



Agenda DATE 6/6/17 TIME 2:57  
SERVED BY Fabian Trujillo  
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**Economic Development Review  
Sub-Committee**

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

**Round House Conference Room  
Monday, June 12, 2017  
3:00 PM**

**I. PROCEDURES**

- A. Roll Call
- B. Approval of Minutes – May 2, 2017
- C. Approval of Agenda
- D. Welcome and Introduction

**II. ACTION ITEMS**

- A. Request for review and approval of seven (7) contract renewals for the FY-2017-2018 economic development portfolio as awarded through RFP to provide workforce development, entrepreneurial acceleration, and other support for business development in Santa Fe for a total funding amount of \$499,000 as identified (Alexandra Ladd and Matthew Brown):
  - 1. Professional Services Agreement, Amendment No. 1 – Santa Fe Business Incubator RFP 16/38/P;
  - 2. Professional Services Agreement, Amendment No. 1 – Youthworks RFP 16/37/P;
  - 3. Professional Services Agreement, Source for Educational Empowerment and Community Development (SEED) RFP 16/37/P;
  - 4. Professional Services Agreement, Amendment No. 2 – Market Intelligence Solutions, LLC RFP 16/38/P;
  - 5. Professional Services Agreement, Amendment No. 4 – MIX/BizMix - Andrea Romero Consulting RFP 15/29/P;
  - 6. Professional Services Agreement, Amendment No. 2 – Lacey Adams Design RFP 15/07/P;
  - 7. Professional Services Agreement, Amendment No. 2 – SCORE RFP 15/38/P.

**III. INFORMATIONAL ITEMS (None)**

**IV. REPORTS (none)**

**V. ITEMS FROM THE COMMITTEE**

**VI. ITEMS FROM STAFF**

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

**SUMMARY OF ACTION  
 ECONOMIC DEVELOPMENT REVIEW SUBCOMMITTEE  
 MARKET STATION AT THE RAILYARD, ROUND HOUSE CONFERENCE ROOM  
 500 MARKET STATION, SUITE 200  
 MONDAY, JUNE 12, 2017, 3:00 PM**

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REQUEST FOR REVIEW AND APPROVAL OF SEVEN CONTRACT RENEWALS FOR THE FY-2017-2018 ECONOMIC DEVELOPMENT PORTFOLIO AS AWARDED THROUGH RFP TO PROVIDE WORKFORCE DEVELOPMENT, ENTREPRENEURIAL ACCELERATION, AND OTHER SUPPORT FOR BUSINESS DEVELOPMENT IN SANTA FE FOR A TOTAL FUNDING AMOUNT OF \$499,000 AS IDENTIFIED	INFORMATION/DISCUSSION	2-5
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<b>INFORMATIONAL ITEMS</b>	<b>NONE</b>	<b>6</b>
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**ECONOMIC DEVELOPMENT REVIEW SUBCOMMITTEE  
MARKET STATION AT THE RAILYARD, ROUND HOUSE CONFERENCE ROOM  
500 MARKET STATION, SUITE 200  
MONDAY, JUNE 12, 2017, 3:00 PM**

**I. PROCEDURES**

**A. CALL MEETING TO ORDER**

The meeting of the Economic Development Review Subcommittee was called to order by Councilor Signe Lindell, Chair, at 3:00 pm, at the Market Station at the Railyard Round House Conference Room, 500 Market Station, Suite 200, Santa Fe, New Mexico.

**B. ROLL CALL**

**MEMBERS PRESENT**

Councilor Signe Lindell, Chair  
John Feins  
Buddy Roybal  
Lisa Alejandro

**MEMBERS ABSENT**

Kathy Keith

**OTHERS PRESENT**

Matt Brown, Economic Development Director, City of Santa Fe  
Alexandra Ladd, City of Santa Fe  
Fabian Trujillo, Economic Development, City of Santa Fe  
Chuck Higgins  
Grace Brill, Contractor  
Marie Longserre, Contractor  
Elizabeth Martin, Stenographer

**C. APPROVAL OF MINUTES, MAY 2, 2017**

**MOTION** A motion was made by Mr. Roybal, seconded by Ms. Alejandro, to approve the minutes as presented.

**VOTE** The motion passed unanimously by voice vote.

**D. APPROVE AGENDA**

Ms. Ladd said she has one change. We have 7 contracts listed. The real number before you today is 5. One we did not have an insurance waiver in place for and it can't go to Finance without that. On the other one had we had not finalized the funding.

Mr. Trujillo said items A2 and A7 have been removed for consideration.

Mr. Trujillo said also the next meeting date is June 26<sup>th</sup>, at 9:00 am.

