



# Agenda

CITY CLERK'S OFFICE

DATE 6/6/17 TIME 2:57

SERVED BY Fabian Trujillo

RECEIVED BY [Signature]

## Economic Development Advisory Committee

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

**Wednesday, June 14, 2017  
11:00 AM – 1:00 PM**

### I. PROCEDURES

- A. Roll Call
- B. Approval of Minutes
  - 1. May 12, 2017
- C. Approval of Agenda
- D. Approval of Consent Agenda
- E. Introduction and Welcome

### II. CONSENT AGENDA

- A. Request for approval of a resolution directing the City Manager to explore the creation of legislation establishing and funding local Arts & Cultural Districts (Councilor Maestas) (Debra Garcia y Griego)
- B. Request for approval of a resolution adopting administrative procedures for Native American Arts or Crafts District (Mayor Gonzales and Councilor Ives) (Debra Garcia y Griego)
- C. Request for approval of a resolution directing the City Manager to identify potential funding sources to support the work of industry stakeholders to develop the "Santa Fe Network.tv". (Mayor Gonzales) (Alexandra Ladd)

### III. ACTION ITEMS

- A. Request for approval of a resolution calling for the expedited implementation of all pending broadband policy recommendations by the Economic Development Division (Councilor Maestas) (Larry Worstell)



# Agenda

B. 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.

IV. INFORMATIONAL ITEMS

A. LEDA Process – How it Works and What’s Coming – Fabian Trujillo

V. ITEMS FROM THE COMMITTEE

VI. ITEMS FROM STAFF

VII. ITEMS FROM THE CHAIR

VIII. ITEMS FROM THE PUBLIC

IX. NEXT MEETING DATE – **July 12, 2017**

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

**SUMMARY OF ACTION  
ECONOMIC DEVELOPMENT ADVISORY COMMITTEE  
MARKET STATION AT THE RAILYARD  
500 MARKET STATION, SUITE 200  
WEDNESDAY, JUNE 14, 2017, 11:00 AM**

<u>ITEM</u>	<u>ACTION</u>	<u>PAGE</u>
CALL TO ORDER		1
ROLL CALL	QUORUM	1
APPROVAL OF MINUTES, MAY 12, 2017	APPROVED	1-2
APPROVAL OF AGENDA	APPROVED	2
APPROVAL OF CONSENT AGENDA	AMENDED	2
INTRODUCTION AND WELCOME	INFORMATION/DISCUSSION	2-3
<b><u>CONSENT AGENDA DISCUSSION</u></b>		
REQUEST FOR APPROVAL OF A RESOLUTION DIRECTING THE CITY MANAGER TO EXPLORE THE CREATION OF LEGISLATION ESTABLISHING AND FUNDING LOCAL ARTS AND CULTURAL DISTRICTS	APPROVED	3-6
REQUEST FOR APPROVAL OF A RESOLUTION ADOPTING ADMINISTRATIVE PROCEDURES FOR NATIVE AMERICAN ARTS OR CRAFTS DISTRICTS	APPROVED	6
REQUEST FOR APPROVAL OF A RESOLUTION DIRECTING THE CITY MANAGER TO IDENTIFY POTENTIAL FUNDING SOURCES TO SUPPORT THE WORK OF INDUSTRY STAKEHOLDERS TO DEVELOP THE "SANTA FE	MOVED FORWARD/NO RECOMMENDATION	6-9

**NETWORK.TV”.**

**ACTION ITEMS**

**REQUEST FOR APPROVAL OF A RESOLUTION CALLING FOR THE EXPEDITED IMPLEMENTATION OF ALL PENDING BROADBAND POLICY RECOMMENDATIONS BY THE ECONOMIC DEVELOPMENT DIVISION** **APPROVED** **9-12**

