



# Agenda

DATE 4/14/15 TIME 4:22p  
APPROVED BY Zachary Quintero  
PREPARED BY [Signature]

## Nighttime Economy Taskforce

Market Station at the Railyard  
500 Market Station, Suite 200

Engine Room  
Thursday, August 20<sup>th</sup>, 2015  
3:00 pm-5:00pm

- I. Procedures
  - a. Roll call
  - b. Approval of last meetings notes and notes from Aug 6<sup>th</sup>
  - c. Approval of agenda
- II. Discussion and Group Edits on Drafts of Recommendations (Final Draft)
- III. Items From Staff
- IV. Items From the Committee
- V. Meeting Schedule
  - a. Next meeting is- TBD
- VI. Adjourn

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NIGHTTIME ECONOMY TASK FORCE  
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August 20, 2015

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Call to Order and Roll Call Vince Kadlubek, Chair asked Ms. Murphy to conduct the meeting in discussion regarding the recommendations.	Shannon Murphy called the meeting to order at 3:00 pm. A quorum was declared and reflected in roll call.	Page 2
Approval of minutes, August 6, 2015	Kate Kennedy moved to approve the minutes of August 6, 2015 as presented, second by Mr. Kadlubek, motion carried by unanimous voice vote.	Page 2
Approval of Agenda	Mr. Lovato moved to approve the agenda as presented, second by Mr. Kadlubek, motion carried by unanimous voice vote.	Page 2
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Adjourn	There being no further business to come before the Nighttime Economy Task Force, the meeting adjourned at 5:00 pm	Page 9

**NIGHTTIME ECONOMY TASK FORCE  
MARKET STATION AT THE RAILYARD  
August 20, 2015  
3:00 PM – 5:00 PM**

**MINUTES**

**I. Procedures**

The meeting was called to order by Shannon Murphy, Acting Chair at 3:10 pm. A quorum is reflected in Roll Call. Chair Kadlubek asked that Ms. Murphy lead this meeting.

**Roll Call**

**Present**

Vince Kadlubek, Chair  
Shannon Murphy, Acting Chair for this Meeting  
Jaime Lenfestey  
Todd Eric Lovato  
Kate Kennedy  
Victor Romero

**Not Present**

**Staff Present**

Ross Chaney  
Zach Quintero

**Others Present**

Fran Lucero, Stenographer

**A. Approval of Minutes from August 6, 2015**

Kate Kennedy moved to approve the Minutes of August 6, 2015 as presented, second by Mr. Kadlubek, motion carried by voice vote.

**B. Approval of Agenda**

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

**II. Discussion and Group Edits on Drafts of Recommendations (Final Draft)**

Ms. Murphy moderated the discussion with task force members on changes and updates to the Short Term and Long Term Recommendations.

(Review in reverse order).

Shannon Murphy:

It was noted that there was one missing which is to support existing statewide efforts to expand the restaurant beer and wine license to allow ticket sales for art and culture events to count towards the 50% of sales.

Mr. Lovato asked if there were any other examples from the state.

Ms. Murphy said that there is an over-arching need for reform of the entire quota system at the state level. There is also a recognition that the only way to truly reform the system would be to buy out the existing quota holders which would cost millions and millions. This recommendation is most relevant for Santa Fe. There is another that has not been settled on, it basically allows certain restaurants to serve locally produced spirits but then when they put that up the liquor lobby refers to non-compete, so you can't say NM only. There could be two recommendations; 1) Support statewide liquor license quota reform efforts. 2) The specific piece of legislation that Ms. Murphy is working on is the arts and culture license which is much more likely to go through. Ms. Murphy noted that there is a trend where the bar licenses are being converted to package licenses in effect they are the same licenses because bars are selling them and convenience stores are buying them.

Ms. Kennedy reiterated that the locally produced spirits license was devaluing the full liquor license holders and that is a big thing.

Request that Economic Development continue to create nighttime economy grants for entrepreneurship and quality nightlife programming. Relevant Entity: Economic Development Department

- Create an annual RFP nighttime economy grant opportunity.
- Add: OTAB - It was noted that in the minutes of August 6, 2015, page 6 - detailed conversation was held with the task force member on OTAB. Noted in August 6<sup>th</sup> meeting minutes was that statute should be reviewed as the wording is what has been stressed when discussions take place with Mr. Randall and Ms. Delgado.

General recommendation; **OTAB** in addition to their focus of annual events and tourism drivers should prioritize giving support to organizations, promoters that enrich the tourist experience. In addition to their current focus of large annual events, also focus on entities that are putting smaller events together. The second one was to instruct OTAB to allow a portion of fees paid to nationally recognized artists to be counted as marketing fees on the basis of the marketing services that those artists provide including national press releases, national coverage and publications in the internet, social media and fan club.

