



Agenda DATE 8/2/17 TIME 12:00
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Economic Development Advisory Committee

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

**Wednesday, August 9, 2017
11:00 AM – 1:00 PM**

- I. PROCEDURES
 - A. Roll Call
 - B. Approval of Minutes
 - 1. July 12, 2017
 - C. Approval of Agenda
 - D. Approval of Consent Agenda
- III. CONSENT AGENDA (None)
- IV. INFORMATIONAL ITEMS
 - A. Project Agora – Entrepreneurial Co-working Space – Adam Shaening-Pokrasso
 - B. Market Intelligence Solutions: "Office of Economic Development Data Project" – Grace Brill
 - C. Santa Fe University of Art and Design Update – Councilor Michael Harris
 - D. City of Santa Fe Economic Development Fund: Revenue Stream Supporting Economic Development – Matt Brown/Fabian Trujillo
- V. ACTION ITEMS (None)
- VI. ITEMS FROM THE COMMITTEE
- VII. ITEMS FROM STAFF
- VIII. ITEMS FROM THE CHAIR
- IX. ITEMS FROM THE PUBLIC
- X. NEXT MEETING DATE – **September 13, 2017**

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**SUMMARY OF ACTION
ECONOMIC DEVELOPMENT ADVISORY COMMITTEE
MARKET STATION AT THE RAILYARD
500 MARKET STATION, SUITE 200
WEDNESDAY, AUGUST 9, 2017, 11:00 AM**

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**ECONOMIC DEVELOPMENT ADVISORY COMMITTEE
MARKET STATION AT THE RAILYARD
500 MARKET STATION, SUITE 200
WEDNESDAY, AUGUST 9, 2017, 11:00 AM**

1. 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, August 9, 2017, at Market Station at the Railyard, 500 Market Station, Suite 200, Santa Fe, New Mexico.

1a. ROLL CALL

MEMBERS PRESENT

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

MEMBERS ABSENT

Lisa Alejandro, Excused
Camilla Bustamante, Excused

OTHERS PRESENT

Matt Brown, Economic Development Director, City of Santa Fe
Fabian Trujillo, Economic Development, City of Santa Fe
Ross Chaney, Economic Development, City of Santa Fe
Adam Shaening-Pokrasso
Mark Johnson
Simon Brackley, Santa Fe Chamber of Commerce
Helen Brooks
Grace Brill
Jody Larson, League of Women Voters
Cheryl Odem
Megan Bennett
Bruce Krasnow, The New Mexican
Elizabeth Martin, Stenographer

Chair Harris introduced Helen Brooks and said she will be joining the Board. Her appointment is up for approval at City Council tonight. He is an Administrator with Presbyterian Health Services.

Chair Harris said we have no action items today, but we do have information worth sharing.

2. APPROVAL OF MINUTES

MOTION A motion was made by Mr. Bradshaw-Eakes, seconded by Ms. Kennedy, to approve the minutes as presented.

VOTE The motion passed unanimously by voice vote.

3. APPROVAL OF AGENDA

MOTION A motion was made by Mr. Feins, seconded by Mr. Higgins, to approve the agenda as presented.

VOTE The motion passed unanimously by voice vote.

4. APPROVAL OF CONSENT AGENDA

None

5. INFORMATION ITEMS

A. PROJECT AGORA - ENTREPRENEURIAL CO-WORKING SPACE

Mr. Shaening-Pokrasso said we are here to talk about a report we prepared that begins with research we did over the last several years. This began as a discussion amongst us and the Mayor about things we can do around entrepreneurship in Santa Fe. Economic Development put out an RFP and we responded that we wanted to report research about what is happening and what kind of things the City and Economic Development can be looking at for focus.

Mr. Johnson said we saw a lot of the other proposals and thought the first question we should ask was do we need a co-working space and what do we need to make it successful. We needed to look at what is happening nationally and globally and what we need in Santa Fe.

