



Agenda

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CITY BUSINESS & QUALITY OF LIFE COMMITTEE

**Market Station at the Railyard
500 Market Station, Suite 200**

**Round House Conference Room
Tuesday, November 10, 2015
11:00 am – 1:00 pm**

- I. PROCEDURES
 - A. Roll Call
 - B. Approval of Minutes – October 14, 2015
 - C. Approval of Agenda
 - D. Approval of Consent Agenda
- II. INFORMATIONAL ITEMS
 - A. Presentation and launch of StartUp Santa Fe Website - Creative Santa Fe
- III. CONSENT AGENDA
 - A. Request approval of a resolution directing staff to plan and coordinate a symposium on the history of Santa Fe and Santa Fe Fiesta, including the Don Diego De Vargas Expedition to Santa Fe in the late 17th Century and the dynamic interplay of cultures within the City of Santa Fe, both then and now; and to explore holding said symposium between Indian Market and the Santa Fe Fiesta in 2016. (Councilors Ives and Bushee) (David Rasch)
- IV. ACTION ITEMS
 - A. Request for approval of Professional Services Agreement, Amendment No 3 for the Santa Fe Santa Fe Business Incubator Amendment #3 - RFP/12/23P - (Ross Chaney)
 - B. Request for approval of Professional Services Agreement –ABQid – (Kate Noble)
 - C. Request for approval of an ordinance amending Subsection 18-10 SFCC 1987 to rededicate a portion of the municipal gross receipts tax to recreational facilities, and bike and pedestrian pathways. (Councilor Maestas) (Oscar Rodriguez)
- V. DISCUSSION ITEMS
 - A. Nighttime Economy Taskforce Findings and Recommendations – (Zack Quintero)
- VI. ITEMS FROM THE COMMITTEE



Agenda

- VII. ITEMS FROM STAFF
- VIII. ITEMS FROM THE CHAIR
- IX. ITEMS FROM THE PUBLIC
- X. NEXT MEETING DATE – **December 9, 2015**

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**SUMMARY INDEX OF
CITY OF SANTA FE
BUSINESS & QUALITY OF LIFE COMMITTEE**

Wednesday, November 10, 2015

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VIII. ITEMS FROM THE CHAIR	Discussed	10
IX. ITEMS FROM THE PUBLIC	Discussed	10
X. NEXT MEETING DATE	December 9, 2015 Adjourned at 1:02 p.m.	10

CITY OF SANTA FE
BUSINESS & QUALITY OF LIFE COMMITTEE
WEDNESDAY, NOVEMBER 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
Dr. Almi Abeyta (arrived later)
Miles Dylan Conway
Brad Furry
Diane Karp
Kim Kelly
Buddy Roybal
Damian Taggart

Members Absent:

Councilor Peter Ives, vice chair (excused)
Piper Kapin (excused)
Tony Ortiz (excused)

Staff Present

Kate Noble
Fabian Trujillo
Zach Quintero
Ross Chaney

Others Present

Jesse Guillen, City Attorney's office
Members of the Nighttime Economy Task Force
Charmaine Clair, Stenographer

B. APPROVAL OF MINUTES- October 14, 2015

Mr. Roybal moved to approve the minutes of October 14, 2015 as presented. Mr. Furry seconded the motion, which passed by unanimous voice vote.

Dr. Abeyta entered the meeting at this time.

C. APPROVAL OF AGENDA

Mr. Furry moved to approve the Agenda as published. Mr. Roybal seconded the motion, which passed by unanimous voice vote.

D. APPROVAL OF CONSENT AGENDA

Mr. Roybal moved to approve the Consent Agenda as presented. Mr. Furry seconded the motion, which passed by unanimous voice vote.

II. INFORMATIONAL ITEMS

A. Presentation and launch of StartUp Santa Fe Website - Creative Santa Fe

Shaun Patrick, director of StartUp Santa Fe introduced himself and the co-director Vaughn Macey. Mr. Patrick explained they have been creating a one-web portal master gateway to bring different industries and resources together. The website launched 10 days ago and there are more features to come.