Mr. Lovato asked; where is this nested, is it a long-term recommendation, is this part of recommendation #5? Second one is short term; the first would be long term. OTAB has an internal strategy that they are pursuing, but it is not articulated clearly. It feels like it would take a long time to make that shift, we can call it short term.

Ms. Kennedy asked if there should be a line item that describes to people how they can apply for OTAB funding. Ms. Murphy said that it was her understanding that OTAB staff always send out a press release. She has received these press releases through other sources, not directly. You can find information on OTAB at the [santafe.org](http://santafe.org) website - scroll to the bottom and there is an OTAB form.

Ms. Kennedy recommended a public meeting, i.e. OTAB session. This would give the stakeholders an opportunity to express their views. Comment was that there needs to be some burden of proof that OTAB does what they say they will do.

#### Discussion for Recommendations:

- Increasing city funding and accessibility. (Broad line item)
  - OTAB should review and broaden its application criteria and boost communication efforts to increase greater and more diverse access for funding.
  - OTAB should look beyond annual events and change the RFP from the Arts Commission to all parties, not just non-profits.
  - Allow OTAB funding to support any event that is relevant to and attended by tourist regardless of whether they stay in a hotel, whether or not it is in the off season and whether or not the tourist are within a certain age group and whether or not they're on message with Santa Fe overall marketing efforts.
  - Improve access to OTAB funding. OTAB should have a funding page with information on the OTAB grant process, not just the application.
- Mr. Kadlubek stated; we want the Governing Body to direct Tourism to do a revised strategic plan of OTAB that includes input from a public study session.

Mr. Kadlubek recommended referencing the Arts Commission process in our recommendation which was a very good one. Mr. Lovato said that in the Arts Commission process the outcome was that they had to provide a strategic plan.

How do we streamline the recommendations and how large should the final recommendation document be?

#### Long Term Recommendations Section:

- 2) Encourage collaboration with city/county for safety and reducing DWI's. (Content is good, wordsmithing to do is to take away the soft words, i.e., collaborate vs. encourage).

Chair Kadlubek said he has a concern over presenting the shuttle as the first long term recommendation.

1) (New change)

- Ride home for people on Friday and Saturday nights from 11:00 pm to 3:00 am.
- Use data from what was learned thru Nightwave and Nightwave survey should be attached.
- This will not be a free service, it could be cost neutral.
- Suggest 8 hours a week.
- On-demand service and suggesting that it be taking people home from the downtown area safely.
  - getting college kids off campus
  - getting kids home
  - serving big events.

Vince Kadlubek: \*\*Overall recommendation is to leverage the Nightwave data referencing the summer of 2014 when the city funded the pilot Project Nightwave where a percentage of people said this. We recommend that the Transit Division look at the results of this data and continue to explore how late night have public transportation can be achieved. Here are some areas we think might work.

Basically what we are asking for is less days and lower intense amount of vehicles and lower intense of amount of routes extension of Santa Fe Trails. That is a better overall recommendation. A way to learn from that pilot shuttle project would be to include St. John's and SFUAD. The simplest recommendation regarding Transportation would be; expanding Santa Fe Trails – shuttle or smaller bus service on selected bus service on selective hours between the hours of 11 pm and 3:00 am.

Ms. Murphy noted that Rochelle, student task force member had shared with members that the shuttle was not helpful to the students. The destinations available downtown was the problem, they were not offered transportation to other locations and this was the reason they did not use the pilot shuttle service.

Ms. Murphy commented that part of the reason people thought that the Nightwave shuttle was not successful was because it was a full route as opposed to a safe ride home for people. She is not advocating for a full route as there won't be enough ridership to qualify it. There is also what they call on demand transportation service and this is the reference the task force would like to use from 11:00 pm to 3:00 am. Mr. Quintero asked for clarification for the on-demand service; are you asking for expansion to take people to and from certain locations, bars, etc., or did you want to narrow the services to the colleges?

Ms. Murphy said she is arguing for two different things; one is an on demand service that takes people home from the bars between the hours of 11:00 pm and 3:00 am and anybody can take it and it could possibly run every hour on the hour. If you end up in a situation where there is too many people, then you could talk routes. The second is to create a shuttle and to include St. John's which was an oversight not to include them in the first place.

Mr. Lovato stated recommendation wording: Take the Nightwave data and attach survey and establish changes in these areas; be succinct as to what falls in those categories. This is a delicate topic; personally I feel that we are overstepping the city bounds doing this. I don't see a problem in exploring a cost benefit analysis if we did do this and if there was a demand it would work.