Mr. Shaening-Pokrasso said our collection of research and findings is based on co-working spaces across the country. No co-working space across the country is run

by a government, but they have relationships with the spaces. We wanted to look at what are the trends and what does a co-working space look like and in Santa Fe what would we do and would we do the same. The second part of the report is our recommendations. We don't need to reinvent the wheel. Our ideas are about what we can do differently. A highlight of this report is a program we would like the City to consider as an asset called EIR. Entrepreneur in Residence. What brings technology, talent and leaders to a concentrated center. In the case of Santa Fe it is the existing businesses and technology. Young entrepreneurs want to be around that. We may have some of that. Mark's business, Descartes Labs, is one of those. The EIR program is to attract entrepreneurs to Santa Fe for a period of time. They would have a temporary residency and be a part of this bolstering community.

Mr. Johnson said in looking at national trends what can we do with a place like this to make it attractive to entrepreneurs and venture capitalists. One of the reasons we are successful in my business is that there is a me there. We have to have someone on site to present to developers who understand the company and how to build the start up.

Mr. Shaening-Pokrasso said we are open for questions. Essentially what we prepared is informational. It includes our research and recommendations. He and Mark are in their own businesses and have their own ways of exploring how we can do these specific things. This may be the beginning of something that is an ongoing process for spaces not being used. How we can use this information to use certain open spaces around the City and create a Mecca with all of the other components. Coffee shops, restaurants and others.

Mr. Johnson said it is about becoming a community hub. Success is not a co-working space that has a bunch of people working there. Success for us is a place for the community. Activity happens. Meeting others, having events there. It would be great if we had a space where people knew there would be events ongoing. Part of what we recommended is that if you decide to do something like this that you do it right. Figure out the list of important things you want in the space and demand of the entity that they have a Executive Director and focus on the community.

Chair Harris said thank you. This is a great document and summary. It is very specific at a lot of levels which is appreciated. He paid attention to what is next and the recommendations.

Mr. Feins said thanks for the report. It is excellent and well put together. He enjoyed reading it. In the Wall Street Journal on Sunday there was a nice piece on these kind of spaces. He is very positive about Santa Fe's economic potential. He believes that there is nothing we can't do. In thinking about what we have here, the Business Incubator which he loves, Start Up Santa Fe, Biz Mix and others, it still is not happening. You point out things that are holding us back such as housing. We are bringing in people who see how awesome we are but entrepreneurship is not taking

root. Is it possible that we are putting the cart before the horse. Do we need to focus on the bigger, systemic issues first. Did you find communities similar to Santa Fe who installed a program like this and were successful.

Mr. Johnson said in Bend, Oregon, the founder has a lot of money and influence and that was key. There is plenty of office space here for companies. Maybe we were too subtle. The only way this will be successful is to fix the systemic issues. We have 40 full time employees and two thirds are located here. Where are spouses going to get a job. Education. It is hard to pitch Santa Fe schools. Our University system needs improvement in New Mexico. These things need to be fixed.

Mr. Feins said you addressed those here. One of the things we need to do in Santa Fe is not reinvent the wheel. There are community examples. What can we copy.

Mr. Shaening-Pokrasso said that is included as part of formulating these findings and making recommendations. The more time we spent talking about it, the more it became this thing that trickled out into a lot of different aspects like housing. In terms of this Committee we can look at the infrastructure that supports it. Co-working spaces are happening and there will be 2 or 3 more in the next year. How do we, as a City, create the right container for them to be successful. An example is Durham, North Carolina. There was an old tobacco factory there that they reclaimed and made a small part of it a co-working space. Businesses developed around it and it created a community. It is successful.

Ms. Kelly said she was wondering about the 2nd Street Co-op. Has that been successful.

Mr. Shaening-Pokrasso said he hates to judge. The people who work there seem to do fine. He would not define that as a co-working space. It was an early installation and maybe needs to be updated. It is fine the way it works as well. Here is shared space for office space. What would that look like if it was near an epicenter. With offices and businesses that benefit from the co-working space surrounding it. The Business Incubator has shared office space. He spent a lot of time there and got a feel for it. There are tenants there who use it. This is about new stuff, updated with all the components as defined by the national trend.

Mr. Orr said it seems like the limitations of sustaining these is that they are a rental model and a limited number of people are hanging out there. Have you looked at how a broad scale internship program could fit into this.

Mr. Johnson said no, but that is a good idea.

Mr. Orr said it could be a way to get more volume.