**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** **12-13**

**PROFESSIONAL SERVICES AGREEMENT, AMENDMENT NO. 1 - SANTA FE BUSINESS INCUBATOR RFP 16/38/P** **APPROVED** **13-14**

**PROFESSIONAL SERVICES AGREEMENT, AMENDMENT NO. 1 - YOUTHWORKS RFP 16-37-P** **POSTPONED** **14**

**PROFESSIONAL SERVICES AGREEMENT, SOURCE FOR EDUCATIONAL EMPOWERMENT AND COMMUNITY DEVELOPMENT (SEED) RFP 16-37-P** **APPROVED** **14**

**PROFESSIONAL SERVICES** **APPROVED** **14**

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

**PROFESSIONAL SERVICES                      APPROVED    14**  
**AGREEMENT, AMENDMENT**  
**4 - MIX/BIZMIX - ANDREA ROMERO**  
**CONSULTING RFP 15/29/P**

**PROFESSIONAL SERVICES                      APPROVED    14-15**  
**AGREEMENT, AMENDMENT**  
**NO. 2 - LACEY ADAMS DESIGN**  
**RFP 15/07/P**

**PROFESSIONAL SERVICES                      POSTPONED    15**  
**AGREEMENT, AMENDMENT**  
**NO. 2 - SCORE RFP15/38/P**

**INFORMATIONAL ITEMS**

**LEDA PROCESS - HOW IT                      POSTPONED    15**  
**WORKS AND WHAT'S COMING**

**ITEMS FROM THE COMMITTEE                      NONE    15**

**ITEMS FROM STAFF                                      NONE    15**

**ITEMS FROM THE CHAIR                              NONE    15-16**

**ITEMS FROM THE PUBLIC                              NONE    16**

**NEXT MEETING DATE                                      JULY 12, 2017    16**

**ADJOURN    ADJOURNED    16**

**ECONOMIC DEVELOPMENT ADVISORY COMMITTEE  
MARKET STATION AT THE RAILYARD  
500 MARKET STATION, SUITE 200  
WEDNESDAY, JUNE 14, 2017, 11:00 AM**

**I. PROCEDURES**

**CALL TO ORDER**

The meeting of the Economic Development Advisory Committee was called to order by Councilor Michael Harris, Chair, at 11:00 am on Wednesday, June 14, 2017, at the Market Station at the Railyard, 500 Market Station, Suite 200, Santa Fe, New Mexico.

**A. ROLL CALL**

**MEMBERS PRESENT**

Councilor Michael Harris, Chair  
Camilla Bustamante  
Holly Bradshaw-Eakes, Vice Chair  
John Feins  
Chuck Higgins  
Kim Kelly  
Kate Kennedy  
Doug Orr  
(Vacancy)

**MEMBERS ABSENT**

Lisa Alejandro, Excused

**OTHERS PRESENT**

Councilor Joseph Maestas  
Fabian Trujillo, Economic Development, City of Santa Fe  
Matt Brown, Economic Development Director, City of Santa Fe  
Alexander Ladd, City of Santa Fe  
Debra Garcia y Griego, Arts Commission, City of Santa Fe  
Larry Worstell, IT Infrastructure Services Manager, City of Santa Fe  
Marie Longserre, Santa Fe Business Incubator  
Elizabeth Martin, Stenographer

**B. APPROVAL OF MINUTES, MAY 12, 2017**

Ms. Bradshaw-Eakes said it should say LEDA in the minutes and on page 4 she

said because it uses state money.

**MOTION** A motion was made by Ms. Bradshaw-Eakes, seconded by Ms. Kelly, to approve the minutes as amended.

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

### **C. APPROVAL OF AGENDA**

Mr. Trujillo said items B2 and B7 have been pulled. A revised memo has been passed out reflecting only 5 professional service agreements to be approved. The other 2 will come back at the next meeting.

**MOTION** A motion was made by Mr. Feins, seconded by Ms. Kennedy, to approve the agenda as amended.

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

### **D. APPROVAL OF CONSENT AGENDA**

Chair Harris said he would like to pull items A and C for discussion.

