



Economic Development Advisory Committee

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

**Wednesday, June 13, 2018
11:00 AM – 1:00 PM**

I. PROCEDURES

- A. Roll Call
- B. Approval of Minutes
 - 1. April 11, 2018
- C. Approval of Agenda
- D. Approval of Consent Agenda

II. CONSENT AGENDA (None)

III. ACTION ITEMS

- A. Request for review and approval of six (6) contract renewals for the FY-2018-2019 economic development portfolio as awarded through RFP to provide workforce development, business development, and other support for economic development in Santa Fe for a total funding amount of \$360,000 as identified (Matthew Brown):
 - 1. Professional Services Agreement, Amendment No. 2 – Santa Fe Business Incubator RFP 16/38/P;
 - 2. Professional Services Agreement, Amendment No. 2 – Youthworks RFP 16/37/P;
 - 3. Professional Services Agreement, Amendment No. 3 – SCORE RFP 15/38/P;
 - 4. Professional Services Agreement, Amendment No. 2 – Make Santa Fe RFP 16/37/P;
 - 5. Professional Services Agreement, Amendment No. 1 – RDC/VAF

IV. INFORMATIONAL ITEMS

V. ITEMS FROM THE COMMITTEE

VI. ITEMS FROM STAFF

VII. ITEMS FROM THE CHAIR

IV. ITEMS FROM THE PUBLIC

V. NEXT MEETING DATE – **July 11, 2018**

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
ROUND HOUSE CONFERENCE ROOM
500 MARKET STATION, SUITE 200
WEDNESDAY, JUNE 13, 2018, 4:00 PM**

<u>ITEM</u>	<u>ACTION</u>	<u>PAGE</u>
CALL TO ORDER		1
ROLL CALL	QUORUM	1
APPROVAL OF MINUTES APRIL 11, 2018	APPROVED	1-2
APPROVAL OF AGENDA	APPROVED	2
CONSENT AGENDA	NONE	2

ACTION ITEMS

REQUEST FOR REVIEW AND APPROVAL OF FIVE (5) CONTRACT RENEWALS FOR THE FY 2018-2019 ECONOMIC DEVELOPMENT PORTFOLIO AS AWARDED THROUGH RFP TO PROVIDE WORKFORCE DEVELOPMENT, AND OTHER SUPPORT FOR ECONOMIC DEVELOPMENT IN SANTA FE FOR A TOTAL FUNDING AMOUNT OF \$360,000 AS IDENTIFIED.

PROFESSIONAL SERVICES AGREEMENT, AMENDMENT NO. 2 - SANTA FE BUSINESS INCUBATOR RFP 16/38/P	POSTPONED	2
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PROFESSIONAL SERVICES AGREEMENT, AMENDMENT NO. 2 - YOUTHWORKS RFP 16/37/P	APPROVED	2-7
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PROFESSIONAL SERVICES AGREEMENT, AMENDMENT NO. 3 - SCORE RFP 15/38/P	APPROVED	7-9
PROFESSIONAL SERVICES AGREEMENT, AMENDMENT NO. 2- MAKE SANTA FE RFP 16/37/P	APPROVED	10
PROFESSIONAL SERVICES AGREEMENT, AMENDMENT NO. 1 - RDC/VAF	APPROVED	10-11
INFORMATIONAL ITEMS	NONE	11
ITEMS FROM THE COMMITTEE	INFORMATION/DISCUSSION	11-12
ITEMS FROM STAFF	NONE	12
ITEMS FROM THE CHAIR	NONE	12
ITEMS FROM THE PUBLIC	NONE	12
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**ECONOMIC DEVELOPMENT ADVISORY COMMITTEE
MARKET STATION AT THE RAILYARD
ROUND HOUSE CONFERENCE ROOM
500 MARKET STATION, SUITE 200
WEDNESDAY, JUNE 13, 2018, 4:00 PM**

I. PROCEDURES

A. CALL TO ORDER

The meeting of the Economic Development Advisory Committee was called to order by Councilor Roman Abeyta, Chair, at 11:00 am on Wednesday, June 13, 2018, at Market Station at the Railyard, 500 Market Station, Suite 200, Santa Fe, New Mexico.

