City of Santa Fe

Agenda

CITY CLERK'S OFFICE
DATE 6/3/15 TIME 2:16pm
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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, June 10, 2015
11:00 am – 1:00 pm

I. PROCEDURES
- A. Roll Call
- B. Approval of Minutes – May 13, 2015
- C. Approval of Agenda
- D. Approval of Consent Agenda

II. DISCUSSION ITEMS
- A. Business Survey Draft Report (Kate Noble)
- B. Office of Business Development (Fabian Trujillo)

III. ITEMS FROM THE COMMITTEE
- A. Friends of the Plaza Work Group Update (Buddy Roybal)
- B. Special Events Work Group Update (Zack Quintero)

IV. ITEMS FROM STAFF

V. ITEMS FROM THE CHAIR

VI. NEXT MEETING DATE – **July 8, 2015**

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CITY OF SANTA FE
BUSINESS & QUALITY OF LIFE COMMITTEE

Wednesday, June 10, 2015

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CITY OF SANTA FE

BUSINESS & QUALITY OF LIFE COMMITTEE

WEDNESDAY, JUNE 10, 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 quorum as follows:

Members Present:
Councilor Signe Lindell, chair
Councilor Peter Ives, vice chair
Dr. Almi Abeyta
Miles Dylan Conway
Brad Furry
Tony Ortiz
Buddy Roybal

Members Absent:
Diane Karp (excused)
Piper Kapin (excused)
Kim Kelly (excused)
Bill Sisneros (excused)
Damian Taggart (excused)

Staff Present
Kate Noble
Fabian Trujillo
Zach Quintero
Ross Chaney

Others Present
Elizabeth Martin for Charmaine Clair, Stenographer

B. Approval of Minutes- May 13, 2015

Mr. Roybal moved to approve the minutes of May 13, 2015 as presented. Mr. Furry seconded the motion which passed unanimously by voice vote.

C. Approval of Agenda

Mr. Conway moved to approve the agenda as presented. Councilor Ives seconded the motion

and the motion passed unanimously by voice vote.

D. Approval of Consent Agenda- None

I. CONSENT AGENDA – None

II. DISCUSSION ITEMS

A. Business Survey Draft Report -Kate Noble

Ms. Noble said the one page business summary is included in the Committee packet. There were a total of 684 responses and the Economic Development Division plans a survey like this annually. Resources will then be allocated and efforts will be directed based on the results of the survey.

Ms. Noble said the survey responses are summarized and staff wants to release the results publicly, and first will need to work on the graphic design for presentation. She said Economic Development will look at key pieces of the information to be prioritized in the coming years programming.

Ms. Noble reviewed the results of the survey: 63% of businesses responding have more than 11 years in existence and 76% of those businesses are stable, but not hiring. A key action item identified is to target the 15% of businesses that *are* hiring. There are 65% of businesses that want information on marketing; 42% on incentives; 40% on industry market research and 37% on financing.

Mr. Roybal said one issue is better customer service and that should be part of the marketing program. He said it is important to have experts come in and educate the customers on customer service.

Councilor Ives said he was unsure of what *better customer service* on the survey means and if that was that business giving service or a business across town giving service.

Ms. Noble explained there are the two categories, *Barriers* and *Ways to Improve Businesses* and they were open forum filled responses. She said the data received from the survey was not clear and the survey will be adjusted.

Mr. Chaney added customer service was broken into two areas; the training received by employees before starting their job and the customer service that businesses are seeing within the community.

Ms. Noble said 56% of businesses have a payroll of less than $100,000. The Santa Fe business climate was rated "fair" by 56% and 3% rated it excellent. The key themes of barriers are parking, customer service and job training.

Mr. Conway asked if staff could identify the 15% of businesses that *are* hiring. He also wanted to know on the 56% who have less than $100 thousand in payroll, if there is a business size component to that.

Ms. Noble said the answer is yes to both questions.

Mr. Chaney said the survey asked businesses about hiring, but not the specific numbers of employees. He said staff could look at the other trends in that segment and there are some non-profits included.

Mr. Roybal asked to see a plan of how staff will monitor the ways to improve the business climate. He offered to form a small committee and work with the Chamber and possibly the community college and take on the issue of customer service awareness.

Mr. Brackley offered to discuss that with Mr. Roybal.

Chair Lindell asked Ms. Noble to discuss a subcommittee with Mr. Brackley and Mr. Roybal.

Ms. Mary Schruben asked if statistics were collected on the age of the employees versus the age of the management. Ms. Noble replied that was not done.