**MOTION** A motion was made by Mr. Feins, seconded by Ms. Kelly, to approve the consent agenda as amended.

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

### **E. INTRODUCTION AND WELCOME**

Chair Harris thanked everyone for being here. He introduced Councilor Maestas.

Chair Harris said this is an important moment for this Committee and the potential for economic development for a number of reasons. It is his hope that we can not only do the work we have done historically that is very important work, but to also address other issues. There is a lot more that can be done with this Committee and the new Economic Development Director and the other people who will be coming on board. He appreciates the people who have agreed to continue to serve and the new folks just getting started. He asked Ms. Bradshaw-Eakes to serve as Vice Chair and she has agreed. Councilor Lindell may join us for a bit. She is now the Chair of the Economic Development Review Committee which is a sub committee to us. It is important to ask questions as part of these proceedings and of Mr. Trujillo. He is very familiar with the LEDA process and other things we work on. He encourages members to contact Mr. Trujillo if they have any questions.

Everyone introduced themselves.

Chair Harris said he will always try to keep things moving. We did talk about changing our schedule and consensus was that the time continue at mid day. Chandler Moore who was on this Committee and was going to be reappointed took a position with the same company but at a different location. We now have one vacancy on the Committee.

## **II. CONSENT AGENDA**

### **A. REQUEST FOR APPROVAL OF A RESOLUTION DIRECTING THE CITY MANAGER TO EXPLORE THE CREATION OF LEGISLATION ESTABLISHING AND FUNDING LOCAL ARTS AND CULTURAL DISTRICTS**

Councilor Maestas said today is an exciting day for economic development. When you think about collectively where we are as a City we have come a long way. We now have this newly structured Committee and a new Director in Mr. Brown. He is sponsoring a Resolution for a top down review of Economic Development, our programs and structure. We are all in this together. He is proud of Councilor Harris who took this entire effort on. Thank you for that.

Councilor Maestas said this is an exploratory exercise at this point. No funding is called for. For Arts and Cultural Districts, there is an established network to allow communities to establish these to give communities the tools to build local economies. Impact Network Santa Fe met with him and they gave recommendations. They said the economy should be centered around a sense of place. This has that potential to not just focus on the well established districts like Canyon Road and the Plaza but also districts around Santa Fe that have unique characteristics. It gives us the potential to open doors to places like Silar Road, Rufina Road and certain segments of Airport Road. By virtue of that designation funding could be provided, even public funding. It allows communities to provide local resources without having issues with the anti-donation clause. They can be designated by a State process or a municipality process. He and Ms. Garcia y Griego have talked with the State entities on this. There is a framework that is institutionalized. It is just a matter of establishing it. We have made an earnest attempt to get the best perspective before moving forward. This a good initial step to explore this. It is a logical evolution of what we are as an arts community and is an option we should consider and explore given who we are and our place in the arts community. The Arts Commission unanimously approved this. Public Works approved this on their consent agenda. We are getting some traction. State agencies made it clear that this legislation is not quite mature yet. They are working on additional funding for these districts. They are advocating for future State legislation in the near future to give the communities a wider array of funding and more incentives. We hope you all agree.



Ms. Garcia y Griego said the Arts Commission very enthusiastically approved this as an opportunity to explore building identity within our neighborhoods through the community. The City Council adopted Cultural Connect which examines our definitions of culture and where we are as a City. Neighborhoods, districts and gathering spots that are informally identified as cultural districts can be included. The framework is an incredibly collaborative one. We can engage in a process as a community to determine opportunities and resources and how to guide those forward. It is a new way for the City to interact with neighborhoods benefitting culture and the economy.

Chair Harris said he believes this is worth exploring. As this moves forward, particularly to Council, he would like to know if in fact arts funding is established. He needs to know more about that and establishing the fund and how to access it. This is an important item for discussion.