A. ROLL CALL

MEMBERS PRESENT

Councilor Roman Abeyta, Chair
Holly Bradshaw-Eakes, Vice Chair
John Feins
Doug Orr
Dr. Camilla Bustamante
Chuck Higgins
Helen Brooks
(Vacancy)

MEMBERS ABSENT

Kate Kennedy
Kim Kelly, Excused

OTHERS PRESENT

Matt Brown, Economic Development Director, City of Santa Fe
Fabian Trujillo, Economic Development, City of Santa Fe
Rich Brown, Economic Development, City of Santa Fe
Liz Camacho, Economic Development, City of Santa Fe
Elizabeth Martin, Stenographer

**C. APPROVAL OF MINUTES
APRIL 11, 2018**

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

VOTE The motion passed unanimously by voice vote.

D. APPROVAL OF AGENDA

Chair Abeyta said he would like to add public comment for each item as it is considered.

Mr. Trujillo said we are removing item A 1 under action items and will start with A 2. The Incubator is not ready at this time.

MOTION A motion was made by Mr. Fiens, seconded by Dr. Bustamante, to approve the agenda as amended.

VOTE The motion was passed unanimously by voice vote.

II. CONSENT AGENDA

None.

III. ACTION ITEMS

A. REQUEST FOR REVIEW AND APPROVAL OF SIX (6) CONTRACT RENEWALS FOR THE FY 2018-2019 ECONOMIC DEVELOPMENT PORTFOLIO AS AWARDED THROUGH RFP TO PROVIDE WORKFORCE DEVELOPMENT, AND OTHER SUPPORT FOR ECONOMIC DEVELOPMENT IN SANTA FE FOR A TOTAL FUNDING AMOUNT OF \$360,000 AS IDENTIFIED. Matt Brown

1. PROFESSIONAL SERVICES AGREEMENT, AMENDMENT NO. 2 - SANTA FE BUSINESS INCUBATOR RFP 16/38/P

Postponed to the July meeting.

2. PROFESSIONAL SERVICES AGREEMENT, AMENDMENT NO. 2 - YOUTHWORKS RFP 16/37/P

Mr. Brown said he would like to give a preamble that effects all the contracts. We were directed to do zero based budgeting this year. At best our budget

would be flat, but we were to look for cost savings as well. The City Manger and Director of Finance asked for that. We looked over the course of the last year and what has transpired in unanticipated projects such s the Bloomberg Challenge and the Midtown Campus. Additionally there were LEDA investment opportunities that were unplanned for. We had to consider the budget from bottom up and not go over budget with unanticipated projects. Last year when he took over we were fully obligated. Our revenues are based on the future. We have to try to be appropriately prudent in our budgeting.

Chair Abeyta asked the total amount for these projects is \$360,000.

Mr. Brown said yes, that is based on the projected year of revenue.

Chair Abeyta asked is that the same amount as last year and that was given out last year.

Mr. Brown said no. This is a \$40,000 reduction from last year. For SFBI and MIX there is another \$70,000 reduction. We also have obligations for LEDA payouts as well which were in consideration for the budget.

Chair Abeyta asked is this something that has been presented to the committee year around.

Mr. Brown said not on the contract side. This time of the year we start looking at contracts. All of these are renewals.

Chair Abeyta asked some are being reduced because there is less money available.

Mr. Brown said yes, due to LEDA and budgeting constraints.

Chair Abeyta asked did we go out for RFP.

Mr. Brown said no, these are renewals.

Chair Abeyta asked did we communicate to the recipients ahead of time to let them know they would be reduced.

Mr. Brown said yes, but not with sufficient notice. We have to do a better job of that next year.

Chair Abeyta asked does the Committee have any flexibility today in the amounts being awarded.

Mr. Brown said he believes no. His budget has been approved and as it is today

we are locked in.

Chair abeyta said we have \$360,000 to deal with. Is this the recommendation to the Governing Body.

Mr. Trujillo said yes.

