / cross promotion
- Kiosks (this is hybrid effort?)

Full list of "Topics for Future Agendas" (Developed in December)

- Transportation
- Tourism
 - OTAB
- Street Use and Closure
 - Galisteo Street
- Food Trucks & Vendors
- Quality of Programming
 - Private venues
 - Public events
 - Fees
 - Collaborative role and coordination with the city
- Liquor Laws and Public Safety
 - State and city requirements
 - Lobbying
 - Off site picnic licenses, specifically the convention center
- Marketing
 - Cross promotion
 - Kiosks
 - Communications
 - Economic zones in the city
- Entrepreneurial Development
 - Venues, promoters, food trucks, buskers, etc
 - Signage fees
 - New business
 - Check list
 - Training of service industry staff in the city
- Parking
 - Customer as well as entertainment parking

List of topics for which we have already begun to organize around private efforts:

- Concierge day
- Monthly nightlife promo guides / cross promotion
- Kiosks (this is hybrid effort?)

Full list of "Topics for Future Agendas" (Developed in December)

- Transportation
- Tourism
 - OTAB
- Street Use and Closure
 - Galisteo Street
- Food Trucks & Vendors
- Quality of Programming
 - Private venues
 - Public events
 - Fees
 - Collaborative role and coordination with the city
- Liquor Laws and Public Safety
 - State and city requirements
 - Lobbying
 - Off site picnic licenses, specifically the convention center
- Marketing
 - Cross promotion
 - Kiosks
 - Communications
 - Economic zones in the city
- Entrepreneurial Development
 - Venues, promoters, food trucks, buskers, etc
 - Signage fees
 - New business
 - Check list
 - Training of service industry staff in the city
- Parking
 - Customer as well as entertainment parking

Full list of "Brainstormed actionable items" (Developed in January)

- Parking violation exemptions on weekends/morning
- Activate Burro Alley
- Public parking lots should be kept open later and uniform hours
- Modify vendor ordinances to allow mobile food vendors
- Seasonal closure of Galisteo (Water - W San Fran)
- Seasonal monthly nightlife promo guides
- Kiosks
- Support collaboration between promoters/producers
 - Funding incentive
 - Member benefits for privately managed Alliance
 - Best practices resource for musicians and promoters
- Saturday and Sunday (AM) Public Works / Trash pickup and cleanup
- OTAB fund event production as marketing (concerts)
- Nightlife entrepreneur fee reduction package
- Lobby state to extend beer and wine license (ticket sales vs food)
 - Look at insurance and zoning implications
 - Consideration of all ages
- Shuttle Version 2.0 - private collaboration with schools
- Nightlife district
- New Year's Eve on the Plaza
- Alcohol in public parks
- Public events with more strategic planning

Added by Shannon in last meeting:

- Siler Road District protections against noise ordinance/gentrification
- Alternative compliances for events / event spaces with fire marshall (fire extinguishers and monitor in lieu of sprinkler system)

Added by Kate in co-chair discussions:

- Checklist for producing events on city property