



Agenda DATE 9/30/15 TIME 3:42p

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**ECONOMIC DEVELOPMENT REVIEW SUB-COMMITTEE**

**Market Station**

**500 Market Street, Suite 200**

**Roundhouse Conference Room**

**Monday, October 5, 2015**

**3:30 pm**

**I. PROCEDURES**

A. Roll Call

B. Approval of Minutes

a. January 13, 2015

b. August 4, 2015

C. Approval of Agenda

**II. REPORTS (none)**

**III. UNFINISHED BUSINESS (none)**

**IV. NEW BUSINESS**

A. Request for approval of Professional Services Agreement – Santa Fe Business Incubator Amendment #3 (RFP/12/23P)- (Ross Chaney).

B. Request for approval of Professional Services Agreement – Make Santa Fe Amendment #1 – (Kate Noble)

C. Request for approval of Professional Services Agreement – Lacey Adams Design – (Kate Noble)

D. Request for approval of Professional Services Agreement – Ideas and People – (Kate Noble)

**V. INFORMATIONAL ITEMS**

**VI. ITEMS FROM THE COMMITTEE**

**VII. ITEMS FROM STAFF**

**VIII. NEXT MEETING DATE – Meet as needed**

**IX. ADJOURN**

Persons with disabilities in need of accommodations, contact the City Clerk's Office at 955-6520, five (5) working days prior to meeting date.

**SUMMARY OF ACTION  
ECONOMIC DEVELOPMENT REVIEW SUB-COMMITTEE  
October 5, 2015**

<u>ITEM</u>	<u>ACTION</u>	<u>PAGE</u>
<b><u>PROCEDURES</u></b>		
ROLL CALL	QUORUM	1
APPROVAL OF MINUTES January 13, 2015	APPROVED	1-2
APPROVAL OF MINUTES August 4, 2015	APPROVED	2
APPROVAL OF AGENDA	APPROVED	2
REPORTS	NONE	2
UNFINISHED BUSINESS	NONE	2
<b><u>NEW BUSINESS</u></b>		
REQUEST FOR APPROVAL OF PROFESSIONAL SERVICES AGREEMENT - SANTA FE BUSINESS INCUBATOR AMENDMENT #3 (RFP/12/23P)	POSTPONED	2
REQUEST FOR APPROVAL OF PROFESSIONAL SERVICES AGREEMENT - MAKE SANTA FE AMENDMENT #1	APPROVED	2-5
REQUEST FOR APPROVAL OF PROFESSIONAL SERVICES AGREEMENT - LACEY ADAMS DESIGN	APPROVED	5-7
REQUEST FOR APPROVAL OF PROFESSIONAL SERVICES AGREEMENT - IDEAS AND PEOPLE	APPROVED	7

<b>INFORMATIONAL ITEMS</b>	<b>NONE</b>	<b>7</b>
<b>ITEMS FROM THE COMMITTEE</b>	<b>NONE</b>	<b>7</b>
<b>ITEMS FROM STAFF</b>	<b>INFORMATION/DISCUSSION</b>	<b>7-8</b>
<b>NEXT MEETING DATE</b>	<b>OCTOBER 26, 2015</b>	<b>8</b>
<b>ADJOURN</b>		<b>8</b>

**ECONOMIC DEVELOPMENT REVIEW SUBCOMMITTEE**  
**Monday, October 5, 2015**  
**Market Station, Santa Fe, New Mexico**

**I. PROCEDURES**

**A. ROLL CALL**

**MEMBERS PRESENT**

Simon Brackley, Chair  
Kathy Keith  
Damian Taggart  
Lisa Alejandro

**MEMBERS ABSENT**

Cervantes "Buddy" Roybal

**OTHERS PRESENT**

Kate Noble, Economic Development Department Director  
Ross Chaney, Economic Development Specialist  
Zane Fisher, Make Santa Fe  
Ginger Richardson, Make Santa Fe  
Elizabeth Martin, Stenographer

Chair Brackley welcomed new member, Lisa Alejandro.

Chair Brackley said this committee is a Subcommittee of the Business and Quality of Life Committee. We review requested expenditures and contracts and make recommendations to Business and Quality of Life. It seems to work smoothly. He said he runs meetings pretty fast and efficiently.

Ms. Alejandro said her husband is a native Santa Fean and she is from Washington DC. She was an International Trade Analyst for the International Trade Commission. She worked on a wide variety of programs and information. She is hoping she can apply that knowledge to this group.

The Committee introduced themselves.

Chair Brackley said we only meet as needed not on a regular monthly basis.

**B. APPROVAL OF MINUTES**

**a. January 13, 2015**

A motion was made by Ms. Keith, seconded by Mr. Taggart, to approve

the minutes of January 13, 2015 as presented.

The motion was approved by a voice vote of three in favor and one abstention. Ms. Alejandro abstained.

**b. August 4, 2015**

A motion was made by Ms. Keith, seconded by Chair Brackley, to approve the minutes of August 4, 2015.