Chair Abeyta asked is it within our discretion to move the money around as long as we stay within the \$360,000.

Mr. Brown asked what is the discretion of the Committee to shift money around.

Mr. Trujillo said the Committee can make recommendations to do that to the Governing Body. The Governing Body implements this funding level. We go through a lot of staff review. We would have to revise the contracts, but it is up to the members. When you change the amount you usually have to change the scope of service. When you reduce the scope of services you reduce the amount accordingly. It is your recommendation.

Chair Abeyta said so if we deviate from what staff recommends it is a domino effect.

Mr. Trujillo said we would probably have to delay these going to the Finance Committee so we could rework the service agreements.

Chair Abeyta asked is there a possibility as we go through the year that we could potentially increase and restore the money in 6 months.

Mr. Brown said that is the intention. We put into our budget \$80,000 for projects unnamed and \$100,000 set aside for LEDA. If we receive extra revenues we can pull from that. It is anticipated. We are working on how we can support contractors in other meaningful ways. We would like to increase and approve their work and the support they get.

Ms. Bradshaw-Eakes said one of her questions was the 6 month review. The other one is there had been some discussion in the past of realigning some of the budgetary items. Someone mentioned in the past that Youthworks should be moved into a different department. Did that discussion happen.

Mr. Brown said that conversation has started internally. We have not had a comprehensive conversation about that. Internally we talking about how to rationalize the 5 contracts between the City and Youthworks. It would it make sense to combine them in some way. The way in which Youthworks has to monitor and report on 5 contracts seems to be an undue burden. Can they get more efficient and effective. We are looking at that. There are case workers on staff and Youthworks when that

individual is doing work from one contract they have to designate money from that contract for that case worker and so on. Maybe we just fund overall case workers so they do not have to deal with all that paperwork. We are going to be working much more closely with them to get more efficient and get better. He expects it to be a different relationship next year for Youthworks and everyone else. Any unnecessary burden or bureaucracy needs to go away. The City is deploying results based accountability. Rich Brown is working on that. In doing that we need to align with our contractors and partners. What are we asking them to do and what are we tracking. Is it truly the most meaningful goal. What is material and what matters and everything else get rid of.

Mr. Brown said Youthworks is an incredible resource for the City. They are tackling one of our biggest challenges in the City, how to engage youth. We support them. Mr. Trujillo drafted up an additional amendment for clarity which is before you. This was the hardest one to make cuts on. They are tackling some of the toughest conditions on the ground. None of this was taken lightly. Youthworks and SFBI, 2 contracts, constitute almost 50% of our entire operating budget so you have to look harder at those higher numbers. We are committed to work closely with them to find other opportunities and to market and promote them with Liz Camacho's help.

Melynn Schuyler and Devin Baldwin, Youthworks.

Ms. Schuyler said she is the founder and director of Youthworks. It has been in operation for 17 years. Information was distributed which is attached herewith to these minutes as Exhibit "1". Ms. Schuyler reviewed the information.

Ms. Schuyler said our work is developing a better work force. We have met or exceeded all of our goals and requirements in the contract. We are about apprenticeship and job placement.

Mr. Baldwin said we spend a lot of time working with these young people to identify their skills and helping with basic life skills. We are starting at the ground level with a lot of these young folks and we move up from there. We are exposing them to opportunities. If you are not exposed to something you don't know it is a possibility. A lot of them don't have people around them who can introduce them to possibilities. If they are unsuccessful we start over with them. We work a lot with the Santa Fe Chamber of Commerce and connect with their job fair. They are a great partner. If we have young people who are invested they can stay here and help grow the community. They are potential young talent that hopefully we can keep here. We work with them on jobs and life skills and we do mentoring.

Ms. Schuyler said we are partnerships with the college and businesses. We were caught off guard with a \$40,000 cut. She and Matt have had multiple conversations about the cut and that fact that they had no chance to plan for it. We wanted this Committee to know that this is a very difficult thing to have happen to us.

