



Agenda

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Nighttime Economy Taskforce

Market Station at the Railyard
500 Market Station, Suite 200

Engine Room
Thursday, June 18th, 2015
1:00 pm-3:00pm

- I. Procedures
 - a. Roll call
 - b. Approval of last meetings notes and notes from April 16th
 - c. Approval of agenda
- II. Review of Last Meetings Assignment List
- III. Discussion on Drafts of Recommendations
- IV. Items From Staff
 - a. Mobile Vehicle Vendor Update
- V. Items From the Committee
- VI. Meeting Schedule
 - a. Next meeting is- July TBD- 1:00pm-3:00pm 500 Market Station
- VII. Adjourn

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NIGHTTIME ECONOMY TASK FORCE
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June 18, 2015

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| Cover Page | | Page 1 |
| Call to Order and Roll Call | Shannon Murphy called the meeting to order at 1:00 pm. A quorum was declared and reflected in roll call. | Page 2 |
| Approval of April 16, 2015 and May, 2015 Meeting Notes | <i>Mr. Lovato moved to approve the minutes from April 16, 2015, second by Ms. Kennedy, motion carried by unanimous voice vote.</i> <i>Mr. Lovato moved to approve the May, 2015 minutes, second by Ms. Kennedy, motion carried by unanimous voice vote.</i> | Page 2 |
| Approval of Agenda | <i>Mr. Lovato moved to approve the agenda as presented, second by Mr. Romero, motion carried by unanimous voice vote.</i> | Page 2 |
| Review of Last Meeting Assignments | <i>Informational</i> | Page 3 |
| Discussion on Draft of Recommendations | <i>Informational and recommendations listed.</i> | Page 3-11 |
| Items from Staff None | <i>Informational</i> | Page 11 |
| Items from the Committee | <i>None</i> | Page 11 |
| Meeting Schedule | <i>July 30, 2015</i> | Page 11 |
| Adjourn | There being no further business to come before the Nighttime Economy Task Force, the meeting adjourned at 2:50 pm | Page 11 |

**NIGHTTIME ECONOMY TASK FORCE
MARKET STATION AT THE RAILYARD**

**June 18, 2015
1:00 PM - 2:50 PM**

MINUTES

I. Procedures

The meeting was called to order by the Shannon Murphy at 1:15 pm in the absence of the Chair. A quorum is reflected in Roll Call.

Roll Call

Present

Jaime Lenfestey
Todd Eric Lovato
Shannon Murphy
Kate Kennedy
Victor Romero

Not Present

Vince Kadlubek
Rochelle Esquera, Excused
Sonia Leyba

Staff Present

Ross Chaney
Zach Quintero

Others Present

Kateri Calvert for Fran Lucero, Stenographer

II. Approval of Agenda

Mr. Lovato moved to approve the agenda as presented, second by Mr. Romero, motion carried by unanimous voice vote.

III. Approval of Last Meeting Notes from April 16, 2015

Mr. Lovato moved to approve the minutes from April 16, 2015, second by Ms. Kennedy, motion carried by unanimous voice vote.

Mr. Lovato moved to approve the May, 2015 minutes, second by Ms. Kennedy, motion carried by unanimous voice vote.

IV. Review of Last Meetings Assignment List

Ms. Murphy referred to the topic list and asked if anyone had any updates on this. (List posted on white board for discussion).

Ms. Murphy had one update on the side list that was created for items falling under the Special Events Committee and noted she has joined this committee. Some of the items on the list were the checklist for events, events on city property and the uniformity around an alternative set of compliances for fire code inspections for events and also some things on liquor licenses. In this room we should hold off on discussing as the Special Event Committee will continue to meet and Ms. Murphy will report back to the Task Force.

Ms. Kennedy asked if the Events Committee is tackling the trash portion of it.

Ms. Murphy stated that is one of their issues she will discuss with the special events committee but if there is something more specific to let the Events Committee know.

Items from Staff:

Mobile Vehicle Vendor: Zack reported that this has been approved. There were Task Force members who attended the public meeting to express their support. The time allotment concern was discussed.

V. Discussion on Draft of Recommendations

Shannon asked if they should discuss each item on the list and make suggestions.

Kate Kennedy stated they should talk about the Nightlife page on santafe.org.

Jamie said he has a meeting with the city next Friday; they are being very supportive of the beer garden. St. Vincent Hospital is doing one on September 19th; they are going to do a dinner on the plaza.