Ms. Noble provided background. The EDRC (Economic Development Review Committee) selected StartUp Santa Fe and Make Santa Fe and both were approved by the BQL. Last month the Committee looked at phase II of the Make Santa Fe contract and today will look at StartUp Santa Fe. She said the critical piece of the StartUp Santa Fe project is the launch of *StartUp Santa Fe.com*.

Mr. Patrick said marketing on different stories, training videos and resource guides will connect startup oriented organizations and StartUp Santa Fe will load about 40-50 startups.

He said searches by relationship will be narrowed and resources such as the Chamber of Commerce's feed of events as to biotech, networking, software development and content will be retrievable by tags. There will be continual feed from all of their partners and the system will integrate with Facebook, Twitter and other media accounts.

Mr. Patrick explained that the system is designed to integrate with the state and will be curated by StartUp Santa Fe and custom integrated with partners. Eventually content will be automated.

Mr. Patrick said Hatch Network, a private company was started to build the product concept of information and subject matter and will bind people together around ideas. New features will be built into the system continually.

Mr. Patrick said StartUp Santa Fe will pay for technology and would like the city to support their marketing efforts. Private funds are available to continue to improve the system. This will help to manage the density issue and grouping of events. StartUp Santa Fe has curated a calendar of events and is building a custom feed to ensure clean, non redundant data.

Chair Lindell thanked Mr. Patrick and Mr. Macey and asked that the Committee be kept informed.

III. CONSENT AGENDA

- A. Request approval of a resolution directing staff to plan and coordinate a symposium on the history of Santa Fe and Santa Fe Fiesta, including the Don Diego De Vargas Expedition to Santa Fe in the late 17th Century and the dynamic interplay of cultures within the City of Santa Fe, both then and now; and to explore holding said symposium between Indian Market and the Santa Fe Fiesta in 2016. (Councilors Ives and Bushee) (David Rasch)

IV. ACTION ITEMS

- A. Request for approval of Professional Services Agreement (PSA), Amendment No. 3 for the Santa Fe Santa Fe Business Incubator (SFBI) Amendment #3 - RFP/12/23P - (Ross Chaney)

Mr. Chaney said in the last couple of years the facility has enhanced the bio lab and expanded programs to support entrepreneurs. The packet includes the historical contracts detail and deliverables that will be provided. Amendment #3 is a \$205k (thousand) total contract amount.

Mr. Chaney said the major changes are outlined in the memo and include software tracking (Incu-track) and an additional \$5k to the contract to support the software needs; improved expense reporting language around payroll, benefits, travel, training and property adjustment; shared equipment and the various programs integrated to support the clients and entrepreneurs.

He noted that SFBI will provide more data with graphics and a biannual survey of Incubator clients. The contract was reviewed and approved by EDRC and recommended to the Business Quality of Life Committee. He noted that Marie Longserre, Pres./CEO was available to answer questions.

Mr. Roybal moved to approve the Professional Services Agreement Amendment #3 for the Santa Fe Business Incubator as presented. Mr. Furry seconded the motion.

The motion passed unanimously by roll call vote with all members voting in favor and none voting against. There were no abstentions.

- B. Request for Approval of Professional Services Agreement –ABQid – (Kate Noble)

Ms. Noble said this is a pilot project of an accelerator to target high growth companies in Santa Fe called SFid. The project is a model of ABQid, a successful accelerator in Albuquerque.

Ms. Noble said the EDRC recommends approval of the ABQid team to run the SFid accelerator. The team brings potential for follow on financing where applicants are assessed for entry into the accelerator with a possible initial financing (generally \$20k for 6% equity). Four to six companies will be targeted for the pilot. She noted that the PSA does not cover a fund that looks at companies in the accelerator for an additional investment potential of follow on financing.

The city will pay for the operation of a 12 week accelerator that will target six companies. A contract provision will cancel if 50% of the selected companies are not selected for initial equity financing and refunds the city's initial 10,000 dollars.