Her job is to speak up on their behalf and to ask that you invest more, not less, in young people this age to harness and empower them to make positive gains instead of negative. We do need more support. Without this kind of resource this community has a very big problem. We are asking for your support and awareness of these issues.

Ms. Bradshaw-Eakes said she is sorry to see you lose that funding. As she is for all of these. Are there other funding sources and things we can do to help you. What is your broad base of funding.

Ms. Schuyler said she is constantly doing grant writing. This Administration cut our Federal funding. We are in the midst of applying for other monies. We are working with USDA and others to attract young people into the workforce.

Ms. Bradshaw-Eakes said you do have a diversity of funding and the program will continue.

Ms. Schuyler said yes it will.

Mr. Higgins asked how many people get GEDs.

Ms. Schuyler said most of our young people come in and want to complete their education. The average grade level people arrive with is 3rd grade and they are up to age 24. It can take a while.

Mr. Higgins asked over the past 12 months how many GEDs have been achieved.

Ms. Schuyler said 48 and there are others in the process. That is about average. We also work on housing with them.

Mr. Higgins said that is a commendable number.

Ms. Schuyler said we have to be very flexible. We individually work with each of them.

Mr. Fiens said funding aside, he may be able to help and will talk with you all outside the Committee. What are your top needs right now.

Ms. Schuyler said we had to make a decision what to do with this cut. This fund allows us to subsidize an employer so they will take on a young person who may not make it. We cut youth wages and almost fully eliminated a support position. She is looking to try to get an Americorp Vista person.

Mr. Fiens said a statement you made touched him. It was kids not knowing what their possibilities are. He recalls having such a narrow vision of the world when he left

college. Are you looking at producing videos to touch the young people with possibilities. Are you in a position to push out messaging.

Mr. Baldwin said we do use social media. The biggest challenge is having a dedicated person who can spearhead and head up social media updates. One area that he feels could be very supportive is spreading awareness that this opportunity is available for employers to invest in youth in business and help them get involved. We have some great local businesses and organizations in the community who have embodied that idea. Our young people are not perfectly polished, but with coaching and mentoring that can come around. Opening up a funnel of opportunity that we can present to young people would be great.

Mr. Brown said another area of need is how to get contracts of work for the different areas they work with, such as culinary. He is working with finance to look at our procurement operations to work with Youthworks and other organizations to create other revenue sources and opportunities.

Dr. Bustamante said she commends the good work that Youthworks does. Thank you for the continued effort.

Chair Abeyta said he is very familiar with Youthworks in his professional life with the Boys and Girls Club. He will follow up with you and Mr. Brown to talk about your contracts to see how we can consolidate this funding and restore the \$40,000 in 6 months.

MOTION A motion was made by Mr. Fiens, seconded by Dr. Bustamante, to approve this contract.

This motion was amended.

Mr. Brown said there is a correction on page 2, 2A. The text was incorrect. The cumulative amount is \$506,610.

Both Mr. Feins and Dr. Bustamante said they are ok with that.

MOTION A motion was made by Mr. Fiens, seconded by Dr. Bustamante, to approve this contract as amended.

VOTE The motion passed unanimously by voice vote.

Chair Abeyta asked Matt to coordinate a follow up meeting as he requested.

3. PROFESSIONAL SERVICES AGREEMENT, AMENDMENT NO. 3

- SCORE RFP 15/38/P

Mr. Trujillo introduced the 2 members of SCORE who were present. Roger Gullickson and Marcia Swain.

Mr. Trujillo said SCORE had a really good year. They were required to do 12 training events. As of today they have done 11 of those. They have done 3 marketing events, 4 events on line and on social media and a women to women start up essentials training. They are working on a June 20th Spanish language training which will be the 12th training of the year. They have robust socioeconomic data that they provide for all their events.