Mr. Orr said defining it as a co-working space may be a problem. We could use a place where chance meetings and social interactions can happen. That is the fundamental thing we are looking for. What do you want the City to have and where should it be located.

Mr. Johnson said Descartes Labs had a co-working space in San Francisco. There is a burger shop and 2 coffee shops that have opened around that. One of the themes is that this is about an ecosystem not a space.

Ms. Kennedy asked are there other communities that have tested existing businesses hours and co-working space hours. There are existing businesses who are paying a lot of rent that would be willing to share space when they are not open.

Mr. Shaening-Pokrasso said that is a great question. He is all for testing to see what works. His concern is where is this epicenter. Everyone you talk to will have a different answer. Personally he thinks we need to focus and say this is what we are doing first and support the infrastructure around it. He would hate to say we tried all these things and it just does not work. Lets determine and focus and say this is the zone and focus there.

Ms. Kennedy said it is super useful to businesses who are going to have an office. Even targeting it towards non tech start ups to have an office space for meetings and interviewing employees and have your own space is helpful. Where do you write your business plan and have vendor relationships.

Chair Harris said first this is clearly a piece of work that should not be on the shelf. He will do everything he can do to make sure it does not end up there. He asked Mr. Brown and others in Economic Development to follow up with next steps. What comes first and do we need to be further along in infrastructure. He has been in business here since 1976 and the same questions come forward year after year. We have more vitality in our town right now than ever before. We need to build on that. Maybe someone will step up with the resources and commitment to make it happen. The City has a role to play in this without a doubt. It needs to be defined as we move along. Is the EIR the first step. He doesn't know. The co-working lab at 2nd Street seems to be the same as when it was first formed. That does not take away from them but, he is hard pressed to identify anything that came out of there and went to the next level. Your document puts all this together in a very coherent way. It is a defusion of efforts. Lack of focus seems to be a lifestyle choice in Santa Fe. It would be his hope that whatever we do in trying to implement this could be the organizing force.

Mr. Brown said this is fantastic and unbelievably hopeful. There are some people looking to create co-working spaces. We have a roll to play to listen to what people are trying to do and to help guide them to what we feel needs to be done. If they do not agree they can go out on their own and try their ideas. You have given us the boundaries and information to help steer and guide people to be most successful. In the

long term how is the City growing and what are we investing in for the future of the City. He is sure this work will get infused into a more long term plan and vision. This will not collect dust. It will live and be vibrant. We will all work together to make something ultimately work here.

Mr. Higgins said he is quite taken by this report. In your vision what is your sense of the square footage needed to start. What came to mind is the old school across from the Catholic Church. The vitality you are describing is very exciting. He is not getting a sense of vitality and hub here that you are describing.

Mr. Johnson said 4,000 square feet feels right. The biggest mistake is to overshoot space. The location is far more important. We are happy to consult and we have no interest in running this. We want to encourage the investment in the infrastructure and ecosystem before investing in a co-working space. Better high speed internet and cell service is needed. This is not a short term fix.

Chair Harris said at tonight's Governing Body he thinks we will get approval to update our Telecommunication Ordinance. The Ordinance tonight has to do with being consistent with the Federal regulations. His hope is that between the franchise fee and getting the Ordinance adopted we will have better service in the City.

Chair Harris said he is going to ask you to stay for a bit. He is going to speak to the Santa Fe University of Art and Design next. That is part of the same discussion.

Mr. Shaening-Pokrasso and Mr. Johnson thanked the Committee.

Chair Harris went to item C on the agenda next.

B. MARKET INTELLIGENCE SOLUTIONS: OFFICE OF ECONOMIC DEVELOPMENT DATA PROJECT

Mr. Chaney said the document Ms. Brill completed is about the entrepreneurial ecosystem of Santa Fe and City programs. It represents several years of work. It was pushed forward when he attended a Kauffman Foundation meeting to discuss with them our progress on metrics and data. They gave us free technical assistance to support us in that project. In the spring of 2016 they presented an RFP and Ms. Brill submitted a proposal and it was approved. We began phase one which she is presenting today. Last summer there was a Resolution to examine and review economic development strategy in Santa Fe. The outcome of that was the Crossroads report. That report is on our website. In June of this year we were invited back to Kauffman and he gave an update on our progress and they asked our office to apply for a grant. We have done that and are waiting to see if we are going to move to phase 2.