Ms. Noble said either way, they will learn and understand more about high growth companies and the

operation of an accelerator. They are already working with a lot of community partners including the SFBI, StartUp Santa Fe and the Santa Fe Community Foundation to identify equity investor businesses.

Mr. Furry asked what qualifies as a high growth company.

Lori Upham executive director of ABQid introduced herself and Webb Johnson, the managing director of the accelerator.

Mr. Johnson explained they look at high growth companies that best represent Santa Fe and express the ability to scale and convert their investment value to an ROI (return on investment) within 3 to 5 years.

Ms. Kelly asked how they know what deliverables are successful and if the program will continue the following year. Ms. Noble replied they look at the process measures such as number and quality of applicants and the applicants' presentation on demonstration day.

Ms. Upham said success is if one or more of the companies become invested in not just the initial investment, but with follow on investing. She said if even one company gets follow on investing that is an accelerated company.

Mr. Patrick noted the need and told how StartUp Santa Fe had tried to get follow on investment. He said startup entrepreneurs do not have access in Santa Fe to great mentors or networks to bring the resources together for their ideas. He said having ABQid with their network in Santa Fe is essential to get startups financed and working.

Ms. Karp said one of the crises in Santa Fe has always been that people don't know what is available and the remarkable programs seem to fall into a crevasse. She asked how they can close the gap so everyone knows where to go for the information.

Mr. Patrick said StartUp Santa Fe wants to be the marketing arm. Mr. Macey added they want to wire the resources and people together and give them one place that is connected to all of the events.

Mr. Taggart asked how companies are valued for the initial investment.

Mr. Johnson said the ABQid belongs to an organization that has established an early baseline valuation, but the initial valuation is not the point. He said universally companies who come out of the 12 week accelerator program have an average valuation of \$1.7 million. That is why they emphasize the rigorous mentoring and attention to the customer validation curriculum. He said that yields better, more investor ready companies at the end of the process.

Ms. Longserre said it is expensive to be part of the program and ABQid's affiliation and model is a benefit. She said also this is an important component and is not competitive with what the Incubator does. Some of the Incubator clients have gone through the accelerator program and have benefited from the money and investment. She said it is a great partnership and the accelerators and incubators work well together.

Ms. Kelly said she has had people ask her about opening a business who have not heard about the resources. She asked if possible to pool the information in an info graphic and market that.

Mr. Macey said that is in some way what StartUp.com is supposed to be.

Ms. Karp said the point of the question was how people could find StartUp Santa Fe.

Mr. Macy said they are at the top of any searches in social media, in Facebook and Twitter and they constantly do outreach. He said over time they will be well known.

Ms. Noble said the Economic Development Division is working on a coordinating campaign and a comprehensive communication plan. The plan will involve the Economic Department speaking in the community about the resources and directing people to the StartUp Santa Fe website. In addition the Division is working with partners to gain a better understanding of what everyone is doing. She said a multi prong approach is needed and that is being done through meetings with providers, on the website and with info graphics.

She asked that the Committee and members of the business community be ambassadors. She said they need to rely on word of mouth and speak to as many groups and campaigns as possible as well as use the city's newsletter and radio and other networking sources.

Mr. Roybal moved to approve the PSA for SFid as presented. Ms, Karp seconded the motion.

A roll call vote showed the motion passed unanimously with all members voting in favor. There were no votes against or abstentions.

Mr. Conway said he is hungry for more tangibles. He thought the presentations are "continually superfluous rhetoric" and could not see "where the rubber meets the roads on the explanations on the visions".

Chair Lindell agreed. She said the Committee wants to be in the loop and receive progress reports on the status of the program.