Councilor Maestas said in that statute it identifies a GRT implement that can be used to fund cultural districts. It is the municipal Infrastructure portion. It has to go to the people for a vote by referendum.

Ms. Garcia y Griego said those references are in other portions of the state statute. She will make sure they are included going forward.

Chair Harris said Meow Wolf is in District 4. A lot of things going on around the other side of Silar Road. A concern he would have and has expressed is not to limit what happens. He doesn't know if there are any constraints associated with this. There are areas of town that are historically cultural but to his way of thinking might the label be somewhat limiting. It may not be an appropriate designation in some areas. However, we should look into it.

Councilor Maestas said one other funding option is tax increment financing where just those who benefit would be taxed. TIF does not involve voter approval.

Ms. Garcia y Griego said the Arts and Cultural District does not effect zoning or land use zoning.

Ms. Bustamante arrived.

Mr. Trujillo said the Arts and Cultural district funding was part of the Main Street program. It is actually an increment for the LEDA process and part of the local option gross receipts tax and has to go to the voters and be specifically designated. You can do property taxes or gross receipts taxes. If you use property taxes you take the vote within the community. This is a good Resolution to look at and consider and very appropriate for Santa Fe.

Mr. Feins asked would this open us up to any Federal funding.

Ms. Garcia y Griego said not to her knowledge. She can look at that.

Mr. Feins asked have you seen any negative impacts in the communities you looked at.

Ms. Garcia y Griego said initially no, but some do function at a much higher level than others which is attributed to groundwork in the community.

Mr. Feins said there is a natural centralism here. If districts are able to draw attention to some of our treasures other than Canyon Road and the Plaza.

Councilor Maestas said it can be a district, a compound or an institution. Different types of districts apply to different communities. There are other options.

Mr. Orr asked to clarify the GRT tax was there a reduction in the GRT after it was no longer allocated to the water fund.

Councilor Maestas said this particular one that was subsidizing the water fund, when we repealed it we were trying to restructure some things due to the shortfall. We came up with a way to pay off those bonds backed by the GRT. Once paid off it freed it up but we could not redirect it to the general fund. We repealed it and set a new one up to go to the general fund.

Mr. Orr asked so this is not a new tax, just a reallocation.

Councilor Maestas said it is probably an additional tax.

Ms. Kelly said she thinks it is a wonderful idea. Is there going to be an overseeing part of the City that will help advise these districts on a continuing basis. It would be nice to have a map of the districts and banners identifying the different districts. It would be good if there was some kind of overarching marketing strategy to let tourists know what is there. A lot of these groups need access to funds and ideas for their identity and to be successful.

Councilor Maestas said coordination and oversight is mandated in the statute. There has to be a coordinator and a public body that oversees the program. If this Resolution moves forward today we have an existing framework within the Arts Commission and may assign it to them. There is a way to do this without growing the bureaucracy.

Ms. Garcia y Griego said the statute requires an advisory board for municipal entities. Each district is required to have an oversight board.

Ms. Kelly said it would be neat if there was a map on the City website showing all the things going on.

Dr. Bustamante said this is an exciting prospect but she also thinks of issues such as unintended consequences with neighborhoods that can be positive but are sometimes negative. Those who are wanting to raise a family need places that are affordable. We have neighborhoods where kids don't play because they are rental communities. How do we make sure we keep the benefit and assets for the community. It might create a different place with people with more money and no families. These things already are part of our sense of place. How do we do this and continue to have young people in our community who can afford to live here. It needs to be viable for everyone. She really hopes we consider those things as well.

Ms. Garcia y Griego said she concurs. There are some national models we could look at. You raise a true issue and if this moves forward we have to come up with some strategies for maintaining the affordability.

Chair Harris said that has been his concern. It has been happening and it is something we need to be mindful of.