Ms. Brill said she just came off a term on the Library Board and did a lot of

background research on a 21st century library. It is not work and not home but a 3rd place for people to go. That is becoming more and more important.

Ms. Brill said her entire report is in the packet. Her 2 page summary is there. The report is 40 pages. It had a goal of looking at economic development from a 30,000 foot level, what are other communities doing and what is the trend. Part of it was looking in terms of support given to entrepreneurs and also looking at economic development at large. What is going on with the thought leaders. The other part was more granular. We know start ups are very important to the economy. If you look at Federal statistical data it will tell you all kinds of stuff. There is a level of granularity to what do we really have here. A big part of this project was to work with the big Department of Economic Development contractors like the Incubator, the Venture Capital Acceleration Fund and other organizations to say who are these people and what can we learn from them. A lot of this is data that does not get reflected in the Bureau of Labor Statistics. Also knowing that a reworking of the overall economic development strategy was in the works a lot of this work was to form a baseline for that.

Ms. Brill continued, these recommendations are not based on telling you what to do. The Economic Development Department is a very short staffed department. As of yet we do not have an economic development strategy that has the buy-in of elected officials and community input. The good thing is once things are a bit further down the line and we see where we want to go these recommendations can be slotted in.

Ms. Brill said as to the areas where she made recommendations, one is the identification of a scale company. A scale company is a company in a rapid growth mode. There are very few of them. If you have limited resources you want to start with a focus on those who are poised on growth. She came up with a list of 50 companies in Santa Fe. The ones ready to seek funding to underwrite something. Some she identified may not be on anyones radar. Who are these companies. Do they out source manufacturing. How do they do other things. The focus on scale ups is an organizing theme the department can use to organize it's work. Another thing that came up was is the City the right person to do it. Maybe the City has a supporting role. There are aspects of economic development that are well suited for a municipal unit to take charge of. Convening is one. Convening is an opportunity for Economic Development to take on a roll to bring people together in a way that works. The Technology Roundtable is an example. It meets bimonthly at Violet Crown. It is open to all tech companies in the area. It is not expensive to do. We can take that concept and look at other sectors that are strong here. There are opportunities to bring those people together. Also there is an opportunity to have an economic development mafia in our region. There are a whole boat load of non profits. They all do good work but separately. This community tends to be siloed. Everyone is doing great work but within themselves. The City funds many of these organizations. The City has the opportunity to bring it's contractors together through something like a brown bag lunch. She worked closely with a lot of these organizations. Some of them have no idea of other groups and what they are doing. Maybe identify one sector that has start up growth and get them together. Find

out what their needs are. She has made specific recommendations in the report.

Ms. Brill said outcome measurements are something the Department has been grappling with. How do we measure the impact of what we are doing. We need to make a difference. What are we trying to measure. Until we have a strategy and know where we going we cannot make these decisions. There are various levels that measurements happen. One is a rather large annual assessment of the economy. Median household average weekly wage. Job growth. Is someone tracking that. Then there is a level that Kauffman has done a lot of work on. You want to see things people are starting at one company and lots of cross population. Then there is another level of measurement and that is we gave you \$50,000, you said what you want to do, we approved it, are you doing it. Most of the organizations that the Department funds often put forward job creation as a way of evaluating success. That is what their Board of Directors wants them to do and funders want them to do. There is a lot of duplication. It starts to be unrealistic. We are better off to measure job growth with the Bureau of Labor Statistics.

Ms. Brill continued, inclusion is a big factor. It came up in her research and in the Crossroads report. It has to do with the fact that a lot of work that tends to be done with entrepreneurs impacts a rather narrow section of the populace. Most cities in the United States are realizing a lot of positive impacts in changing the conversation. Who is left out. An example is the immigrant community. A large number of people here are starting small businesses. Are their needs being met. We need to think about chewing gum and walking at the same time. Have the efforts only targeted a narrow section of our populations. Hopefully that gets into a strategy discussion.

