



Agenda

DATE 1/18/18 TIME 7:49a

PREPARED BY Richard DeMella

FILED BY [Signature]

Mayor's Youth Advisory Board

Thursday January 25th, 2018

4:30-5:30 P.M.

Monica Roybal Center

737 Agua Fria Street

Santa Fe NM 87501

- I. Call to Order
- II. Roll Call
- III. Approval of Agenda
- IV. Introductions of Board Members and Guests
- V. Approval of Minutes November 30th 2017
- VI. Discussion/Approval:
 - A. Hutton Board casting
 - B. Election of Chairperson
 - C. Job Center event
 - D. Discussion on Job Center
 - E. Review of Youth Summit Report Action Plans
- VII. Comments from the Chair and Committee Members
- VIII. Comments from Councilor Renee Villarreal
- IX. Report from Staff
- X. Matters from the Floor
- XI. Next meeting February 22nd 2018
- XII. Adjournment

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CITY OF SANTA FE
MAYOR'S YOUTH ADVISORY BOARD

MEETING
January 25, 2018

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MINUTES OF THE
CITY OF SANTA FE
MAYOR'S YOUTH ADVISORY BOARD
MEETING

Santa Fe, New Mexico
January 25, 2018

A meeting of the City of Santa Fe Mayor's Youth Advisory Board was called to order by Megan Sarkissian on this date at 4:30 p.m. at the Monica Roybal Youth Center, 737 Agua Fria Street, Santa Fe, New Mexico.

There was a quorum present to conduct official business as follows:

Members Present:

Rudy Flores
Barath Kurapati
Teya Martinez

Members Absent:

Yessica Flores
Franchesca Pino
Megan Sarkissian

Staff Present:

Richard De Mella, Juvenile Justice Planner
Edith Martinez, Office Mgr./Acting Rec. Supervisor Monica Roybal Youth Center
Michele Reich, Oliver La Farge Library/Branch
Chris Sanchez, Community Services Division Director
Victor Vigil, Monica Roybal Center

Others Present:

Ellie Hoffman, AmeriCorps VISTAS Member
Jayden Madrid, visitor
Diego Montoya, visitor
Gus Martinez, Santa Fe County Assessor
Jessica Preston, Hutton Broadcasting
Molly Timmons, AmeriCorps VISTAS Member
Councilor Renee Villarreal
Jo Ann G. Valdez, Stenographer

APPROVAL OF AGENDA

Approval of the Agenda was not made due to the lack of a quorum.

INTRODUCTION OF BOARD MEMBERS AND GUESTS

Introductions were made.

APPROVAL OF MINUTES: November 30, 2017 meeting

Approval of the Minutes of the November 20, 2017 meeting was not made due to the lack of a quorum.

DISCUSSION/APPROVAL:

A. Hutton Broadcasting

Mr. Vigil noted that Hutton Broadcasting has a proposal that they would like to do with the City of Santa Fe, and particularly with the Mayor's Youth Advisory Board. He introduced Jessica Preston of Hutton Broadcasting.

Jessica Preston thanked the Board for allowing her to talk to them. She said she is present today to talk to the Board about their event "Teen Jam". She noted that the first Teen Jam event was held in November of last year and it was a great success. It was held at the Farmers Market Pavilion. She said it was a blast of an event and it was a fun and safe environment for teens to come and dance and have social interaction with their friends.

She mentioned that Real Burger was their partner last year.

Ms. Preston announced that KLBU-FM JAM'N 94.7 will host another Teen Jam event on Saturday, March 31st from 6:00 p.m. to 10 p.m. It is Santa Fe's Only 18 & Under Blowout Bash at the Santa Fe Farmers Market Pavilion. They encourage teens to get out and dance while taking a pledge of not drinking alcohol or using drugs.

Ms. Preston said they will be doing a ton of marketing for the event, which will include social media and radio.

Councilor Villarreal asked what the age was for the Teen Jam.

Ms. Preston said 12 to 18 years of age.

She said as far as marketing goes, they also do Snapchat videos and Instagram. She

distributed handouts on the event. A copy is hereby incorporated to these Minutes as Exhibit "A". This includes information on sponsor opportunities.

Ms. Preston mentioned that they will be doing different live broadcasts leading up to the event. They will go to various schools to talk about the event and the different ways to win tickets to the event.

She said one of the things she wanted to talk to the Board about a sponsorship and being able to provide free tickets to the event.

Teya Martinez asked how much were the tickets.

Ms. Preston said they were \$7.00 last year and they are trying to keep it the same for this year's event.