Mr. Lenfestey said how specific should these recommendations be when we want to have the city to continue and explore transportation for nightlife economy and the bullet points can then be specific.

Mr. Kadlubek said that he is sure that Jon Bulthuis from Transit would be excited to take something like this under consideration.

Ms. Kennedy asked if they could recommend that Transit report to the Governing Body with three recommendations.

Mr. Kadlubek said this is a recommendation to the Governing Body and if they want to task it to Transit they would follow a process.

**Short Term:**

5 and 6:

#5 – Define areas of focus.

Mr. Kadlubek said he would see Ms. Murphy presenting in the following agenda order:

Four areas: (framing for the presentation to the Governing Body)

1. Southside – San Isidro Plaza
  - Not a nightlife spot
  - Dinner and a movie, family friendly
  - Needs events
2. Midtown – Siler Road
  - Noise preservation
  - Music venues and rehearsal space
3. Railyard - under 21
  - Under 21 activity, connect to colleges and universities
4. Plaza Area – night club zone
  - Trash pick up
  - Lighting

Some recommendations cross over to all recommendations.  
Discuss the challenges in each area. Be emphatic about public works need for services.

Method of Presentation: Walk them through the scenario giving the examples of operations and timelines, etc. Paint the picture for them.

Mr. Quintero said that from a task force member perspective, the presentation needs to be detailed and identify who will speak about which items to create a smooth flow of information.

Public Works should have its own focus.

Lighting: Mr. Romero said that the Historic Society has stated that they do not prefer string lights. They said if we could come across something that is Victorian style that would be favorable. Also noted from last meeting is that PNM will help pay for the lighting as he continues to work on the Main Street Santa Fe concept.

Pedestrian Friendly: Ms. Noble, last meeting made reference to pedestrianization – making the streets pedestrian friendly and working with the MPO and Transit Division.

4) b) Kiosks should be piloted on city property on the Plaza, Railyard, DeVargas Park **and potentially SWAN Park**. (We want to regionalize locations to enhance the attention of the city council).

Add to d): Event posters and flyers can be submitted at designated drop box locations or by mail or **through city intern or committee volunteer**.

Add e): **Look at Railyard Digital Kiosk**.

5) When referring to “areas of focus” – this is good wording.

6) Key Departments: Strike: Public Works

9) New Year’s Eve on the Plaza. Staff asked who would manage this event.

Mr. Kadlubek said there should be an RFP for this event. Mr. Kadlubek said we need to stress utilizing the plaza for more late night programs, bring #9 bullets under this item

Recommend a consistent annual New Year’s Eve event on the plaza. An RFP process should be followed; this is a good example of an OTAB event.

Alcohol: It was recommended that if they were thinking of recommending no alcohol on the plaza they should not, instead they could recommend that the alcohol can be served in public parks including city parks.



Are we recommending that the 300' ordinance be removed?

Almost as good as removing it would be to offer people to go for a permanent waiver if they had more than 2 events. Staff is to research how many times the City Council has waived the 300' ordinance and how many times they have denied it.

One issue that normally comes up is that the group Prevention Alliance will be against any alcohol close to a church or school. Prevention Alliance always signs off before it goes before the Mayor and Council.

With regards to special events, our recommendation would be to remove the 300' ordinance for service alcohol or make it part of the process as an immediate permanent waiver for first time applicants.

#### SHORT TERM RECOMMENDATIONS:

1) Wording: Continue the existing program allowing food trucks on the plaza periphery and expand the ~~amount of~~ available lots **to include space on Galisteo** Street for parking within the plaza periphery between the hours of 9:00 pm and 2:30 am.

- Continue **is good, expand is good, specify the area as noted.**
- Do we include the loading zones?
  - Loading zones are parking spots.
- Provide an emphasis on San Francisco Street, west of Burro Alley, loading zone in particular would be the spots.
- During the presentation we should outline the businesses, total capacity of people that could be out estimating about 2,000.

**Next steps: Shannon and Vince to meet.**

#### III. Items From Staff

Staff offered continued support through presentation to the Mayor and City Council on September 30, 2015.

Staff asked if the Nighttime Economy Task Force wished to meet again. The Chair said he would like to do possibly a 6-month follow up meeting to learn of the progress.

#### IV. Items From the Committee

None

**V. Meeting Schedule**

**a. Next meeting presentation to City Council: September 30<sup>th</sup>**

**VI. Adjourn**

**There being no further business to come before the Nighttime Task Force the meeting was adjourned at 5:00 pm.**

*Signature Page:*



**Vince Kadlubek, Chair**



**Fran Lucero, Stenographer**