The motion was approved by a voice vote of three in favor and one abstention. Ms. Alejandro abstained.

**C. APPROVAL OF AGENDA**

Ms. Nobel said that Item IV A has been postponed and needs to be removed from the agenda.

A motion was made by Mr. Taggart, seconded by Ms. Keith, to approve the agenda as amended.

The motion passed unanimously by voice vote.

**II. REPORTS**

There were no reports

**III. UNFINISHED BUSINESS**

There was no unfinished business

**IV. NEW BUSINESS**

**A. REQUEST FOR APPROVAL OF PROFESSIONAL SERVICES AGREEMENT - SANTA FE BUSINESS INCUBATOR, AMENDMENT #3 (RFP/12/23P)**

Postponed.

**B. REQUEST FOR APPROVAL OF PROFESSIONAL SERVICES AGREEMENT - MAKE SANTA FE, AMENDMENT #1**

Ms. Nobel said MAKE Santa Fe was selected through an RFP process in the Fall of 2014. This committee was the review body for the seven proposals. This one and Start Up Santa Fe were selected. Each received \$45,000 for the first phase of funding.

**We said that we would come back in the new fiscal year and determine if they showed satisfactory progress toward deliverables.**

**Ms. Nobel said in the final report for MAKE Santa Fe, which is included in the packet, they have exceeded the requirements. We have developed a Phase Two contract for them. The next step is to move forward on creating a sustainable makerspace for Santa Fe. \$34,000 is what is proposed. The details are in the packet.**

**Mr. Fisher said we are excited to try to maintain the community enthusiasm. Physical space has been secured with a lease.**

**Chair Brackley asked where is the space.**

**Mr. Fisher said it is at Meow Woof and is 4,000 square feet.**

**Chair Brackley said he was impressed with the report, the numbers and the collaboration.**

**Ms. Richardson said she got to look at each profile as she entered in the survey data. The Boys and Girls Club and even a fireman filled it out and she is an entrepreneur. Having an opportunity to reach out to those individuals is exciting.**

**Chair Brackley said it is project based, long term and includes art and creative.**

**Ms. Keith said on the survey where you talk about using the makerspace 87% of the respondents said they wanted coworkers space. Is this the makerspace or another area for project planning.**

**Mr. Fisher said the question on the survey was should the makerspace include co-working space. We received lots of yes answers. Our plan is to do as much as is possible in the space we have found.**

**Mr. Fisher said it might be spaces available for a finite amount of time.**

**Chair Brackley asked did you see any other surprises.**

**Mr. Fisher said we saw lots of them when we started. He thought it was surprising that they had 100% support for the idea of the makerspace.**

**Ms. Alejandro asked on the "what's exciting" page, are those all things that will be available.**

**Mr. Fisher said we are using this to guide us. It was determined through the survey. We will have to start with a limited amount of the high end equipment while trying to create a coalition with other makerspaces in the State so that we can look**

together for State and Federal funding opportunities. Members of all the spaces could go use each others equipment. We can have a reciprocal agreement. It opens up talent we can reach out to as well.

Ms. Alejandro asked is there a potential overlap with the Community College.

Ms. Richardson said that is possible. She has talked with the Director of the Program there. They are interested. 15% of the responders said they might be willing to donate equipment. We are looking at the possibility of matching funds for tools. We are also looking at what our resources are and what we have in our own yard.

Mr. Fisher said we can hopefully give and get feedback with the Community College and energize people to go use their equipment and maybe go teach.

Chair Brackley said the Santa Fe Public Schools have an initiative as well.

Mr. Fisher said there is great equipment being used in the schools. The students get out of high school and don't have use of the equipment any longer.

Ms. Keith said we had a conversation of how do we make sure when people come through to use the equipment they do actually have entrepreneurial ideas. In your interviews with other makerspaces, what are they doing about that and are there any strategies you found to drive people into entrepreneurship.

Mr. Fisher said as far as he could tell it is going to be a great partnership. We would like to offer day passes to businesses who join the chamber. I think fostering that kind of environment and structure will bring opportunities. We would like to work with the Economic Development staff to come in and talk with the participants and encourage entrepreneurship as well.

Ms. Richardson said mixing the constituencies together will help encourage creative entrepreneurial thinking. We have had about ten individuals who want to manufacture or prototype products.

Mr. Taggart asked based on the projections you have now where do you see Make Santa Fe becoming self sustaining.

Mr. Fisher said we don't expect to come back for another round of City funding. We expect to be sustainable in year one. We will be soliciting funds and are a 501c3. Those funds will not be for day to day operations or salaries. We will be for using the money for subsidizing memberships and tool acquisition.

Ms. Richardson said we will be sustainable through the memberships, studio space and courses tuition shared with teachers and products.

Chair Brackley said you could do a capital campaign for equipment.

Mr. Fisher said absolutely.

Mr. Brackley said the staff recommends approval of the contract for \$34,000.

A motion was made by Ms. Keith, seconded by Mr. Taggart, to approve the recommendation.

