



Agenda

CITY CLERK'S OFFICE

DATE 7/29/15 TIME 11:27am

SERVED BY Zackary Quintero

RECEIVED BY [Signature]

Nighttime Economy Taskforce

Market Station at the Railyard
500 Market Station, Suite 200

Engine Room
Thursday, August 6th, 2015
1:00 pm-3:00pm

- I. Procedures
 - a. Roll call
 - b. Approval of last meetings notes and notes from June 29th
 - c. Approval of agenda
- II. Review of Last Meetings Assignment List
- III. Discussion and Group Edits on Drafts of Recommendations
- IV. Items From Staff
- V. Items From the Committee
- VI. Meeting Schedule
 - a. Next meeting is- August 23rd - 1:00pm-3:00pm 500 Market Station
- VII. 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 Task Force Meeting – August 6, 2015
INDEX

Roll Call	Meeting called to order at 1:05 pm, a quorum was declared by roll call.	Page 2
Approval of June 29, 2015 meeting notes	Mr. Lovato moved to approve the minutes of June 29 th as presented, second by Ms. Kennedy, motion carried by unanimous voice vote.	Page 2
Approval of Agenda	Ms. Kennedy moved to approve the agenda as presented, second by Mr. Romero, motion carried by unanimous voice vote.	Page 2
Review of last meeting Assignment List	Informational	Page 2
Discussion and Group Edits on Drafts of Recommendation	Recommendations listed in minutes.	Page 3-6
Items from Staff	Informational	Page 6
Items from Committee	Informational	Page 6
Meeting Schedule	August 20, 2015, 3 pm – 5pm	Page 6
Adjourn	There being no further business to come before the Nighttime Economy Task Force, the meeting was adjourned at 2:55 pm	Page 6

Nighttime Economy Task Force
Market Station at the Railyard
August 6, 2015

MINUTES

Shannon Murphy called the meeting to order at 1:05 pm. Roll call reflects a quorum.

1. Procedures

Roll Call

Present:

Jamine Lenfestey
Todd Eric Lovato
Shannon Murphy
Kate Kennedy
Victor Romero

Not Present:

Vince Kadlubek

Staff Present:

Ross Chaney
Zach Quintero

Others Present

Fran Lucero, Stenographer

b. Approval of last meeting notes: June 18 and June 29th

Mr. Lovato moved to approve the minutes of June 29th as presented, second by Ms. Kennedy, motion carried by unanimous voice vote.

c. Approval of Agenda

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

2. Review of last meeting assignment list

A list of short-term recommendations was provided to the task force members to review one-by-one. (Exhibit A) It was noted that when a recommendation is complete it would go to the city manager.

3. Discussion and Group Edits on Drafts of Recommendation
 - #1 – Food Trucks = Passed
 - #2 – Streamline permitting process to allow late night programming post 9:00 pm – on plaza during all seasons.
 - #3 – Create and maintain a nightlife page on SantaFe.org. (More detail in Exhibit A)
- 1) Upgrade and maintain the nightlife page to reflect the actual nightlife of the city.
- 2) Recommend that an RFP be issued for a calendar manager whose duties are to process and seek out local events. Make the existing calendar more user friendly.
- 3) Increased emphasis on calendar functionality and user experience.
 - Clean up the recurring event problems and enable visual navigation to occur.
 - Highlight key events based on pre-determined criteria.

Ms. Murphy noted that a thumbnail view of the day would be more visually navigable.

#4 – Public Kiosks

Mr. Lovato noted that recently at the Arts Commission meeting a strong support was expressed for the public kiosks. The kiosks should be constructed in collaboration with Art in Public Places committee.

Mr. Romero said that the calendar manager duties could overlap with the management of the Kiosks.

- Members of the Nighttime Task Force recommend that they continue to serve as a resource team for selections and/or prioritization on calendar and a kiosk work flow process.
- Recommendation is that we pilot the kiosks placement on city property, in the Plaza, Railyard, DeVargas Park and San Isidro Plaza.
- The kiosks should showcase arts, culture and entertainment events that are free or ticketed.
- Event posters or flyers can be submitted at a drop box or by mail.
- Alternatively or in the future we look and recommend looking at digital options for billboard notification.

Mr. Romero said he is working on a Main Street Santa Fe concept and his hopes are to work with PNM to get the string lights up with PNM covering the expense.

Kate Noble: As we look at the recommendations, departments will be identified vs. using names of individuals. As much as possible, if we can validate or kick to other efforts, transportation in particular, independently the MPO and Transit Division will have other attributes that could contribute to a particular goal in Transportation.