Shannon said they have granted an exemption twice and now a third time for St. Vincent's – that was actually the impetus of creating the Special Event Committee. The Special Events Committee has been informed and that is their first recommendation they will decide on. They are now getting other issues thrown at them which would mean it might be worth them making an early recommendation since it will be done throughout the summer and people will benefit from that decision.

Shannon stated that everything she has heard about Bike n' Brew is that it could be a model for doing free shows in the Railyard that you could pay for with beer. It

would be free but make the beer garden occupy all of the good and charge to get in to the beer garden.

Shannon suggested that in the recommendations they say that they strongly support and defer to the Special Events Committee on the following issues or we could make a recommendation separately so they get it from two different places.

Kate asked if it would have more emphasis if there were two recommendations from two different places.

Shannon said maybe they should add a #16 – recommend overturn of no beer in public parks ordinance.

Kate suggested that Jamie immediately initiate the process for an exemption. Even if the Special Events Committee made their recommendation tomorrow, this is something that would attract comments from the public and they would probably call for a public meeting.

Jamie stated it also feeds in to the NYE event on the plaza.

Kate asked Shannon if they should move Transportation and Parking to next meeting pending a response from the Parking Department.

Shannon stated Parking should be moved to the next meeting but transportation has two or three recommendations that were almost decided on. One of them was review the night life shuttle on Friday and Saturday nights from 1:00 am – 3:00 am.

Kate said that Transportation would extend night time transportation until 3:00 am.

Shannon said that what was discussed was if there was a parking solution and parallel to make it more economical and streamlined rather than asking them to extend the whole public transportation system until 3:00 am which would be a lot of hours. We would like to do a shuttle which would get them home from the bars. They would have to leave their cars overnight and get them later. This would be like piloting something new for Friday and Saturday night, shuttle to your doorstep from 1-3 am. They would be committing to 4-hours week they are actually committing and if that works roll out from there.

Shannon stated that the other issue that had come up was the idea of the School of Art campus and the kids that piloted transportation and that failed. She believes that we now have good evidence from Rochelle and also other people as to why it failed. It was recommended that they pilot that form of transportation again. Shannon is hearing from teachers that they are hearing kids drop out or move to other schools because they can't go anywhere, they can't do anything, they are depressed so to re-pilot where the kids need to go or to the Railyard where there is a movie and bowling alley.

Zach stated they can verbally go over these subjects and staff can take the task force recommendations to upper management.

Shannon stated that Todd would be the editor and they will go over the list.

Kate asked what is the recommendation for OTAB.

Shannon stated they do have a recommendation; they are recommending that OTAB allow promoters to pay for advertising and marketing services provided by the Artist as part of their contracts.

Shannon said they did not have to re-define either because the State Statute actually says promotes and marketing doesn't appear in the statute. It says promotion of events, tourist attractions or tourist venues. It refers directly to venues. I think our argument is if we book Lyle Levitt at the Opera would promote the Opera. The actual functional way to do that is to have Jamie's contract with Lyle Levitt spell out the contract for entertainment/talent and a portion for national marketing. Any promoter could apply and use the funding in that way, we are asking OTAB to sanction it officially and put it in their proposal guidelines so people know they can do that.

Jamie felt that this is an important point.

Victor said it promotes everything; it promotes the city, it promotes the Opera.

Todd said if he was guarding that money that is what he would want.

Victor stated that brings in a national crowd.

Todd said that in the recommendation we should use terminology suggesting that there are means and ways to measure, find a metric to offer promoters that they could use.

Shannon said maybe the metric would not have to be in the contract.

Jamie said it would need to be explained to get an artist to buy in to that.

Todd stated it would have to be simple.

Jamie stated that they are basically asking OTAB to review the terms, not knowing how general or specific and confirm and expand the standard definition.

Shannon asked how are the recommendations delivered, it is a written report or is it someone from the Task Force who gives a power point presentation of some sort.

Zach said after the recommendations are made, they are presented to the City Manager and then it is decided if they go to the Governing Body.

Todd asked at what point is it public information?

Shannon said it is public information now, as these are public meetings.

Zach said that the recommendations would go in to a packet of information on the website.

Shannon stated the more face time they can get on this is better.

Zachary said that we need to make sure that the recommendations are solid for staff to present.

Shannon said in reference to OTAB we know what the recommendation is but we don't know what the strategy is for making the recommendation. Do we just make a recommendation or do we want to do the figuring out.