Edith Martinez mentioned that the County sponsored the Teen Jam event last year. She said the Community Services Department has teen monies available for these types of events. She said staff wanted them to make a presentation to the Board because they think this would be a good fit for the City and Board to collaborate with 94.7 and Hutton Broadcasting.

Ms. Preston asked if there were any questions.

Mr. De Mella asked how many teens they had at the last event.

Ms. Preston said they had about 70 teens last time.

Mr. De Mella asked her how they got the word out.

Ms. Preston said through radio, social media and they also went to the high schools.

Edith Martinez said that is where the collaboration comes in-because the City has the network to get the word out to the teens and to bring the teens to the event.

Mr. De Mella said this is the first he has heard of the event.

Molly Timmons asked if a sponsorship could be something like transportation – to use the City buses to get kids to the event who live farther away from the Farmers Market Pavilion.

Ms. Preston said absolutely. She said they want this event to grow. She said this event is very near and dear to her being from Santa Fe and she would like to see this type of event to grow and become a fun place for everybody in this age group to hang out.

Councilor Villarreal asked those present what they think about the event and if their friends would go.

Teya Martinez said she attended it last year and it was a fun event for teens because there are not a lot of events for teens in Santa Fe.

Ms. Preston mentioned that they had dance contests throughout the night and teens were able to win prizes.

She said their main focus for 2018 is to put on events that are going to – not only drive positive messages – but have events that will be fun for teens.

Molly Timmons asked the youth who were present if they would be able to get to the event and would their friends be able to get there.

Most of the youth present said yes, they could get a ride there and they think their friends probably could too.

Councilor Villarreal noted that there are other non-profit groups that the City funds, either through the Children and Youth Commission or the Human Services Committee and they could put the word out through them. There is also the Birth to Career Collaborative that they could use to put the word out.

Councilor Villarreal asked about the sponsorship fee.

Ms. Preston said ideally for them to get to a break-even point for all of the costs they incur (renting the facility, etc.) they would need to get a minimum of \$3,000 per event. She said there are a number of ways to do that: through a lump sum sponsorship where the amount of the donation would get in a certain amount of kids; or the Community Services Department could pay the entry fees for the kids.

Edith Martinez said they like to especially serve the youth who come from low-income families, and if the Board agrees, they would purchase a certain amount of tickets so that the youth would be able to attend the event.

Victor Vigil asked those present what they think about the event.

There was consensus that this is a good idea and there was agreement to sponsor the entry fees for a certain number of students.

Councilor Villarreal said they could also look into the possibility of using the City vans to transport the youth to the event.

B. Election of Chairperson

Victor Vigil said due to the lack of a quorum, the election of the Chairperson will be postponed until the next meeting.

C. Job Center Event

Victor Vigil said they will be holding a Job Center event and he will let Teya Martinez talk about it because she has been kind of heading up the job opportunities category from the two previous Youth Summits.

Teya Martinez said the Job Fair will be held from February 17th or February 24th at the Southside Library.

Edith Martinez noted that they want to have it on February 17th because they are trying to wrap it in with the 200 youth summer positions that have been opened and are available for teens to apply. They want the youth to have enough time to apply and have the opportunity to look at the different positions that are open.

Teya Martinez said the goal is to have the Job Fair from 9:00 a.m. to 1:00 p.m. and it will be open to anyone who need assistance with applications, etc. She said the Chamber of Commerce will be there. There will also be food trucks and health care representatives to talk about things like how to stay healthy.

Molly Timmons suggested that they come up with a different name for the event, other than Job Fair because she does not know if this would get teens to the event. She asked the youth to think of wording that they could put on fliers that would get the teens' interest or draw teens to the event.

Councilor Villarreal thinks it is great that they are combining this with the youth jobs because a lot of people do not know about the jobs that are available in the City.

Domingo Martinez said it would be nice if the County could work with the City on the jobs for the youth so that they can hire more kids. He suggested that they talk to the County Manager, Katherine Miller about this.

Barath Kurapat said if someone needs a job, they will just go to the Job Fair.

Michele Reich asked if there was a way to combine this with summer internships with non-profit organizations or businesses. They could learn things like how to run a business or learn more about a certain field, like architecture.

Rudy Flores noted that they have something like this at school - a program called "Inspire".

Molly Timmons said they do not have the funding to target all the schools.

Councilor Villarreal said possibly they could promote this at the Job Fair event. They could talk to the youth about the program.

Molly Timmons offered to check with Todd Lopez who is with Seed New Mexico

and runs the Inspire Program.

Councilor Villarreal asked if they will be meeting again about this.

Ellie Hoffman said they will be having a meeting with the Job Center crew on Tuesday.

The youth were asked to think of a better name for the Job Fair.