B. Office of Business Development - Fabian Trujillo

Ms. Noble explained they are now calling this the Office of Business Growth. She said the plan is in development, but staff would like clarity on functions and metrics etc. and one goal is to improve the perceived business climate. She said staff is working on that and other goals are to strengthen, attract and retain businesses. She said staff also wants to make City navigation easier for businesses by providing voice and advocacy and interface between the business and City processes.

Mr. Trujillo reviewed the services that will be provided: customized business assistance and targeted business training and community outreach. He said many of the services are done currently through the Business Ombudsman's Office and will be expanded. He asked Mr. Chaney to discuss how the Office of Business Growth will incorporate the survey data.

Mr. Chaney said there is a flow chart with the steps and step one is the survey and other data. He said staff will identify the needs and trends and work with service providers to become better integrated with the Incubator, SPDC, SCORE, WESST and other partners. Staff will also monitor and understand the outcome of the results and share with the owners, entrepreneurs and the business community. He said that will feed back into the goals.

Mr. Roybal asked to see the list of partners because he wanted to ensure that staff partners with the right people to achieve the plan. Mr. Chaney replied he would provide that.

Mr. Ortíz asked if the Office of Business Growth is a proposed expansion of the EDD (Economic Development office) or if the Business Growth Office currently exists.

Ms. Noble explained this would be considered a modest expansion of the Business Ombudsman's Office, but not necessarily the entire EDD program. The expansion is being absorbed within the EDD program. She said it is a communication exercise and rebranding and provides the opportunity for new clarity and messages about the efforts to strengthen businesses and provide interface with City processes.

Mr. Ortíz asked if there is an extra cost or FTE (full-time employee). Ms. Noble replied there is not. She said on some level the office is creating efficiencies and redirecting efforts.

Mr. Trujillo reviewed the metrics that will be measured: the number of and area of businesses assisted; how many hours a business is assisted; the number of business expansions and the number of

businesses assisted in securing financing. The desired outcomes are to have 12 expansions; a 10% increase in the survey responses, 12 workshops/seminars and to improve the business climate to 6% on surveys.

Ms. Noble explained that the desired outcomes are the minimum benchmarks and will allow the framework to formalize some of what staff does currently. She said under that umbrella the hours [of assistance] will be counted and tracked.

Chair Lindell asked how many new licenses are issued each year.

Ms. Noble said a there was a 3% increase from 2013 to 2014 and about 5000 licenses. Chair Lindell noted at 3% that would be about 150 licenses.

Mr. Trujillo said roughly there are 500 new business startups every year and about 7,000 in the database. He said he normally works with 80-100 businesses, but this year he thought there will be more because he is seeing 3 to 5 businesses a week.

Chair Lindell asked if the City gives a survey to all newly licensed businesses with a review of the process. She said new businesses go through the process and a main goal with the program is to improve the business climate in Santa Fe. The new licenses issued each year are the ones who can tell the City how well they are doing and are a ready-made database.

Ms. Noble said staff is working on a letter from the Mayor that will go out with new business licenses and that could be included in the packet with the letter and a brief survey.

Mr. Furry suggested the Mayor ask the business in his letter for their opinion.

Chair Lindell suggested staff put a survey together. Mr. Trujillo suggested a comment card so the new business could rate everyone that helped them. Chair Lindell asked him to bring something forward and allow the Committee to provide input.

Mr. Furry said it could be required that the businesses answer questions as they go through the online renewal and that will also increase the responses astronomically.

Ms. Noble said she will have staff work with IT (Integrated Technology) on that.

Mr. Roybal suggested a list of the partners such as the college, etc. be provided to new businesses along with a welcome and that will give them insight into the services offered. He said he was concerned about the Office of Business Growth, because there is no additional staff. He asked if a specific amount of time will be allotted to that.

Ms. Noble said staff will formalize what they do and how to track their time better. The expectation is it will involve about half of Mr. Trujillo's time and between 20%-25% of the remaining EDD staff. They thought they can increase the numbers as staff gets more efficient and will utilize their partners: SCORE, the SBDC, the Chamber, RDC, etc. She said they feel they can be a better hub for conductivity and measurement of business assistance.

Mr. Ortíz asked if there is a way to explain why it would be good to get a business license. He said he was directed to get certification from the State and realized he had to have that to get the benefit of being an in-state business. He asked if anything could be used as leverage; a way to tie the license to the fire department inspections, etc.

Ms. Noble said there has been a lot of conversation on that. She said the referral of businesses to the City process has been improved and there is a push to get a business license after the fire inspection, etc. She said staff loves the recommendations from the Committee and will put out a welcome packet with a letter from the Mayor and a customer comment card packet with a list of the resource partners. Staff has also discussed a survey give away of an iPad or some other incentive, but has not finalized the concept. She said recommendations from the Committee are welcome.