Mr. Chaney said while he was at Kauffman one of the things they realized in National trends was that the number of entrepreneurs is going down. They realized if we keep funding who we have always funded it does not curb that trend. What can we do to have more entrepreneurs included.

Ms. Brill said in her analysis of startups she found that the number one industry represented is manufacturing. Is this all high tech. No. A lot of it is food and beverage. Convening is an opportunity to bring people together and see what they need help with. The second most common one was information including media and film. The 3rd was professional, tech and pioneer services. Engineering firms. Architectural consultation. Land use planning. There is a lot here.

Ms. Brill continued, she has a recommendation about data management. The database for this is impossible to use. Moving forward the Department would benefit from having a better sense of what is happening. Better data management is necessary.

Ms. Brill said marketing is another area very well suited for a municipality to take on. We have all these silos. If you come into this environment as a new person and you are trying to find out what to do and how it is daunting. She feels there is a role for

the Department in doing some of this knitting of the community together. We are so used to being negative we forget that there are opportunities. The research she did showed her she did not know this community as well as she thought. Part of it is about boosterism and a role public relations plays as positive recruitment. They come here due to lifestyle and that is generally based on tourism. The more we can tell good stories the better.

Ms. Brill reported that she identified 10 or 15 possible funding opportunities here. In general caution needs to be applied. She does think until you have a strategy or a specific project you can go down the garden path to apply for something and get it and managing it can be overwhelming. We need to wait until we are ready. We need a coherent strategy. A grounded strategy with buy-in from elected officials and the community.

Chair Harris said thank you. A lot of the information you presented is not here. He asked Ross to drop back and summarize what you stated in your introduction and what her deliverables are. The first part was the Crossroads report.

Mr. Chaney said when we got the Resolution we had 3.5 more staff members. When we started to work on this we had 3.5 less. We amended Grace's contract to support the Crossroads report.

Chair Harris said he thinks what Grace said just now and her work product is important to this group. He said he is asking Ross to provide the context to us. We need to see the full report.

Mr. Brown said we will send it to the Committee members.

Chair Harris said that will provide a much better understanding of what you just told us and how your recommendations might play into all that is going on and the work to come.

Mr. Brown said we will get it out today.

Chair Harris said he wants Ross to provide a cover memo.

Ms. Brooks said this is very interesting. Coming from the healthcare sector, what do you see as the role of healthcare entrepreneurs and tech transfer.

Ms. Brill said it depends on what evolves naturally. She did not look specifically for that. She has not seen tons of healthcare start ups or companies. The feeling is if they are coming out of the woodwork and they have needs the City should find out those needs and see that those needs get met. Not create it. We have to have entrepreneurs on the ground or the idea. We cannot start from scratch.

Ms. Kelly said in this community you hear so much about tech. Is it better strategy to focus on what we have or do not have.

Ms. Brill said you can't make something out of nothing. Take what we do have and nurture it. The City and the economic development organizations need to get out of the way when we are in a highly functioning economy in 5 to 10 years and let the companies take over. We are at a lower level now. If you don't have the workforce, infrastructure and talent it will fail. It makes more sense to see what we have here. Otherwise it is a heavy lift. Lets not be idealistic about what we should or want to have. Find out what is there and assist them and make them better to self sustaining.

Chair Harris said we need to wrap up so just a few more questions.

Mr. Feins said this is good food for thought. Regarding linkages for marketing and convening, based on his experience working with businesses there is a lot of lack of marketing savvy in town. We could put convening together with its own natural benefits and bimonthly use of a marketing tutorial. He would love to see a program like that. It would be rather simple to get experts to speak to clients of the Department to raise the tide with a few basic points. Tips to take them to a new level.

Ms. Kennedy said this is fabulous. One piece she sees missing is communication of this information to commercial landlords. Small companies are getting turned down because they are not what the leasing agent is wanting to go into. Letting commercial landlords know through communication that business is changing. All of these are real companies and will be good tenants. We could try to put that piece in but she is not sure how to do that.

Ms. Brill said that is very interesting. Maybe that is a roll for the Department.

Chair Harris said thank you Grace.