Councilor Villarreal asked if they are targeting teens for the Job Fair and Teya Martinez said yes.

Molly Timmons suggested that they tag on "Teen Job Fair" so that teens know it is a job fair for them and add a tagline about the fact that there will be online application assistance for youth.

D. Discussion on Job Center

Mr. De Mella said they would like to set up something here at the Monica Roybal Center two to three times a week where teens can come in for assistance with employment. They will be working with the Department of Workforce Solutions and they have offered to provide a van where youth could get assistance with applying for work through online applications, resumes, etc.

Michele Reich asked if it would be possible to have the van rotate to the schools.

Mr. De Mella said that was a good idea and he could look into that.

Rudy Flores asked how old you have to be.

Mr. De Mella said they have to be 15 years of age.

Victor Vigil said they are hoping to have the date that the Job Center will start by the time they have the Job Fair, so that they can announced it at the Job Fair and talk about the Job Center.

Michele Reich said possibly the youth could go to the Job Center as an assignment and receive extra credit for going.

Teya Martinez mentioned that the schools will not allow teens to receive extra credit for assignments unless it applies to the class they are taking.

E. Review of Youth Summit Report and Action Plan

Copies of the Youth Summit Report from the 2017 Mayor's Youth Summit were distributed at the prior meeting and the Board Members were asked to review it and

provide feedback.

The purpose of the Youth Summit was to invite youth from all socioeconomic backgrounds to discuss in-depth issues and concerns young people face in Santa Fe and to create a "Call to Action" plan that outlines solutions to improve the quality of life for youth in Santa Fe. Utilizing the identified action plans which resulted from concerns, needs and wants that the youth expressed at the 2015 Fall Youth Summit, the Mayor's Youth Advisory Board prioritized six critical action areas to focus on for the 2017 Youth Summit. 300 youth throughout Santa Fe to include private, public, tribal and charter high schools, and local disconnected and homeless youth participated in a half-day summit. During the Summit, the youth leaders facilitated discussions with participant groups on the six identified priority areas.

Victor Vigil reviewed the priority areas that were identified at the 2015 Youth Summit to see if they have tackled any of them in 2017. He noted that half of these areas were addressed. They are as follows:

1. Job Opportunities for Youth
2. Alleviate Financial Stress
3. Lack of Community Activities
4. Bullying
5. Support for Homeless Youth
6. Behavioral Health & Substance Abuse
7. Immigration

Victor Vigil said they did tackle healthy foods for the schools; sports for girls; school funding and mentorships. He asked the youth if they saw anything in the report that they agree with or if anything needs to be changed.

Teya Martinez said they had a forum at their school on Wednesday and they talk about a variety of subjects like these.

She noted that she read the Summit Report and it said that they are trying to figure out how homeless youth could come into shelters and stay the night when they need a place to stay. She said she knows of a lady who has a place where homeless youth can stay when they need a place and no questions will be asked. This place also helps homeless youth with getting their birth certificates and applying for work. There is also a counselor available for teens to speak to.

Molly Timmons asked Teya Martinez to provide the name of the individual who runs the facility.

Victor Vigil asked the Board Members to review the Report again before the next meeting and focus on the areas specifically that they would like to work on and tackle.

Teya Martinez and Jayden Madrid mentioned that substance abuse and behavioral

health are big issues for youth at all the schools.

Barath Kurapat thinks healthier food in schools is important because the schools do not always have healthy choices or good food.

Victor Vigil asked him if he would be willing to take the lead on this and see how they can work on this and further that.

Councilor Villarreal noted that someone approached her about the movement to change the voting age (to 16) for school board elections because the school board affects how the youth does, and how the schools are structured. She asked if this would be an interest to the Board Members or their classmates.

Teya Martinez said yes, it would be beneficial for a lot of the youth because sometimes their schedules do not work for them, and it would be good for the youth to have input on this.

COMMENTS FROM THE CHAIR AND BOARD MEMBERS

There were no comments from the Chair and Board Members.

COMMENTS FROM COUNCILOR RENEE VILLARREAL

Councilor Villarreal said she has a friend in Albuquerque who works with youth and puts on a youth summit in Albuquerque. She asked if the Board would be interested in having her come and make a presentation to the Board about how other youth councils are set up and how they have worked in other places in the state.

The Board Members were interested and this will be an agenda item for the next meeting.

REPORT FROM STAFF

Chris Sanchez said he would like to invite the new Mayor and City Councilors to a Board meeting in the future after the March election. He said it would be nice to have a Chairman in place by then because it is going to be important to let them know what the Board is working on.