- C. Request for approval of an ordinance amending Subsection 18-10 SFCC 1987 to rededicate a portion of the municipal gross receipts tax to recreational facilities, and bike and pedestrian pathways. (Councilor Maestes) (Oscar Rodriguez)

Mr. Guillen said Councilor Maestes' print out shows the amount transferred from the Municipal GRT (gross receipts tax) Fund that is currently allocated to the Public Transportation Program. He explained that once that program need is satisfied up to two thirds of the remaining balance can be transferred to the General Funds. The remaining one third can be used for quality of life (recreation, open spaces, libraries, etc.). The bill would eliminate the provision to transfer the money to the General Fund and allocate that all remaining excess funds go to quality of life.

Mr. Guillen reviewed the spread sheet showing GRT funds and the historic amounts for transit and excess funds to other funds or quality of life.

Ms. Karp noted that the legislative summary of the amendment does not include libraries. Mr. Guillen clarified that the library portion is already included and would not be changed.

Mr. Roybal was concerned. He said he has a problem with this bill when the General Fund does not have sufficient funds to meet the needs of the citizens.

Mr. Guillen said Mr. Rodriguez told Public Works Committee members that it just means the money that would have been taken from the General Fund for quality of life would not be taken out.

Chair Lindell said as it stands the money is transferred from the General Fund into quality of life anyway. She said she doesn't understand the purpose of the monies not going through the Fund just in case the funds are needed or the city needs to re-appropriate the funds. She was concerned about making allocations and agreements prior to what promises to be a tough budget session. She said she is not inclined to tie her hands before going through that process.

Mr. Guillen said this is not going to be a loss of revenue, but just dedicates funds.

Chair Lindell clarified the amount Transit used is \$5.5 and the left over amount currently as the budget is would allocate \$2 million in the General Fund to go to quality of life. She said the exact number has fluctuated wildly from 2005 to 2014 and if there is not enough money to keep the doors open the city might allocate the money differently. She noted the ordinance would be a law that would have to be followed.

Mr. Guillen clarified that this is not the only source of funding for quality of life, only a small part.

Mr. Conway said he is opposed. He said City Councilors will need flexibility for the upcoming session and not only are they talking about keeping doors open, but keeping workers walking through the doors. He said this takes away the flexibility and at the moment the city would be better served to have a flexible General Fund.

Mr. Roybal agreed. He said he was not comfortable with the bill.

Ms. Karp said she understands the spirit of the bill and the trails for bicyclists/pedestrians have improved the quality of life. She asked if rather than making this a binding bill, there was a way the Committee could recommend Councilor Maestes to do something less binding.

She said if they want to build an economically diverse community and support the young people with their businesses, the city has to get real about making the city more accessible to bikes and pedestrians; not just for tourists, but those who live in Santa Fe. She said that they should not throw out *"the baby with the bathwater"*.

Mr. Trujillo expressed his concern. He said as a person who lives on the southwest side of town much of the infrastructure for biking and hiking paths are not as accessible. He said as a citizen, accessibility should be equitable for everyone and he does not see that happening.

Chair Lindell asked if the bill could be a resolution rather than an ordinance that ties the city to follow the bill.

Ms. Noble said MPO and the Economic Development Department is still spending down the 2012 General Obligation Bond allocation of \$7 million for a series of trail projects that include connectivity and gaps. She said the recommendations and prioritizations are valid and the Committee could make an official recommendation to an action they make. They can also communicate directly with their city councilor. She said the Committee could also have the MPO present projects in process and the funds yet to be expended for a better understanding of the status of the trail network connectivity.

Mr. Roybal called the question.

Mr. Conway moved that BQL not recommend approval to City Council. Mr. Roybal seconded the motion.

Ms. Karp asked to amend the motion to recommend bringing forward consistent support for expanding the bike and pedestrian pathways as a resolution rather than ordinance.

Mr. Guillen said Councilor Bushee plans to introduce a resolution to give support to the unified trail system that will make a spider web of trails for bikes/pedestrians throughout the city.

Chair Lindell said that introduction appears to be coming forward and the original motion remains on the floor.

The motion to *not* recommend approval to City Council for the ordinance was passed by a majority roll call vote. Mr. Conway, Ms. Kelly, Mr. Roybal and Dr. Abeyta voted in favor of the motion and Ms. Karp and Mr. Taggart opposed the motion. There were no abstentions.