C. SANTA FE UNIVERSITY OF ART AND DESIGN UPDATE

Chair Harris said when this first came up it was early in his term. Laureate was thinking seriously about moving on. This has been an ongoing discussion. The initial take was that we should do chapter 3 or a version of that. 64.22 acres is what we have now. Initially we looked for a suitable replacement, a University. There has been a lot of work done in that regard. He and Councilor Lindell have been tasked by the Mayor and accepted by the Governing Body to be the point of contact. Matt O'Rielly is working on this and we are working with him. He, Councilor Lindell, City Attorney Brennan, Mr. O'Rielly, City Manager Snyder and Matt Brown are the working group. He thinks we will include Adam Johnson, Finance Director, as well. On occasion, including Monday, the Mayor joined us. People are focused on this. Not a lot of specifics have been presented. He wants to read a brief statement about where we stand then talk about a

time line.

The statement is as follows:

The City remains committed to maintaining an educational focus which is the core of maintaining the SFUAD property. We also recognize that this represents a special opportunity for innovation and progress at the geographic heart of our community. In an area that was recently approved as the Mid Town Link which is basically a local innovation corridor. The innovation corridor design is very smart, sustainable and includes rehabilitation and housing. The strategies and partnerships we are looking for with the potential educational component are also driving job creation, supporting art innovation, film addressing challenges such as housing and bringing the community together and helping us to fulfill our duty to protect the taxpayers fiscal business. We are excited about this.

Chair Harris said basically what you heard is an expression that there are still ongoing conversations with higher education but we are also looking to do something different than the initial approach. He won't go into particulars. We need to bring the Governing Body current and fully informed first. Then hopefully get their support for a parallel path. If we can achieve that and he thinks we will, he will introduce a Resolution at the Governing Body meeting on August 30th. There is no doubt it will be introduced that night. That means that it will go through this Committee before it goes to Council and hopefully a clear consensus will happen here. September 13th it will be at our meeting. Then Public Works and Finance then the Governing Body on September 27th. We are dealing with a Resolution tonight that has been approved at other committees that we will put out an RFP for a consultant for a 21st century library. This has been discussed openly that La Farge Library, which is 40,000 square feet, could be a central library. We don't need 40,000 square feet but other public benefits associated with that could be included. With this large campus property we could go beyond film, workforce development and other public benefits that bring people in there. That is what has been going on. With any luck we will be able to formulaize consensus to recommend the committee process.

Mr. Feins asked are there other things planned for the St. Michaels corridor.

Chair Harris said Cerrillos to St. Michaels is the overlay. It does not include the 2nd Street Studios. There are incentives for residential and non residential projects that fit the overlay. It is book ended with Christus St. Vincents and the campus property. There are design standards and height standards. He just introduced a Resolution that was passed to increase the height limit to 5 stories. St. Michaels is a State highway. He does not know of a single project that has responded to this mid town link. He did attend one meeting with property owners and developers and people are thinking of it. The Forrest Thomas family owns most of the property where there are shopping centers. This is important for the citizens of Santa Fe.

Chair Harris said he read Ms. Odem's comments and appreciated those.

Ms. Kelly said Mr. Wagner is a good friend. When he was talking about the new model for a library and looking at the St. Michaels corridor it sounds like what Adam was talking about. Over 700,000 people go to our libraries. It is interesting that there is not room for parking for people downtown for the library there. The coworking project needs to be linked to this project.

Chair Harris said David Wagner chaired our Library Board. He is a strong advocate. The Friends of the Library has raised \$37,000 and are asking the City to match that to hire the consultant to look at the entire system and what a 21st century library looks like. A percentage of those who use the libraries are from the County so there may be opportunities to work together there.

Ms. Kennedy said she did a tour with the head of Student Services last week and they have great infrastructure there. Lighting and sound. We could look at that space to try to facilitate funding to have community events there. They have a lot that other spaces don't.

Chair Harris said Laureate is in good standing. They have met all their financial obligations and they have not formally notified the City of Santa Fe of their intention. He thinks it will be clear by June 30th of 2018 that the teach out will be complete and they will no longer have any obligations. We also have to respect those contractual relationships.

Ms. Kennedy said she thinks they are looking to host things at the site. There are student groups who are looking to get involved.