**MOTION** A motion was made by Mr. Roybal, seconded by Ms. Alejandro, to approved the agenda as amended.

**VOTE** The motion passed unanimously by voice vote.

## **E. WELCOME AND INTRODUCTIONS**

Chair Lindell said we have a new group. Welcome to all of you for being willing to give your time for our beloved City. These committees are astoundingly important to us. We would not be able to function properly if we did not have the input from the community. It is very important. We appreciate your commitment to it. It takes time and study. She is very happy with the makeup of this committee. You are folks she knows she can depend on in terms of doing the homework it takes to do this work and the experience it takes to look at these issues with a critical eye and do the best with the resources of the City.

All of the Committee members introduced themselves. The new member, Mr. John Feins introduced himself as the Marketing Manger for Meow Wolf.

Mr. Brown said thank you Chair. He is thrilled to be here. This is his 3<sup>rd</sup> time moving here. He keeps being pulled back. Even though there is this formality we are experiencing in this moment beyond that we are a team. He wants to come at every conversation, meeting and engagement with the knowledge that we are in this together. He hopes we are an amazing success. This is not the Matt Brown show. This is a team show. He is bolstered by the support, enthusiasm, intelligence and vibrancy shown by all the people on this Committee. We need to capture and harness that and give it direction into action. Thank you for the privilege and honor of serving.

Chair Lindell said she wanted to remind everyone that this is a review for approval of existing contracts. It is not like we are delving into these. They are not new but ahead of term and we are making a renewal within that term.

## **II. ACTION ITEMS**

### **A. REQUEST FOR REVIEW AND APPROVAL OF SEVEN CONTRACT**

**RENEWALS FOR THE FY-2017-2018 ECONOMIC DEVELOPMENT PORTFOLIO AS AWARDED THROUGH RFP TO PROVIDE WORKFORCE DEVELOPMENT, ENTREPRENEURIAL ACCELERATION, AND OTHER SUPPORT FOR BUSINESS DEVELOPMENT IN SANTA FE FOR A TOTAL FUNDING AMOUNT OF \$499,000 AS IDENTIFIED:**

Ms. Ladd said she is happy to stand for questions. Two contractors, Grace Brill and Marie Longserre, are here. Feel free to ask them any questions you may have. She set up memo to reflect swimlanes that Economic Development has developed over the years as a way to categorize investments. At the end of memo are the contracts that will be coming forward for approval today. There will be 3 later in the month and 2 later in the fiscal year. Because we have not completed the fiscal year the contractors, for the most part, have not submitted all of their final reports. We will share the final reports with the committees as well. She would like the Committee to see the pretty amazing work these contractors have been able to do leveraging City funds. Seeing City commitment makes it easier to leverage funds.

Mr. Feins asked do you find a difference in the funding amount noting that.

Ms. Ladd said our housing providers are very skilled and sophisticated in leveraging that. Local funders like it because it shows local commitment.

Mr. Fines said the level of support is more important than the amount. Would there be situations where the dollar amount could change the level of support from others.

Ms. Ladd said yes, but not particularly in these contracts. Occasionally it is more powerful in a program based item. By providing administration support the organizations are able to fund raise for projects and exciting things. Homewise uses City funds in some of their applications. That means they can leverage some funds. For the most part, with this general fund administrative funding, the fact is that it makes a difference.

Mr. Roybal said most important is that the City is getting their monies worth, good accountability and good followup. We are getting that. Keeping track of the successes and follow through is critical.

Ms. Ladd said as you look through the packet the deliverables are very specific and how the payment relates to the deliverables is spelled out. It is very tightly controlled and tied to reporting.

Mr. Roybal said the money is important but the services are very important. There is very little money to go around.

Chair Lindell asked at fiscal year end we will get a report with metrics.

Ms. Ladd said yes, you will see the report from Market Intelligence Solutions that looks at metrics. All of the contractors provide that information.

Mr. Roybal said it would be helpful if we had a small blurb of when things are due.

Mr. Brown asked when reports are due.

Mr. Roybal said yes. A small summary.

Chair Lindell said regarding Market Intelligence Solutions, the work you do, does it have crossover into doing templates.

Ms. Brill said it has to do with getting a better sense of who is out there in Santa Fe. She has worked with all the programs we funded last year to see who their clients are, their funding sources and what do we have on the ground. She looks at the sectors of manufacturing and professional and technical services and information. In terms of metrics, until a new strategy is formulated it makes sense to measure what matches with the strategy.

Chair Lindell asked do the metrics include a delivery of data collection template and so they work with contractors to improve data collection. We are constantly collecting data but you can't tell from Dataset to Dataset what the commonalities and differences are. We struggle with that in a lot of different arenas.

Ms. Brill said what you will see in the template is there needs to be better internal data management within the department so that they all know what is going on. She is recommending that the Department needs to look at internal data management. What companies have received a City incentive for instance. They need tracking systems for that.