Victor stated he thought they had already done that. Victor feels that they need to spell out what they have done. Staff is ready to take recommendations once the Task Force has lays them out in elementary terms. They are really waiting for solutions from the task force.

Todd stated that would give them closure.

Shannon said we are in a unique position because there has never been a task force like this one.

Next item is food trucks.

Shannon stated that the recommendation that was made is good and went in early. It should be submitted and put in to the draft.

Kiosks

Todd said he really didn't know what to do after the white paper and the discussion with Mr. O'Reilly. Mr. O'Reilly's recommendation to the task force was to directly submit it to the people who would install them. In terms of it fitting it in to what we have now, it goes far in suggesting that the establishment of a kiosk; have a volunteer body or an internship – somebody that would oversee it.

Todd stated they should refer to Vince on this one. Todd said that part of him doesn't see this as a high priority in terms of some of the others, we could wait for Vince. Todd worked very hard on the white paper.

Shannon stated she thinks a kiosk is more important than what it is looked upon. Shannon stated the current idea would be that they function like a bulletin board, they would be closed and you could pin something on them. There would be either a committee or an intern or someone. Say there would be a drop off point and say we had 5 posters and once a week the person in charge would keep the ones that met criteria and take down those that are outdated.

Shannon said there are two points of resource investment, 1) is the management of it which I like the idea of a committee temporarily but it does feel to me that it is something that one person could do it is not a territorial process it is an objective and if the Mayor recommended that we have an Intern take on this process.

Jamie said he thinks it needs a committee for discussion. There has to be a good objective and buy in on the process.

Todd said in establishing the guidelines you need a human.

Shannon said she thinks Vince has some money from night life to build one or two of the Kiosks.

Jamie stated if he remembers correctly, it ties in with the bus shelter designs that are being built.

Kate discussed the possibility of having a design contest for the Kiosks.

Shannon also suggested the possibility of having underwriters and possibly doing Adopt a Kiosk program.

Todd Lovato stated that Deborah Garcia y Griego, Director for the Arts Commission should be consulted for this type of request or proposed contest design. Parks in Public Places is a great forum for this to be taken to. Sometime artists are willing to foot some of the bill.

Shannon said this would require further conversation and asked if we should formally document something in the recommendations.

Kate said it should be documented as a formal recommendation if we plan to move it forward to the Arts Commission. A lot of them are going to be on city property so it would be best to have it sanctioned by the city.

Todd reiterated that the recommendation should be to send this request to the Arts Commission for consideration by the Art in Public Places for resources to build them. Shannon said that it should also be sent to the Land Use Department when it comes time for implementation and an independent body to develop the criteria and enforce the criteria.

Jamie asked if they would be recommending location for them. Jamie feels that there should be a list included in the recommendations.

Shannon said we would not make that recommendation at this time. There was a list created from a recent survey; list was Railyard, Plaza, Regal 14 on the south side, De Vargas Mall, Casa Solana are from her recollection. Mr. O'Reilly had stated that the list describe exactly where we would want the kiosks.

Kate stated do they want to add Siler Road? Victor said Airport Road and Rancho Viejo should be included. Kate said we should start with 6 and evaluate if they are being utilized.

Item #6 Seasonal Closure of Galisteo and activating Burro Alley, yields the floor to Victor.

Victor stated he is meeting with the city after today's meeting and will have more for information at the next meeting. As for lighting, he has always had the recommendation for the city and to the committee to string up lights in the burro alley to invite people to walk through that area. He would also like to see lights strung on Galisteo St., in between Water St. and San Francisco St. The other item is trying to name the area of nightlights to assist the marketing with the city when making reference to experience the nightlights.

Kate stated they used Trinity when they opened Skylight.

Victor said they are trying to expand to Friday and Saturday night, a catchy name for night lighting will be easy to market. We can then coordinate the time they shut off at the same time we cut off the traffic.

Todd said that adding light to these areas is valuable and projects safety for the public who want to stay downtown. Todd asked, are we talking about the strategy of lights or networking.

Victor said we are talking about both, we will have something tangible now and we would be promoting the tangible business.

Kate and Shannon both like the word "activate" as a descriptive word.

Shannon said Victor is talking about organizing downtown merchants but they are already a group and they could be invited to begin discussion on staying open and time coordination.

Victor said more discussion will need to take place to discuss how the lights get set up.