D. CITY OF SANTA FE ECONOMIC DEVELOPMENT FUND: REVENUE STREAM SUPPORTING ECONOMIC DEVELOPMENT

Mr. Trujillo informed the Committee that his presentation is in the packet. He reviewed the presentation.

Mr. Brown said regarding the Ordinance, we are proposing some edits to it which will be sponsored by Councilor Harris. With LEDA funds, telecommunications is not a qualifying entity at this time. That is coming down the road. We are trying also to add or expand some of the definitions so they are more relevant to us. For Example, Fine Art qualifies but not Folk Art. We have a lot of Folk Art here and want to make sure that is included. This is all in process.

Mr. Trujillo said last year generated \$423,000 in GRT and \$312,000 in land

rentals and sales. Our budget this year is \$427,597 which is expected to come in with GRT and land sales of \$400,000.

Mr. Trujillo said when he first started GRT was generating almost \$600,000 a year to the Economic Development Fund. Now it is \$400,000 and that is up from previous years. The economy over last couple of years has been growing. We also have the Tierra Contenta fund with housing and right now there is \$751,000 in there and we use some of that to make up the difference. It used to be \$2 million and we have been depleting funds. We need to look at some of those areas.

Chair Harris said thank you. People need to understand that the Ordinance is being revised. We will continue to look at our revenue streams and to the extent we can we will look at how the money can be used.

6. ACTION ITEMS

None

7. ITEMS FROM THE COMMITTEE

Ms. Bradshaw-Eakes asked with Kauffman has there been any discussion about bringing any of the Kauffman programs to Santa Fe.

Mr. Chaney said absolutely. For right now the City with the best relationship and funding is Albuquerque. We have a nonprofit based here with creative start ups that is getting funding from the Foundation. It is difficult to do a weekly event even in Albuquerque. Lets start with quarterly or monthly and build a critical mass. We are very eager to look at the possibility of Kauffman programs.

Ms. Bradshaw-Eakes said an integral part of a hub is the programmatic part. It could be shared with the Tech Roundtable.

Mr. Chaney said that space for coworking has to have a dedicated person to manage it. We have to have that in place before the space can be dedicated space.

Mr. Kennedy said Gay Pride has moved to September for the first time. It will be the 15th and 16th of September. We will have a night time globe parade followed by bandstand. Saturday will be the traditional day time activities. Try to support it and provide us with some feedback.

Mr. Higgins said he wanted to bring up the subject to think about how many retailers in this town are proactive in having their customers pay cash and give them a deal to bypass taxes. The City loses income due to a culture of encouraging people to not pay sales tax. Think about that and maybe put some energy into that. He has seen

other states where the people who collect the sales tax get a percentage of what they bring in.

Chair Harris said you hear about it mostly in the art market. As far as what might be done he doesn't know. He is interested to know if someone has any notion of how much money that would be.

Mr. Higgins said he does not know. It is smaller businesses. Sole owners.

Chair Harris said some are and some aren't. This is really 21st century bartering. He does not know how to address that.

Mr. Feins said it is probably is a meaningful chunk. When you go to a film they have a PSA teaser pointing out when you download a film illegally it is not just the big guys that suffer. Maybe some kind of messaging pointing out that if you skirt the sale tax you are not just sticking it to the man, it is effecting others as well.

Chair Harris said that might work. Messaging is about all he can see to do.

Ms. Kelly asked are we going to hear anything about status of events.

Chair Harris said he made a note to himself about special events and will ask today. If it is appropriate and Seth is ready he will ask him to come for the meeting in September.

Mr. Trujillo said we will be asking the Committee to change the meeting date in for October.

Chair Harris asked is there a specific date.

Mr. Trujillo said the week of the 16th. Maybe the 18th.

Chair Harris said that is ok with him. October 18th will be the new date.

8. ITEMS FROM THE CHAIR

None.

9. ITEMS FROM THE PUBLIC

None.

10. NEXT MEETING DATE

SEPTEMBER 13, 2017

11. ADJOURNMENT

There being no further business before the Committee the meeting adjourned at 1:05 pm.



Councilor Michael Harris, Chair



Elizabeth Martin, Stenographer