Chair Lindell said the Committee discussed the interviews and visits at the last meeting. She asked if that procedure has been eliminated.

Ms. Noble said that was a business visitation program in pursuit of business expansion and the concept has substantially changed and this plan goes back to basics. She explained that some visitation will still occur, but staff has looked at the goals and critical functions and visits are not the most important. They will assist businesses and maximize their time and pursue a clear set of goals that can be measured.

Chair Lindell thanked staff for re thinking the visitations. She said in reading the previous minutes the message was clear from the Committee that was not the direction they wanted to go. She appreciated that staff listened. She said the current plan is much better than what was presented previously.

Councilor Ives said the metrics reporting is critical and the plan is still far too generalized to be of any assistance. He said he was not sure how he could make policy when he did not know the number of businesses being assisted. He said he is not sure what "*area of business*" means and would like the plan to be developed and brought back to the Committee. He said he wants to be able to not only talk about the metrics that will be measured, but what the metrics tell them so the City can be proactive. He said staff is going in the right direction, but he wants a solid connection to the information so as a policy maker, he knows what needs to be done differently to improve the business climate.

Ms. Noble asked Councilor Ives for an example of information he thought would be helpful.

Councilor Ives said he wants to know the characteristic and the nature of the problems of the business and how staff provided solutions. He gave an example of a friend who is a dentist that is trying to move his office and was red-tagged. He said his friend did not know why and after a month of nothing happening he set up meetings with Land Use, Inspections and Permitting, etc. he said they solved the problem in about 30 minutes and the red tag was removed and they are proceeding.

He said looking at that he could tell where the problem is within the City's system. He said we at the City need to do a better job when interfacing with the public and providing customer service, because that is what the City needs to be about.

Ms. Noble said it is a line staff walks, because that is the Land Use Department, but the example is helpful. She said staff will work closely with Land Use, but they have to interface clearly with

Inspections, etc.

Councilor Ives agreed. He said if there are problems interdepartmentally, he as a policy maker would like to understand those.

Chair Lindell said they are on to something regarding evaluating their own service. She said we are the Business and Quality of Life Committee and they are not saying they will take over any of the Land Use Department's territory, however to assess how they could help bridge the City's service they have to look at evaluating the services. She said reaching out to Land Use from this Committee as a business and quality of life issue, fits. She said what the Committee works on should be city-wide and this is a much bigger project of customer service and what the City is doing. She suggested the Committee consider broadening their horizons.

Mr. Furry said to Councilor Ives point, he thought if the City is hearing for instance from solar companies that they have no solar workforce and cannot find employees, the City should go to the community college and tell them about the need for more classes. He said whether classes in healthcare, paralegal, etc. people coming out of college will be making more money and can hit the ground running.

Councilor Ives talked about his conversation with a chef. He said there are people are under contract to four or five different groups as part of the process to interact with the CVB (Convention and Visitors Bureau) opposed to one-stop shopping. He thought that appropriate for the Office of Economic Growth to participate in and share that information or at least understand what the problems are.

Ms. Noble said a proposal was put forward on something like that, but she wasn't sure what happened.

Chair Lindell thanked staff for listening to the Committee. She thought the ideas today were worthwhile and said the Committee looks forward to hearing back from staff.

Ms. Noble said there are six checklists with three categories; commercial business; home-based business with clientele/employees; and home-based business without clientele/employees. The checklists were drafted by Mr. Trujillo out of the Business Ombudsman's Office.

Mr. Trujillo said the checklist in brown is a comprehensive list that includes information on starting a business and interfaces with the State. The functions are listed that need to be done for a commercial enterprise and a business would go through and check off each step. The home-based businesses require a fire inspection and a fee of $25 if there are employees or clients and a notification to neighbors is required per ordinance. He asked the Committee's input of the checklist best for a new business.

Chair Lindell said she would need to review the checklists, but always believed in giving as much information as possible and would recommend a comprehensive checklist. She said after quickly glancing at the commercial checklist she would suggest including a phone number and a website. She asked on *'the Certificate of Occupancy'*, what is the process to get one and on *'pay fire inspection fee'*- where does a person pay that and how and what is the form and where is the website or phone number and how long does it take to schedule a fire inspection, etc. She said regarding the neighborhood notification how would a person find who lives within 150 feet and how would they get those names and

addresses; how will they know they fulfilled the City obligation and is there required proof of notification that a person was sent a certified letter.

Chair Lindell asked members to work on the checklists between now and the next meeting.

Mr. Furry asked that staff also email the checklists to the members not present and explain the discussion.

Chair Lindell thanked the staff for their work. She said in a short amount of time they will have something that will make a difference for people just starting a business.