**MOTION** A motion was made by Mr. Feins, seconded by Ms. Kelly, to approve the Resolution.

**VOTE** The motion passed unanimously by roll call vote as follows:

Dr. Bustamante, yes; Ms. Bradshaw-Eakes, yes; Mr. Feins, yes; Mr. Higgins, yes; Ms. Kelly, yes; Ms. Kennedy, yes; Mr. Orr, yes; Chair Harris, yes.

Councilor Maestas said thank you. He is unable to stay but he hopes everyone is open to approval of the broadband recommendations. He supports staff in their recommendations and hope you do too. Thank you all for your service to the City.

Councilor Maestas left the meeting.

**B. REQUEST FOR APPROVAL OF A RESOLUTION ADOPTING ADMINISTRATIVE PROCEDURES FOR NATIVE AMERICAN ARTS OR CRAFTS DISTRICTS**

Approved by consent.

**C. REQUEST FOR APPROVAL OF A RESOLUTION DIRECTING THE CITY MANAGER TO IDENTIFY POTENTIAL FUNDING SOURCES TO SUPPORT THE WORK OF INDUSTRY STAKEHOLDERS TO DEVELOP THE "SANTA FE NETWORK.TV".**

Chair Harris said he does not know much about this item. The Mayor is bringing this forward.

Chair Harris asked if there was a representative present from the Film Commission. There was none.

Ms. Ladd said the Film Commission set up sub groups to address resources and gaps. Distribution was a big gap. People come here and shoot and then take their footage somewhere else to produce and distribute. There is not a production chain that has support here in Santa Fe. One of the working groups came up with concept of the Santa Fe Network that provides a service similar to YouTube with channels for content. George RR Martin has content that could be included. This mechanism provides access. It will work hand in hand with an incubator and mentorship programs so that emerging film makers can have a soup to nuts resource in Santa Fe. The Resolution sets a policy direction to express support for looking for funding. The Network will not host content, it will direct viewers to the content. Tourism has expressed interest in funding this and Economic Development has as well. It would be seed funding and not a recurring expense. There are revenue generating opportunities for this network. It will be free but could do subscriptions and ads. There is a future opportunity for this to become financially independent.

Councilor Harris said perhaps this has some merit. We can move it forward, deny it or take no action. We can also provide comments. It will go to Finance Committee and Council.

Councilor Harris said he would like to see a business plan for this. It needs to be laid out in more narrow terms than what is in this Resolution. Tourism and the lodgers tax provides funding for any number of things. He has a hard time connecting this to Tourism. We need justification for those dollars being used and in terms of Economic Development dollars there needs to be a clear business plan of what the seed money will be used for and how to generate monies in the future.

Ms. Kennedy asked what is the broadband infrastructure needed to support this. We already have limitations. Has that been looked at. Is there a plan.

Ms. Ladd said there is no intention to host for that reason.

Mr. Worstall said broadband is being built constantly in this city. The movie industry does not keep stuff locally they send it back to LA for editing. We have a wireless connection that takes it over the internet. We don't provide that infrastructure. It is not on our network at all. It is public infrastructure.

Ms. Ladd said another piece of this is right now no matter how talented our folks are they have to go to LA to get their products picked up. The idea is for a distribution

network that is local.

Mr. Feins said this is a real new opportunity to tell our stories. For instance, Flamenco, here we take it for granted. We could tell the story. That is an example of one story here. There are a lot of the stories that get written by first time journalists but that surface tends to repeat itself. There is depth and nuance to the stories in Santa Fe. He hopes that this network would find ways to take the visual charm of the City and present it to people through the network that these assets exist. There could be a Santa Fe cooking class on the network. If they were able to achieve that we possibly could have a powerful Tourism and Economic Development beacon. If that is what they have in mind. There are channels on cable. How is it that there is no other City that has created a network like this. Are there barriers we don't know about or do we have an opportunity to be a pioneer here.

Ms. Ladd said that is an excellent point. The research they did could not find any other City who did this to this extent along with education. They are very excited.