Mr. Roybal said his concern is that she will become the best kept secret and the information will not get out to the public. How is that going to get from you to Mr. Brown and out to be usable.

Ms. Brill said her report is public record. She has pages of recommendations and has translated those into specific recommendations.

Mr. Brown said in general he thinks we are going to need a communications strategy on how we communicate out information to stake holders and citizens. How the information moves is critical. That will be part of a much more thoughtful and managed conversation. That has to be a part of what we do.

Mr. Roybal said for Marie Longserre with her successes it would be helpful

information to her when a business comes in and their needs are identified.

Ms. Longserre said she agrees. She is delighted to hear this conversation about the data and communications. We provide quarterly reports with a lot of detail. Right now our report is available with three quarters of the year included. It is available to you. As a contractor of the City for 20 years, she is excited for Mr. Brown to be here and for this Committee to feel part of the team again. There has been a feeling that the contractors are coming to the trough to get things rather than an investment that you are getting back from them. All Committees, public, staff and policy makers and all the other groups are part of the team. She is very encouraged about it.

Chair Lindell asked do we need to vote on the whole thing or individually.

It was decided to vote on each item individually.

**1. PROFESSIONAL SERVICES AGREEMENT, AMENDMENT NO. 1  
- SANTA FE BUSINESS INCUBATOR RFP 16/38/P;**

**MOTION** A motion was made by Mr. Roybal, seconded by Mr. Feins, to approve the \$200,000 in funding for the Santa Fe Business Incubator.

**VOTE** The motion passed unanimously by voice vote.

**2. PROFESSIONAL SERVICES AGREEMENT, AMENDMENT NO. 1  
- YOUTHWORKS RFP 16-37-P;**

This item was postponed.

**3. PROFESSIONAL SERVICES AGREEMENT, SOURCE FOR  
EDUCATIONAL EMPOWERMENT AND COMMUNITY  
DEVELOPMENT (SEED) RFP 16-37-P;**

Ms. Ladd said to clarify this contractor who responded was a different contractor who took this program over. This one is not an amendment. It is a new contract with the same people but with a different nonprofit housing the program.

**MOTION** A motion was made by Mr. Roybal to approve the \$30,000 in funding for Educational Empowerment and Community Development.

Ms. Alejandro asked is this an ongoing program.

Ms. Ladd said yes.



**SECOND** Ms. Alejandro seconded the motion.

**VOTE** The motion passed unanimously by voice vote.

**4. PROFESSIONAL SERVICES AGREEMENT, AMENDMENT NO. 2  
- MARKET INTELLIGENCE SOLUTIONS, LLC RFP 16-38-P;**

**MOTION** A motion was made by Mr. Feins, seconded by Mr. Roybal, to approve \$24,000 in funding for Market Intelligence Solutions.

**VOTE** The motion passed unanimously by voice vote.

**5. PROFESSIONAL SERVICES AGREEMENT, AMENDMENT 4 -  
MIX/BIZMIX - ANDREA ROMERO CONSULTING RFP 15/29/P;**

**MOTION** A motion was made by Mr. Feins, seconded by Mr. Roybal, to approve \$40,000 in funding for Mix/Bizmix.

**VOTE** The motion passed unanimously by voice vote.

**6. PROFESSIONAL SERVICES AGREEMENT, AMENDMENT NO. 2  
- LACEY ADAMS DESIGN RFP 15/07/P;**

**MOTION** A motion was made by Ms. Alejandro, seconded by Mr. Roybal, to approve \$6,000 in funding for Lacey Adams Design.

**VOTE** The motion passed unanimously by voice vote.

**7. PROFESSIONAL SERVICES AGREEMENT, AMENDMENT NO. 2  
- SCORE RFP15/38/P.**

Chair Lindell said these contracts are multiyear and we are renewing into another phase of the contracts.

Mr. Trujillo said these items will go for approval to the Economic Development Committee, Finance and the City Council.

**III. INFORMATIONAL ITEMS**

None

**IV. REPORTS**

None

**V. ITEMS FROM THE COMMITTEE**

None

**VI. ITEMS FROM STAFF**

None

**VII. NEXT MEETING**

Mr. Trujillo said this Committee will meet again on June 26<sup>th</sup> in this building. He will send out a meeting notice.

Ms. Longserre thanked Ms. Ladd and commended her for getting all the contracts processed in a timely manner.


Ms. Alejandro commended Ms. Ladd for her extraordinary work while wearing 2 hats.


Mr. Roybal said he expects good things from Mr. Brown.

Chair Lindell thanked the Committee and said she looks forward to working with Mr. Brown.

**VIII. ADJOURN**

There being no further business before the Committee the meeting adjourned at 3:45 pm.

  
Councillor Sigee Lindell, Chair

  
Elizabeth Martin, Stenographer