Shannon stated what they need to do include a map with the recommendations. She asked Victor to do a google map and mark where he would like the lights to be and bring back to the next meeting.

Zach said he looks forward to receiving that so he can include with the recommendations.

Task force members continued conversation on possible costs.

Item number 7 Liquor Laws

Shannon feels like that one should be tabled for now. The one item she would like to keep on the table is that we recommend that the city lobby the state to expand the beer and wine license to include cultural activities. If 50% of your income comes from food if you are a restaurant it could also be that 50% comes from tickets sales, non-liquor merchandise. Shannon met with Simon and also with Nicholas from Cowgirls. They look at this as a competition issue. It was suggested that to start it be looked at for non-profit entities. There is still some negotiation that has to happen. If we could ask the city lobbyist to take this on they would listen to him. These cultural events are what bring people out of their homes and they patronize the restaurants.

Event Planning

Shannon stated that the recommendation was going to be that through the Economic Development Division a funding pool be created to possibly do promoter training.

Saturday and Sunday trash pick-up which is Vince.

Recommendation is that they have Saturday and Sunday trash pick-up and special pick up for special events.

New Year's Eve on the Plaza

Discussed earlier for short and long term.

#11 – RFP is not exclusive to non-profits.

RFP is under the Arts Commission. The recommendation we are working on is that the RFP is to not be limited to non-profits.

Todd said that the Arts Commission has a big program that does outreach. Todd feels that we should not limit it to non-profits.

Kate stated that the way it is now is if a non-profit receives an RFP they have to go out and find sponsors or underwriters for their theme if they can't pay for it by themselves. Suddenly the small businesses that didn't have equal access to this are now paying for it anyway, and this is not fair.

Todd said we are trying to support people and keeping it simple.

Shannon reiterated that the recommendation is that RFPs for Events and Cultural activities do not limit to non-profits.

#12 Better Coordination of marketing on Nightlife at city level and re-write nightlife on Santa Fe.org.

The business regulations work group recommended that someone re-do a website and they identified a city staff person. Who would be the city staff person at Tourism? Shannon would like to meet them. There is already a web page and the task force would like to re-write the content. Task Force would like to re-write it and present it to the city. (Shannon read verbatim what the website now says).

Recommendation should say; direct City of Santa Fe staff to re-write the Santa Fe Nightlife page. Please consult with Nightlife Task Force members. There needs to be a negotiation process.

Shannon said she wants to make sure that there is notoriety on the careful work that the task force did on night life. Jaime said the city has to research and do a whole re-write on the nightlife in Santa Fe. There was discussion amongst the members on what could be added or addressed such as identifying restaurants and their specialty of food.

Todd said we should broaden what we want to see from them, we would like to renew the user's experience of santafenightlife.org to include night time activities, accessibility for businesses and ease of calendar use. Shannon did note that staff time is limited to what they can work on in a line of prioritization. They most times will work with someone in consultation to do this so it could be someone from the Task Force.

Siler Road/Noise Ordinance

If and when a running overlay is taken for the mid-town area, please assure that the Siler Road corridor is preserved where performing artists and musicians can rehearse without concern on noise ordinances which differ from residential areas.

Kate said it would be good if the city came out and took pictures of the events to see the high caliber of entertainers that are performing in Santa Fe. Jaime is keeping the Mayor apprised of the events.

Shannon said, "Harness the international press opportunities of the bandstand on the plaza events to show that Santa Fe is becoming a better place for people to gather." Jaime said it is nice to showcase Santa Fe.

#14 Beirut Event

This item has been reviewed.

#15 Fire Code Checklist

Should be taken off the list and the Special Event Committee will make recommendation on this. It may be added on in the future.

VI. Items From Staff

a. Mobile Vehicle Vendor Update

Zachary stated that they did get the two spots for the Food vendors for the late night.

Ms. Kennedy asked Zach if they have a list of food vendors and if they could have that list.

VII. Items From the Committee

VIII. Meeting Schedule

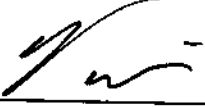
a. Next meeting is- July 30, 2015 - 1:00pm -3:00pm 500 Market Station

Both Zach and Ross will not be present at the next meeting.


IX. Adjourn

There being no further business to come before the Nighttime Economy Task Force, the meeting was adjourned at 2:50 pm.

Signature Page:



Shannon Murphy, Acting Chair



Fran Lucero, Stenographer