Mr. Orr asked are we talking about a TV channel or a website.

Ms. Ladd said it is web based at this time but could become a cable channel.

Chair Harris said it is easy to see the potential. What this is exactly, how will it be governed and how it will be financed are questions that we need to have some notion of before we begin digging into it. We have too many questions.

Ms. Bradshaw-Eakes said she does not mind this going through to look at; however, was the private sector looked at. There is content thrown out all the time. Will this be in competition with the private sector.

Dr. Bustamante asked how much did you look at the public access station. It seems to be an under utilized asset.

Ms. Ladd said she can't answer that. All of this work was done by the working group. They are open to any and all types of connections and taking advantage of all resources out there.

Dr. Bustamante said you really need to look at that. If the City pays we all pay. Leverage the asset.

Ms. Ladd said on July 11<sup>th</sup> the Network will launch. A prototype will be set up. It will be a public event. When you see the prototype it becomes very concrete and doable. It really is a great concept. The Resolution is not committing funds it is asking us to look for funds.

Councilor Harris said under the FIR it says the funds will come from Tourism and

Economic Development. He is bothered by this.

Mr. Orr asked do we have a broader branding program for Santa Fe.

Councilor Harris said there are initiatives but they are not centralized. Tourism has the most ambitions and well funded program. The Airport Alliance has an initiative. Beyond that he does not know of anything.

Mr. Feins said you are right. The City Different is the phase. There are some other associated types of branding. He agrees with the Chair about a business plan. He would like to see marketing and business plan. He agrees with you about good ideas and best intentions. There needs to be a very clear plan.

Chair Harris said he is very uncomfortable with this if you add that or not. It is going to have an even harder time in Finance Committee. He is going to ask Ms. Potter to be there or have someone there to explain the concept and provide more information. We need to see if they have specifics.

Ms. Ladd said it is going Monday to Finance.

Chair Harris said he will ask to have it postponed. Perhaps it has merit. This is yet another aspirational goal that perhaps has merit but does not see any reason to move it forward so quickly.

Dr. Bustamante said she understands that more information is needed and that we need to see a long range plan.

**MOTION** A motion was made by Dr. Bustamante, seconded by Ms. Kennedy, to move this Resolution forward without recommendation.

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

Chair Harris said he will talk to Chair Dominguez tonight and get this item postponed. He will reach out to Ms. Potter and tell her directly what he has said and heard.

### **III. ACTION ITEMS**

- A. REQUEST FOR APPROVAL OF A RESOLUTION CALLING FOR THE EXPEDITED IMPLEMENTATION OF ALL PENDING BROADBAND POLICY RECOMMENDATIONS BY THE ECONOMIC DEVELOPMENT DIVISION**

Chair Harris said when he first started as a Councilor there were 2 areas identified as needing attention. They were the expansion and modernization of the Airport and broadband. The Airport has come a long way. The numbers in the newspaper were not quite right but they are moving along at a pretty good pace. Broadband has languished. Work was done a year and a half ago that provided service to the Railyard. Monies are available in the amount of \$400,000.

Mr. Worstall said he did not write this Resolution but is the technical consultant to this project.

Chair Harris said he talked to the City Attorney about telecommunication franchises issues that have been worked on. They are problematic. There is a lawsuit under way now. She is working on final language changes to bring our Ordinances in line. Ms. Brennan said we are close on that. Also is that an approved antenna at the San Mateo building.

Mr. Worstall said they have a tower. The City has 4 towers. We are engaged in using all of them. He is putting together with Mr. Silver a plan for emergency interconnected mini towers but that will not be for the public necessarily. The 4 towers are available to the public. There are buildings all over the City that we can put towers on.

Chair Harris said he had hoped we would have a summarized written statement addressing the 4 issues involved in this.

Mr. Worstall said he has one and can get that to everyone.

Chair Harris said please go through Mr. Trujillo to do that.

Chair Harris asked can you speak to the third item.