#5, 6 & 7 – We need to be very careful and know the implications or reference to nighttime economy zones. It would be best to add language to assure there would not be any adverse effects. It feels like the word “zone” could be intimidating, it might be best to make reference to areas of focus which would allow for added trash pickup and cab service. If this was an area of focus further discussion could take place with the city on cleaning spaces.

Ms. Nobel said the discussion has been to extend events to promote economic development in the city.

- 1) Zone can be referenced (define) as areas of focus.
- 2) Defining the different city regions as the areas of focus, i.e., adolescent events, nightlife, arts, music, etc.
- 3) Emphasize that waste management services are available during the off times.

Seasonal closure of Galisteo Street post 9:30 pm. Task Force members feel that there is no way for this to be done successfully. For those who are having events and for any type of delivery, entertainment, load up, etc., they use Galisteo Street. More important there are public safety concerns.

- Make this area pedestrian friendly vs. assigning a specific time for street closure. Possibly list this as a goal for the future in order to tie it back to existing stuff.

#8 – Request that the Art Commission open RFP submission to all parties. Agreed

#9 – Support and showcase the city through nighttime events citywide ~~on the plaza~~.

Note: Add San Isidro Plaza so we don't leave out the south side. (Note: #9/#2)

- St. Vincent's Hospital Dinner on the Plaza (forthcoming)

Zach Quintero did update that the nighttime economy zones language did come from the city ordinance.

Long Term Tasks:

1 & 2. Conduct study and cost analysis of what late night transportation could be made available to the public after 9:00 pm, locations being the plaza, Siler Road and Second Street.

- Shuttle that was piloted for Night Wave should be made available from 11:00pm – 3:00 am on Friday nights. (Shuttle to bring people home from the plaza).
- It would be nice in the future to do an event-based shuttle.
- Build on what we learned from the shuttle from Santa Fe University is that there wasn't anything for those under 21 to do on the plaza. If we could pilot a shuttle to the railyard.

Ms. Murphy did talk to city staff to find out if the possibility existed for those enjoying the nightlife, if they left their vehicles at a parking meter, would they be ticketed in the morning. The city feels that this would be difficult to manage. Discussion on the use of parking garages; a) they are *under utilized at night* and if we could promote use of the parking garages at night – a process would need to be worked out on payment per the use of time (evening or early morning). City staff would be happy to look at a recommendation. Ms. Kennedy did say that some of these parking structures close at 10:00 pm; therefore anyone coming downtown say at midnight, they would not be able to get in to the parking structure. We would recommend that there be a method to create a process to pick up their cars in the morning.

- 1) Encourage collaboration with city/county for safety and reducing DWI's.
- 2) Recommend a way to ease penalties for overnight parking and reduce DWI's and research the use of a parking pass that could be secured in the place of business you are patronizing.
- 3) Encourage use of the parking garages at night providing entry at least until midnight and that the cost for parking at a reduced fee.

Mr. Lovato also stated that the synergy of marketing the parking garages would be a double benefit for those utilizing the spaces as well as for the city.

Mr. Romero would like to research the idea of the city/county collaborate viewing this a benefit for the DWI program. Ms. Shannon said coupled with this *recommendation they could discuss a possible parking pass for safe transportation.*

#3 – Agreed – Request that economic development continues to create nighttime grants for entrepreneurship and quality nightlife programming.

Ms. Murphy talked about the introduction of legislation.

Support existing lobbying efforts to expand the restaurant beer and wine license to allow revenue from ticket sales from arts and culture events to count towards the event required from non-alcohol. This will need additional research to assure wording is correct.

Marketing formula for OTABS:

OTAB consider funds paid to nationally acclaimed artists as a marketing expense, using some formula as what percentage is based on the venue and services provided. Recommendation was discussed with Mr. Randall and he noted that OTAB money could not be used. Mr. Romero would like to reach out and request a meeting with OTAB.

Ms. Murphy said that the statute should be reviewed as the wording is what has been stressed when meeting with Mr. Randall and Ms. Delgado in previous meetings.

OTAB – look beyond their traditional marketing strategies to incorporate and scrutinize print ad ratio spent, etc.

Ms. Delgado noted in one conversation that OTAB money is for repeat events. We are at a point in this community where there are too many events; we need to focus on other events in the city. We could increase events that will send the message for repeat visits to Santa Fe. We should focus on organizations and entrepreneurs that have yearlong events that focus on tourist experience and annual events.

We are aware of the safety and events sub-committee recommendations and we support this list.