Roger Gullickson, Marcia Swain, SCORE

Ms. Swain said our chapter of SCORE serves Santa Fe and northern New Mexico and is one of over 300 chapters nationwide. We provide mentoring and free programs to help local communities to create and grow employers and work force. Employment in the nonprofit sector is a significant portion of the local economy. 14%. We provide education and mentoring for nonprofit organizations. During fiscal year 17/18 we produced 11 programs and are getting ready to do the 12th. They were geared more this year to a workshop format rather than seminar format. People like hands on experiences. Roughly 60% to 65% of the people who attend were women. We are looking to diversify our mentoring base so we have more women mentors to meet that population. We have a strong southside presence. One of our mentoring offices is in the SFBI. Art is a significant driver of the economy here. We noticed that many students who come to our programs are artists. We are starting to structure programs to the needs of the art community. Diversification is on our map. We don't have final figures yet with one more program out, but the total attendance of 11 was 341 people. An average of 25 to 30 per event. That is an increase of 10% over the previous fiscal year. We are seeing more Hispanic attendance as well. The women's panel we did was attended by 31 people and at the end of the program, based on a show of hands, everyone wanted more SCORE sponsored business women events. The new scope of services is for 8 events.

Mr. Gullickson said with this 1/3 cut in seminars roughly 100 fewer business people will be receiving assistance. We found in serving 300 people a year it is a really a strong way to grow the economy. Demographics have changed. We are seeing more younger entrepreneurs. Also there is almost a 46% conversion rate of people who attended to becoming clients of SCORE.

Ms. Swain said our membership in our local chapter is 30 mentors. We are all volunteers. SBA funds less than \$7,000 a year. We are concerned if our numbers go down that will impact us negatively at a Federal level. They want to see increases year to year.

Mr. Feins said you are seeing record numbers and you started offering advanced classes that were gobbled up immediately. All is going well. This is a small amount of money to put into something to help people get started and to advance. Do you archive your events for people who cannot attend.

Ms. Swain said we would like to do that, but are prohibited due to budget. Maybe we can have students film our events through partnerships. We are engaging in social media.

Mr. Feins said we have a very successful organization getting a small amount of money where if they archive it more people could participate.

Mr. Trujillo said this year in the fall they did a video of the Taos event. The problem is they film the whole thing and we don't have staff to edit it.

Mr. Gullickson said we are working on the ability to live stream them. That would be ideal. The biggest cost is editing the video.

Mr. Higgins said everyone in this room agrees these programs are beneficial to the community. He was wondering, do you groups talk to each other.

Mr. Gullickson said yes, we work with WESST and SBDC who promote our programs. We promote theirs. The Incubator provides a basic level of education and we have started sending clients to them. We have a strong relationship with Santa Fe Community Foundation as well.

Dr. Bustamante said there is an ongoing effort through the college to have an Entrepreneurship network. We are trying to create to leveraging more.

Ms. Bradshaw-Eakes said Finance New Mexico also sends people to you. Of your 33 mentors do any speak Spanish.

Mr. Gullickson said a couple speak basic Spanish. We had a Spanish mentor and he passed away. We are searching for a new mentor who speaks Spanish and women mentors. That is a weakness we have and are trying to fill.

Mr. Brown said from the EDRC meeting a request was made for us to look at our marketing budget to see if we have money to offset a new responsibility SCORE has to produce materials for the events they put on. We had been doing that for them. We are looking at that.

MOTION A motion was made by Dr. Bustamante, seconded by Mr. Feins, to approve the contract.

VOTE The motion passed unanimously by voice vote.

**4. PROFESSIONAL SERVICES AGREEMENT, AMENDMENT NO. 2
- MAKE SANTA FE RFP 16/37/P**

Mr. Brown said this is the one we are increasing to \$25,000. The rationale is two fold. They are adding an entirely new service which is Women's Advanced Tools and Techniques program. The second is we focused this renewal on the programs providing resume training. Third is MAKE services in some instances the Youthworks students and more broadly similar groups. There is a need to serve women entrepreneurs and learn new business skills.

Zane Fischer, Kent Riggs, MAKE Santa Fe.