V. DISCUSSION ITEMS

a. Nighttime Economy Taskforce Findings and Recommendations – (Zack Quintero)

Mr. Quintero said the task force goal was to develop ideas to improve night life and ways to streamline permitting/regulations and get business owners more involved and promote a better quality of life.

He said both short and long-term recommendations were established with a specific list of departments. He noted that he or Mr. Chaney were available to answer questions.

Ms. Shannon Murphy co chair of the Nighttime Economy Task Force, Vince Kadlubek, Todd Lovato, the vice chair of the Santa Fe Arts Commission (SFAC) and Jamie Lipinski were introduced.

Ms. Murphy said Santa Fe does not have a good reputation in terms of nightlife. The task force focused on systemic challenges that affect entrepreneurs and looked at low investment, high impact solutions.

She said it helps to look at the city as nodes or zones and 4 zones were identified: 1) downtown and particularly the intersection of Galisteo and San Francisco is thought to be the most accessible and relevant to tourists; 2) the Railyard with the under 21 activity; 3) the Siler Road district as an upcoming performing arts and; 4) the south side with affordable restaurants, movies, shopping and a nighttime vibrancy.

Recommendations include improvements to the Santa Fe.org website. The page does not seem relevant to tourists searching for nightlife and references to the opera and the Lensic are at the bottom of the page and there is no mention of breweries, etc.

The calendar appears to be dependent on user submission and does not show a lot of nightlife. The task force believes a calendar should not wait for events to be submitted, but rather should be sought out. Software could be implemented to grab events from Facebook and the calendar should be more visual. Currently photos cannot be submitted with the event and a book signing or poetry reading takes as much real estate on the calendar as Indian Market. The submission process is not user friendly and is difficult to find how to submit an event.

Public information kiosks were recommended that focus on art and cultural events. Bulletin boards with information are overflowing and are difficult to navigate visually. The recommendation is that the city work with the Arts Commission to create large outdoor public information kiosks that could display posters of upcoming events. Pilot locations could be the Plaza, the Railyard, DeVargas Park and SWAN Park with a central place to drop off a submission and an intern/committee to ensure criteria is met for submission.

Mr. Lovato said through the Arts Commission the Arts in Public Places Committee did great work with the bus stops and is looking at how the kiosks could fit into the city in an attractive way.

Other recommendations include:

- The continuation of the annual dedication of \$5k to the nighttime economy projects; or a portion or separate pot of funds dedicated to events on the south side.
- Make funding accessible for nightlife entrepreneurs. The SFAC and OTAB (Occupancy Tax Advisory Board) should open either the primary RFP submission process or a secondary process to all entities, not just nonprofits.
- Allow recurring events to receive a permanent waiver. Currently events within 300 feet of a church/school require the promoter to go through the process repeatedly, including having a signed church/school letter and appearing before City Council for approval.
- Extend the Food Trucks Program number of spaces, especially parking near the Galisteo/San Francisco intersection where there are large crowds late at night.
- Endorse the New Year's Eve celebration.
- There should be an increase in downtown outdoor nighttime lighting where bars and performing arts converge with hanging lights to make the area more welcoming and safe.
- The city should offer a service or a process to help the daytime businesses with cleanup of the centralized area of bars.
- There has been discussion with the Parking Division to enable a bartender to give patrons a parking pass, etc. to secure their parking spot until morning and take a cab. Overnight parking would send a public safety message and is a low cost way for the city to support people who want to be responsible. Parking has worked out a system that can be drafted into resolution format.
- A long-term recommendation is regarding the state legislation issue of quotas for liquor licenses. Small venues that want to serve alcohol have to spend \$3k a month for a permit. The city could support the effort to reform state law to create a beer and wine license for performance events.