The motion passed unanimously by voice vote.

### **C. REQUEST FOR APPROVAL OF PROFESSIONAL SERVICES AGREEMENT - LACEY ADAMS DESIGN**

Ms. Nobel said items C and D go together as contracts to support.

Mr. Taggart recused himself from the first issue. Up to this month Lacey has been sub letting from him.

Ms. Noble said B and C go together in support of Economic Development's focus on communication for this fiscal year. We sent out RFQ's for firms to help in various areas of communications. Lacey Adams has done our Annual Report for the last couple of years, quite a bit to support us and the Makers report. In our view she has a talent for Information Graphics. We split the fund to stay with Lacey for Information Graphic Design for reports and information graphics. We selected Ideas and People for a strategic process. This has been something Mayor Gonzales has wanted us to communicate, what we do, branding and story telling of the uniqueness of Santa Fe and businesses here. We recommend approval for these two contracts.

The contracts are for an initial \$10,000. Both will have prioritized deliverables. At the beginning, there will be \$5,000 for strategic planning. After the plan is completed, we will look at the balance of the contract.

Ms. Alejandro asked when you say in the packet that Ideas and People's contract is to enhance recruitment do you mean businesses to Santa Fe.

Ms. Noble said yes.

Ms. Keith said we are only doing \$10,000 for Lacey but the contract is for four years.

Ms. Noble said we did an RFP for four years on the contract for up to \$50,000. \$50,000 and under can go with the City Managers signature. Above that goes to the City Council. Our suggestion is approval now and we would not necessarily bring back



additional money for Lacey until we get to \$50,000.

Ms. Keith asked is it the same for Ideas and People.

Ms. Noble said yes.

Chair Brackley said neither of them include advertising. Is that the next step.

Ms. Noble said yes. The prioritized list of deliverables would inform that.

Ms. Noble said in your memo you say \$10,000 each but it appears we asking for \$15,000 for Ideas and People.

Ms. Noble said the total funding before you today is \$20,000.

Ms. Keith said you asking for the \$10,000 for Ideas for People but they get only \$5,000 first.

Ms. Noble said yes.

Ms. Keith said it is somewhat concerning that we are only approving \$10,000, but you have up to \$50,000. She said she would feel better if we go up on this. Will this amount take the program through the first six months.

Ms. Nobel said yes. My preference to bring it back to the committee.

Chair Brackley said we could have information and input as we go.

Ms. Noble said yes. How we are budgeting and spending money is changing so we might bring these back for an increase for 2016. We may begin the budget process for the City next month. We will have to see how it shakes out.

Chair Brackley said he was aware of the City budget plan. Could this be postponed.

Ms. Noble said depending on how the Economic Development budget ends up. We could encumber money. The new process will have us asking the Governing Body to approve projects that span the fiscal year.

Chair Brackley said he is pleased that you are paying attention to these issues. The community needs to be aware of what is being done. Lacey's work is good. He said he is not familiar with Ideas and People.

Ms. Noble said Bob Borden is the principal in Ideas and People.

Ms. Keith asked are Ideas and People Dallas based. Did we have any local companies bid on it.

Ms. Noble said these were the two companies who bid and were certified as local companies. Bob and his family live in Santa Fe.

Ms. Alejandro asked is this part of a bigger strategic plan your office has for multiple facets for economic development.

Ms. Noble said yes. We do have a strategic plan. We have policy documents and every year we work to do a strategic work plan identifying key areas we need to focus on. Through the Business and Quality of Life committee we always do a review of our budget and spending. We categorize it into Business Development and Workforce Development. Infrastructure is primarily broadband. We have not done a strategic plan update that is adopted by the Governing Body. It is mostly done at a committee level.

Mr. Brackley said please get Lisa all the information.

A motion was made by Ms. Keith, seconded by Ms. Alejandro, to approve the contract for Lacey Adams.

The motion was approved by a voice vote of three yes and one abstaining. Mr. Taggart abstained.

#### **D. REQUEST FOR APPROVAL OF PROFESSIONAL SERVICES AGREEMENT - IDEAS AND PEOPLE**

A motion was made by Ms. Keith, seconded by Ms. Alejandro, to approve the contract for Ideas and People.

The motion passed unanimously by voice vote.

#### **V. INFORMATIONAL ITEMS**

There were no informational items.

#### **VI. ITEMS FROM THE COMMITTEE**

There were no items from the committee.

#### **VII. ITEMS FROM STAFF**

Ms. Noble said we need to have a calendar conversation. This committee needs to have a meeting ahead of the next Business and Quality of Life meeting on November 10<sup>th</sup>. She suggested the week of October 26<sup>th</sup>. The Incubator amendment as well as Start Up Santa Fe Phase 2 will be on the agenda.

**VIII. NEXT MEETING**

The next meeting will be on Monday, October 26, 2015, at 3:30 pm at Market Station.

**IX. ADJOURN**

The meeting adjourned at 4:16 pm

  
Elizabeth Martin, Stenographer

  
Chair Simon Brackley