Mr. Conway said as a pie-in-the-sky suggestion regarding online interaction with businesses; there are many different permit applications; special event permit, the renewal of a business license, a land use permit, etc. He said in almost every case the basic information has to be re-typed and he would suggest businesses be able to set up an account and all of their account information could follow them from permit to permit.

Mr. Conway said the City provide a thumb drive with all of the applications and documents etc. and the new business packets, rather printing the information each time.

Mr. Furry said the City has some great thumb drives that are fun. He said it is pathetic how bad Santa Fe's IT links are. The departments cannot communicate with each other and have different operating systems and the systems are archaic. He said the funds would be significant to update to even remotely user-friendly system and that is where the problem lies.

Mr. Conway said that would be a great long-range goal.

Councilor Ives said City Council succeeded in getting some funding this year for IT for moisture monitoring, which will alert if a leak could possibly shut down the entire City system. The IT Director put together a strategic plan and the first thing they noticed is the lack of positions for a city of this size. They were able to get 5 additional positions this year out of the 28 positions needed. He said it is a multi-year plan and will slowly be worked on.

III. ITEMS FROM THE COMMITTEE

A. Friends of the Plaza Work Group Update- Buddy Roybal

Mr. Roybal said there were over 80 volunteers and they painted light poles and everyone did a good job. The volunteers worked with the Parks Department to continue the painting down Alameda. He said they were fortunate that a lot of the material was donated and volunteers worked with the Parks Department and Keep Santa Fe Beautiful who were very helpful.

He said the event lacked participation and support from the Chamber of commerce and the Committee. He said he ended at 10:30 because he tried to limit the activity so people want to volunteer. He said he would like better publicity for the volunteers. He said this event was not covered by the local newspaper and it is important there is coverage for anything the volunteers do.

Councilor Ives said the City has lists of the neighborhood associations and it is important to enlist them.

B. Special Events Work Group Update-Zack Quintero

Mr. Quintero said a subcommittee for special events was formed and they met two weeks ago. They discussed everything from public parks, the Railyard to the Plaza and consensus was before they pick a topic they would research the ordinance regarding alcohol in the public parks.

He said staff was tasked with gathering the ordinances for alcohol in public parks; the 300 Feet Rule and everything on the Plaza regulations and will assess the ordinances at their next meeting. He hopes to also include Barbara Lopez from Parks because she handles the majority of permitting of special events and people like Chris Goblet who has dealt with the City and knows the process and has painfully gone through the steps. He said any recommendations or input from the Committee would be appreciated.

Chair Lindell said the Committee will help as much as possible once they see the report.

Councilor Ives said Robert Glick with the Hospital Foundation has been working with staff on their 150th celebration to be held September 19th on the Plaza. He said they have worked the gamut with the fire marshal, Barbara, the City Clerk, etc. on permits. He suggested that Mr. Quintero talk with Mr. Glick about the complex process.

Mr. Quintero thought the work group should also add the template from the Business Regulation Group to the conversation. He said the template is being used by used by the Night Time Economy Task Force for their recommendations and the Special Events Group should use a similar template. He thought that would be a constructive way to make recommendations to the Committee and ultimately to City Council.

Councilor Ives suggested the group also get input from the fire and police departments and how they charge for their time for events in the Railyard.

Chair Lindell said on the night of Bike and Brew there were six over-time police officers there for six hours in the rain and only three people. She suggested a process be developed with the procedure to call off officers from duty; who would have that authority, the process for that, etc.

She thanked Mr. Quintero. She said the Committee is looking forward to a report.

Mr. Quintero said the workgroup has proposed a potential name change from the Special Events Workgroup to the Safety and Events Workgroup.

Chair Lindell asked that he bring that forward.

Ms. Noble said the City Manager is trying to put together a comprehensive meeting with outside people and the workgroup should be interfaced with that meeting.

Chair Lindell asked if anyone from the public wanted to comment.

Jody Larson said she chairs a study committee of the League of Women Voters on local economic development. She said some documents presented today would be helpful to her group. She asked if possible to get the documents electronically.

Ms. Noble suggested Mr. Trujillo forward a packet to her. Mr. Trujillo said the packet documents are online under the *Weekly Meetings List* and he would send her the checklists.

IV. ITEMS FROM THE STAFF – None

V. ITEMS FROM THE CHAIR –

Chair Lindell said she has continued gratitude for everyone who serves on the Committee and to staff for listening to the Committee and implementing their suggestions into the plans and processes.

VI. NEXT MEETING DATE– July 8, 2015

Having no further business to discuss the meeting adjourned at 12:33 p.m.

Approved by:

Signe Lindell, Chair

Submitted by:

Charmaine Clair, Stenographer