Mr. Fischer said this is a community Makers Space. Their scope with the City is around certification programs. Youth pre-entrepreneurship. They train in traditional tools, wood and metal work, 3 D printing , laser cutting and other things. We rely on being a partner with Youthworks for that. We are also addressing issues around transportation and food insecurity. We possibly are going to go into jobs or a more rigorous apprentice program. We are a certified program. We offer certifications from the Department of Labor. A GED is necessary for that program. We received approval from Workforce Development and the Higher Education Department to get on their lists and to obtain more funding. These are certifications that an employer can trust and that they can put on their resumes. We make sure students who graduate have a full year of use of the Makers Space to advance their knowledge. We have seen a specific need for women and women only groups where they can feel more comfortable with the equipment. Our constituents have said this is something they want. We do certifications on tools and we are in a national conversation with other Makers Spaces around the country to develop a standardized certification. He passed around his data numbers which is incorporated into these minutes as Exhibit "2".

Mr. Feins said the National Association of Makers had their first conference in Santa Fe. We are a leader and rising star in this. It is important that MAKE Santa Fe continues to evolve and take a leadership position.

MOTION A motion was made by Ms. Brooks, seconded by Ms. Bradshaw-Eakes, to approve the contract.

VOTE The motion passed unanimously by voice vote.

**5. PROFESSIONAL SERVICES AGREEMENT, AMENDMENT NO. 1
- RDC/VAF**

Mr. Brown said with RDC and VAF this contract is different than others and represents strategic planning. How do we put money in our community as close as possible into the hands of the people who need it. The funds we provide are awards

funds. 100% of the money goes to entrepreneurs who compete and win. He commends the process. It is rigorous and high quality. There is a history of return on investment. This year we are proposing \$25,000. The total amount they secure is \$200,000. In return the City can be assured that 50% to 75% is going to Santa Fe businesses.

Val Alonzo, RDC/VAF.

Mr. Alonzo said we serve 7 counties and have been around for 21 years. Today we are talking about the venture acceleration fund. This program started in partnership with the Los Alamos National Lab. The County of Los Alamos invests in this as well. You are investing \$25,000 in this fund. Detailed information was handed out which is incorporated into these minutes as Exhibit "3". Mr. Alonzo reviewed the handouts.

Mr. Alonzo said we are very careful about how we fund companies. We are always looking to leveraging dollars.

Ms. Bradshaw-Eakes asked with the announced change in the management of LANL are you at risk at all.

Mr. Alonzo said we are already talking to them and we are hopeful. We are written into the contract. It may not be called the same thing, but it may be more funding.

Mr. Rich Brown said he has been working with Val's colleague so that for all the companies who did not get a fund awards we are going to visit all of them to see how the Economic Development Department can be of assistance.

Ms. Bradshaw-Eakes said you had training session for those companies who did not get funding. Where did the funding come from.

Mr. Alonzo said from other sources of partners. We have 45 to 50 applicants and we fund 5 or 6. We continue the process with them including Economic Development.

MOTION A motion was made by Dr. Bustamante, seconded by Ms. Bradshaw-Eakes, to approve the contract.

VOTE The motion passed unanimously by voice vote.

IV. INFORMATIONAL ITEMS

None.

V. ITEMS FROM THE COMMITTEE

Mr. Feins said the Emerging Media Alliance is an intersection of art, science and technology in Santa Fe. A lot of people don't know about this and are not aware that this is a moment in time. Currents is happening now and is a very unique event. With the 2 of these things we can put Santa Fe on the map as global leaders. It will take care and feeding from the community. The launch is tomorrow night at El Museo at 7:00 pm. The goal is to attract tourists, but bigger than that it is to attract young entrepreneurs who want to practice in emerging media. Please attend if you can.

VI. ITEMS FROM STAFF

None.

VII. ITEMS FROM THE CHAIR

None.

IV. ITEMS FROM THE PUBLIC

None.

**V. NEXT MEETING DATE
JULY 11, 2018**

Mr. Trujillo said Matt is going to be out of town on July 11th so we are looking to reschedule the meeting for the following week on the 16th or 18th.

Chair Abeyta said our next meeting will be July 16th at 11:00 am.

VI. ADJOURN

There being no further business before the Committee the meeting adjourned at 12:30 pm.



Councilor Roman Abeyta, Chair



Elizabeth Martin, Stenographer