MATTERS FROM THE FLOOR

Michele Reich said the libraries are interested in having the Board and other teens respond to a survey on what libraries can do to support the youth and meet their educational goals; what kind of technology would teens like to see for both knowledge consumption and knowledge production; and what would they like to see in terms of a welcoming space for teens at the LaFarge Library. Copies of the survey were distributed. The survey is also available online. A copy is hereby incorporated to these Minutes as Exhibit "B".

Mr. Sanchez said this is great and will tie into the library assessment that they will be doing.

Molly Timmons announced that there will be a Book Fair/Swap at the Santa Fe Place Mall and she will provide more information as it becomes available.

NEXT MEETING

The next meeting will be held on February 22, 2018 at 4:30 p.m.

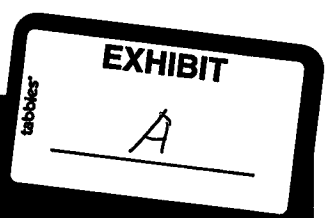
ADJOURNMENT

Its business being completed, the meeting adjourned at 5:35 p.m.

Rudy Flores
~~Victor Vigil~~, Staff Liaison

Respectively submitted by:


Jo Ann G. Valdez, Stenographer



TODAY & BACK IN THE DAY

P R E S E N T S

TEEN J A M

SPECIAL GUEST

DJ DANNY G
in the house!

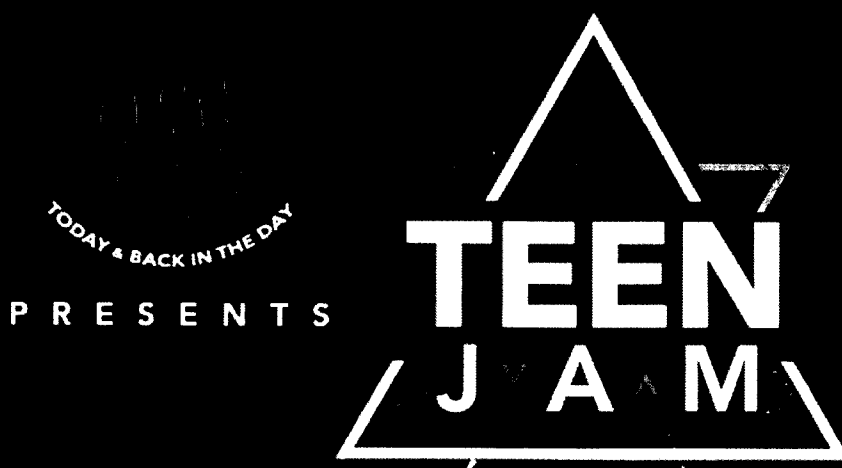
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SANTA FE'S ONLY 18 & UNDER BLOWOUT BASH
PRIZES | DANCING | CONTESTS & MUCH MORE

SPONSORSHIP PACKAGE

Now your business can be a part of the HOTTEST event for teens in Santa Fe
The pages to follow outline an exciting campaign! Join in the fun now!



IN-KIND SPONSOR

KLBU-FM JAM'N 94.7 Presents Santa Fe's Only 18 & Under Blowout Bash. With two exciting dates at the Santa Fe Farmers Market Pavilion in Santa Fe we are encouraging teens to get out and dance while taking a pledge of not drinking alcohol or using drugs.

This year's events are:

Friday November 17, 2017

Saturday December 16, 2017

Your Business will Receive the Following for Each Event:

- ❖ Minimum of 100 promotional commercials leading up to the event
- ❖ Minimum of 30 live announcements
- ❖ Logo in all other marketing outlets which may include but is not limited to: Print Display, Digital Display, Social Media Marketing, etc.
- ❖ Logo/brand presence on party premises
- ❖ Collateral and promotional materials for giveaway (if applicable)
- ❖ Stage Announcements

Total Campaign Value: \$10,000

SPONSORSHIP INVESTMENT: _____

Approval

Date

Connecting Teens to Libraries – How Can We Help?

Santa Fe Public Libraries are committed to helping teens get the resources and support they need to move forward and act on their educational and career goals.

Librarians are great at finding resources—what resources would be helpful?

1. Help with projects, papers, reports and otherschool work?
2. Job searching workshops?
3. How to live on minimum wage?
4. Shopping and cooking?
5. Others?

What can the libraries do to support you meeting your educational goals?

1. Short term – high school
2. Long term – once you receive your high school diploma

What kind of technology would you like to see for both knowledge consumption and knowledge production?

1. Hardware
2. Software/Apps

The Southside Branch and Main Branch (downtown) have Young Adult spaces. For those who would use La Farge (down the street from Santa Fe High), what would you like to see in terms of a welcoming space for teens?