4. Items from Staff

Mr. Quintero would like for the Task Force Members to identify the recommendations when presenting to BQL.

5. Items from the Committee

Once minutes are available, send them to Mr. Todd Lovato for articulation of points and assignments.

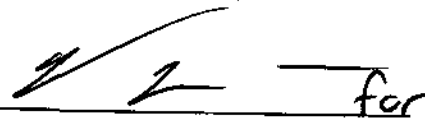
6. Meeting Schedule

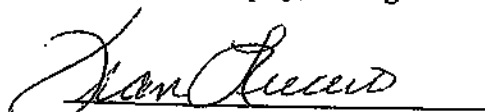
a. Next meeting is August 20, 2015 – 3:00 pm – 5:00 pm

7. Adjourn

There being no further business to come before the Nighttime Economy Task Force, the meeting was adjourned at 2:55 pm.

SIGNATURE PAGE:


Shannon Murphy, Acting Chair


Fran Lucero, Stenographer

Nighttime Economy Taskforce of Santa Fe

Prepared by: Vince Kadlubek, Todd Lovato, Victor Romero, Kate Kennedy, Shannon Murphy, and Jamie Lenfesty

Nighttime Economy Taskforce Recommendations

Short Term Tasks

Long Term Tasks

Short Term Recommendations

The Nighttime Economy Taskforce recommends the following:

- ✓ 1. Continue the existing program allowing food trucks on the plaza periphery and expand the amount of available lots for parking within the plaza periphery between the hours of 9:00pm-2:30am.
 - **Recommended Departments:** Parking, Land Use, Office of Asset Development
- ✓ 2. Streamline permitting process to allow late night programming post 9:00pm on plaza during all seasons.
 - **Recommended Departments:** Land Use, Parks and Recreation, Police, Public Works
- ✓ 3. Create and maintain a nightlife page on SantaFe.org by:
 - a. Coordinating with local promoters on upcoming city wide nightlife events
 - b. Creating a submission process for events
 - c. Creating events calendar on the nightlife page.
 - d. Take steps to improve the layout and readability and visual hierarchy of the nightlife page.
 - **Recommended Departments:** Tourism
4. Establish public kiosks for the use of upcoming city wide events. The oversight of these should be done by a group/committee of volunteers with representation from Santa Fe University of Art and Design and other local colleges.
 - **Recommended Departments:** Tourism/Arts Commission
5. Designate San Francisco St, Galisteo St, Palace Ave, Siler Rd, and Railyard as official Nighttime Economy Zones for the City of Santa Fe.
 - **Recommended Departments:** Economic Development, Land Use, Transit
6. Activate Burro Alley and Galisteo Street by allowing city lighting to be connected across buildings
 - **Recommended Departments:** Land Use, Public Works, Police, Fire
7. Seasonal closure of Galisteo Street post 9:30pm.

Exhibit A

- **Recommended Departments:** Public Works, Economic Development, Parks and Recreation, and Parking

8. Request that the Art Commission open RFP submissions to all parties (not just non-profits)

- **Recommended Departments:** Tourism

9. Support and showcase the city through nighttime events on the plaza including:

- The upcoming Beruit concert on the Plaza
- A New Year's Eve event on the plaza
- **Recommended Departments:** Parks and Recreation, Tourism/Arts Commission, Land Use, Finance, Economic Development, Public Information Office

Long Term Tasks

The Nighttime Economy Taskforce recommends the following:

1.) Conduct study and cost analysis of what late night transportation could be made available to the public after 9:00pm, locations being the plaza, Siler Road, and Second Street.

- **Recommended Departments:** Transit Division, MPO

2.) Create and manage a late night parking system downtown that allows vehicle owners to leave parked vehicles at meters until 10:00am the next day.

- **Recommended Departments:** Parking, Economic Development, Transit

3.) Request that economic development continue to create nighttime economy grants for entrepreneurship and quality nightlife programming.

- **Recommended Departments:** Economic Development



- 1.) Transportation**
- 2.) Parking**
- 3.) OTAB**
- 4.) Food Trucks (Complete)**
- 5.) Kiosks**
- 6.) Seasonal Road Closures (Galisteo)**
- 7.) Liquor Laws and Public Safety**
- 8.) Event Programming**
- 9.) Saturday and Sunday Trash Pick Up**
- 10.) Nighttime Programming on the Plaza**
- 11.) RFP's for economic development grants**
- 12.) SantaFe.org/Tourism website assistance**
- 13.) Siler Road Noise Ordinance**
- 14.) Beirut Event**
- 15.) Overturn Beer Permit Ordinance**