Mr. Worstall said this project will eventually bring down the costs to the City. In the 2012 original phase build out, after Century Link sought to engage the City for a contract, they became concerned about losing business if we did this. They did do their build out and put fiber where there was not fiber before. As we build out in the next phase downtown it stimulates competition because SF Fiber and Cyber Mesa can resell bandwidth in large chunks to large companies who did not have that availability. Barker Realty just hooked up through Cyber Mesa. Actually it has not been languishing because there was a build out in the Railyard. Now we have a new company Descartes Labs. They need a huge internet with a 1G pipe. That is very expensive. They can go to 3 providers instead of 2 now. Once Comcast realized what Cyber Mesa was doing they are bringing down their prices. That would not have been an option without fiber in the area. The agreement with the State was to update our fiber bandwidth from Albuquerque to Market Station. Cyber Mesa got funding in place and are going from 2 G to 10 G. That will be available when we build out to City Hall. It will not be for our

private use and it will not be on the City network. We can use it. Regarding the language about procuring services competitively enhances competition for our purchases to drive down prices. That is exactly what is going on now.

Chair Harris said all these things were documented. This Resolution is to report what is going on and has been going on and calling for expedited implementation. There has been movement on 3 of the items. What about the 4<sup>th</sup>.

Mr. Worstall said that one requires a lot of planning and procedures.

Chair Harris said yes, but he doubts that can be accomplished for \$400,000. Do we know.

Mr. Worstall said no. The reason is the archeology. The rest of the expenses are around \$400,000. Archeology is not identified in the costs.

Ms. Bradshaw-Eakes said in discussions with Cyber Mesa many of those streets have been dug up previously.

**MOTION** A motion was made by Ms. Bradshaw-Eakes, seconded by Ms. Kennedy, to support the Resolution.

Chair Harris said you need to get your report attached for Finance Committee.

Mr. Feins asked regarding the June 8, 2016 memo, are we satisfied that everything in that memo has been researched.

Mr. Orr asked why did we redirect from St. Michaels to downtown to go serve the downtown area.

Mr. Worstall said it is about economic not government. In 2012 that is what they thought the second phase should be. Now it is no longer viable for this kind of build. Downtown is much more intense.

Mr. Orr asked what is the ROI based on.

Mr. Worstall said it is all about competition. This is not an ROI project.

Mr. Orr asked are your expatiations that there is enough demand for bandwidth downtown.

Mr. Worstall said yes.

Mr. Orr said his concern is that downtown is highly constrained.



Mr. Worstall said there are many businesses and hotels.

Mr. Orr said aren't they already satisfied.

Mr. Worstall said that is not what we heard.

Ms. Bradshaw-Eakes said the Santa Fe Chamber's Economic Development Committee looked into these issues at length. Hotels can tap into this line. They are interested. It is incumbent on the provider to do more research in that area and contact those hotels. We heard they are willing to pay the amount it costs to go a block to tap into the mainline.

Mr. Orr said someone made an assessment that this should be done next instead of Silar. He would love to see that.

Ms. Bradshaw-Eakes said it will be near the downtown library as well. Your point is well taken. We are behind the 8 ball.

Mr. Orr said he thinks downtown should get done but not be the next priority.

Mr. Worstall said we are bringing fiber to the area but not to every location. Cyber Mesa will go building to building.

Dr. Bustamante called the for the question

Chair Harris said we have a motion and second. Think about any other questions you may have and where the money is going to come from to do the balance of work.

**VOTE**        The motion passed unanimously on a roll call vote as follows:

Dr. Bustamante, yes; Ms. Bradshaw-Eakes, yes; Mr. Feins, yes; Mr. Higgins, yes; Ms. Kelly, yes; Ms. Kennedy, yes; Mr. Orr, yes; Chair Harris, yes.

**B.    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:**

Chair Harris said we will be voting on 5 of the 7 contracts. We will vote on each

one separately.