- A strategic planning process is recommended for OTAB that includes public input. OTAB's focus could be expanded to support non-recurring events that enrich tourist experiences and draw tourism. State statute allows OTAB money to be used to promote a venue or a tourist destination and they should consider promoting national artists who are promoting their event in Santa Fe to their fans. Access to the OTAB application could be improved by including a page on the city website similar to the SFAC that includes deadlines, meeting dates, etc. Removing layers of funding restrictions to make simpler should be considered. The sale of alcohol in public parks should be considered as an opportunity for revenues from sponsorship. The Siler Road district planning efforts should preserve their right to make noise in the district.
- Smaller scale targeted services such as the model for on-demand public transportation in rural communities should be considered due to the lack of nighttime public transportation. A cost analysis to study a shuttle for people leaving bars downtown is recommended for Saturday nights from 11 PM to 3 AM.
- A recommendation is to close Galisteo Street because of the issue at the intersection with cars turning right in an area heavily populated by people leaving the bars.

Mr. Roybal acknowledged the good work of the task force. He noted that Canyon Road was not listed and that there is a need to get support from the merchants, especially the hotels. He suggested the colleges provide a shuttle for the students.

Ms. Kelly suggested a partnership with New Mexico Arts. The funding is already there and a kiosk is something they could easily accomplish and piggyback on the pedestrian ordinance for the Plaza for the same dates. She said the permanent waiver should be made more obvious to businesses.

Ms. Murphy said the recommendation is to tell businesses about the permanent waiver when they apply for a second event of the year.

Ms. Noble said the Nighttime Economy Task Force work is technically finished and the Committee needs to determine the next step. She said the Committee could direct staff to pursue the implementation of the recommendations and also to work on the \$5k nighttime economy grant. She said if the Committee wants to bring back any of the recommendations they need to determine the path for further action.

Chair Lindell said she would like the Committee to re fund the grant. She said this is a tremendous amount of valuable work and some of it needs more discussion. She would like to continue the discussion if the task force was willing.

Ms. Noble suggested the Committee could recommend continuing the \$5k Nighttime Economy grants. Committee members could submit their comments on the recommendations to staff to collate as a starting point for the next steps. She said the next step could be to draft a resolution for Councilor Lindell to introduce to the governing body.

Chair Lindell moved to direct the allocation of \$5,000 for the continuation of the Nighttime Economy Task Force. Mr. Roybal seconded the motion which passed by unanimous voice vote.

Chair Lindell suggested the recommendations be re-circulated to the Committee members for

comments and included in the packet. Chair Lindell asked that they try to come back with prioritized items within 60 days that the Committee would most want to work on and easily get traction on.

VI. ITEMS FROM THE COMMITTEE

Mr. Roybal asked to add Challenge 2001 Beyond Survival to the next agenda to relook at the efforts of 80 business leaders who provided recommendations that never moved forward. Chair Lindell asked Mr. Roybal to meet with Mr. Trujillo regarding the agenda item.

VII. ITEMS FROM STAFF

Ms. Noble confirmed the Committee did not need an update on MPO trails.

She explained everyone should be aware that the Business Ombudsman's Office has been refocused and rebranded as the Office for Business Growth (OBG). She said this is a way to have a data driven approach and ask the business community to identify their needs through annual surveys and focus groups. The OBG will track and report quarterly to the BQL and be consistent about measurement regarding counseling, referrals and information given to businesses.

Chair Lindell asked to have an informational item on the OBG change on the next agenda.

VIII. ITEMS FROM THE CHAIR

The chair acknowledged the Committee's good work.

IX. ITEMS FROM THE PUBLIC

Mr. Conway asked to hear about the Parks and Recreation draft of how parks will be permitted.

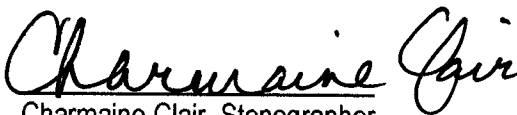
X. NEXT MEETING DATE– December 9, 2015

Having no further business to discuss the meeting adjourned at 1:02 p.m.

Approved by:


Signe Lindell, Chair

Submitted by:


Charmaine Clair, Stenographer