Ms. Ladd said these project renewals are based on an RFP conducted last year and are multi-year contracts approved by this Committee. We have removed items 2 and 7 due to small items we need to address. On one of the contracts the contractor name changed but it is the same otherwise. Those 2 contracts will come back to you shortly.

Ms. Bradshaw-Eakes said it looks like there was a haircut.

Ms. Ladd said when allocations were made last year staff formulated a plan to slightly lower amounts each year so that non profits will not be dependent on the City funding year after year to be solvent and to encourage leveraging of funds.

Mr. Orr asked for the Incubator is there any notion of the companies paying back.

Ms. Ladd said we do not have the model in place.

Ms. Longserre said we have looked at that extensively and continue to look at it. There are a lot of barriers to that kind of program and legalities to be worked out. We depend on the City money. We know we cannot count on it for a base budget. Our base budget is client fees. However, we rely on it. We have just launched a new program called a fellowship program where we bring in a new business at a reduced rate and provide services. We can then ask for something in return down the road.

Chair Harris said in the narrative for each company it identifies what the metrics include. None of that was provided. What is your process for review. These are the 2<sup>nd</sup> year out of a 4 year contract.

Ms. Ladd said the companies will all be providing their final reports at the end of this month and those will be brought here for review. All of these contractors have submitted reports on time and we know all these contracts are performing or they would not be on this list.

Chair Harris said he does not think we have seen the information before.

Ms. Kelly said last year we had a report.

Chair Harris said this is the end of year for these contracts. If we are getting the year end report at our next meeting showing they have met their responsibilities we are being asked to move forward on companies where we have not seen anything to date about their compliance. Maybe next year we can have semi annual reports for the Committee.

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

**MOTION** A motion was made by Mr. Feins, seconded by Ms. Bradshaw-Eakes, to approve \$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;**

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

**VOTED** 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 Ms. Kelly, seconded by Mr. Feins, 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 Ms. Kelly, seconded by Mr. Feins, to approve \$40,000 in funding for MIX/BIZMIX - Andrea Romero Consulting.

**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. Kelly, seconded by Ms. Bradshaw-Eakes 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.**

This item was postponed.

Chair Harris said he is looking forward to seeing those reports.

Ms. Longserre said we are having our Annual Meeting next Tuesday with an open house after that. You are all welcome. Also you are all welcome to come have a tour. We would be happy to host a meeting of the Committee as well. Sometimes when things change and new people come on board there is no one to shepherd them through things. Mr. Brackley chaired the review committee for 6 years and did a wonderful job. She commended him for the work he did.

Chair Harris thanked Ms. Longserre for recognizing Mr. Brackley.

**IV. INFORMATIONAL ITEMS**

**A. LEDA PROCESS - HOW IT WORKS AND WHAT'S COMING**

Chair Harris said in the interest of time we will postpone this item.

**V. ITEMS FROM THE COMMITTEE**

None.

**VI. ITEMS FROM STAFF**

None.

**VII. ITEMS FROM THE CHAIR**

Chair Harris said there exists a manual that is a bit dated but it outlines the duties and responsibilities for committees of the City. Mr. Trujillo will you update our registry of individuals and contact information for this committee. We should all have that.

Mr. Trujillo said he will send that to everyone and will include terms.

Chair Harris said he appreciates what you all are doing. Thank you for your service. It will be nice to have a broader discussion about economic development. The Impact New Mexico folks want to come speak to us. He will send that information to Mr. Trujillo and ask him to distribute it to everyone. He looks forward to the work ahead.

**VIII. ITEMS FROM THE PUBLIC**

None.

**IX. NEXT MEETING DATE, JULY 12, 2017**

**X. ADJOURN**

There being no further items before the Committee the meeting adjourned at 1:10 pm.

  
\_\_\_\_\_  
Councilor Michael Harris, Chair

  
\_\_\_\_\_  
Elizabeth Martin, Stenographer