



# Agenda

CITY CLERK'S OFFICE

DATE 10.11.17 TIME 10:10am

STREET BY Fabian Trujillo

RECEIVED BY Chimelona Spears

## Economic Development Advisory Committee

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

**Wednesday, October 18, 2017  
11:00 AM – 1:00 PM**

- I. PROCEDURES
  - A. Roll Call
  - B. Approval of Minutes
    - 1. September 13, 2017
  - C. Approval of Agenda
  - D. Approval of Consent Agenda
  
- III. CONSENT AGENDA
  - A. 2018 EDAC Meeting Calendar – Fabian Trujillo
  
- V. PUBLIC HEARING
  - A. Request for a approval of a resolution acknowledging the importance of the College of Santa Fe and the Santa Fe University of Art and Design to the history of Santa Fe; recognizing the significance of the location of the university campus in the geographic and demographic center of Santa Fe and it's connection to the recently-created Midtown LINC overlay district; acknowledging the city's investment in the university property; calling for a renewed vision for the property integrating a forward-looking educational use with other community-centered uses built on the city's existing strengths and capacity; and for the City of Santa Fe to act as the catalyst for change embodying the common values of the city. (Councilors Harris and Lindell) (Matthew Brown)



# Agenda

VI. INFORMATIONAL ITEMS

- A. SF Spirits Update – Colin Keegan
- B. City of Santa Fe Special Event Modernization Update – Sevastian Gurule
- C. Overview of Bloomberg Submission – Matt Brown
- D. Summary Review of Current Goals and Initiatives for OED, including opportunity for Q&A – Matt Brown

VI. ITEMS FROM THE COMMITTEE

VII. ITEMS FROM STAFF

VIII. ITEMS FROM THE CHAIR

IX. ITEMS FROM THE PUBLIC

X. NEXT MEETING DATE – **November 8, 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, OCTOBER 18, 2017, 11:00 AM**

<u>ITEM</u>	<u>ACTION</u>	<u>PAGE</u>
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APPROVAL OF MINUTES SEPTEMBER 13, 2017	APPROVED	1-2
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 <u>CONSENT AGENDA</u>		
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REQUEST FOR A APPROVAL OF A RESOLUTION ACKNOWLEDGING THE IMPORTANCE OF THE COLLEGE OF SANTA FE AND THE SANTA FE UNIVERSITY OF ART AND DESIGN TO THE HISTORY OF SANTA FE; RECOGNIZING THE SIGNIFICANCE OF THE LOCATION OF THE UNIVERSITY CAMPUS IN THE GEOGRAPHIC AND DEMOGRAPHIC CENTER OF SANTA FE AND IT'S CONNECTION TO THE RECENTLY CREATED MIDTOWN LINC OVERLAY DISTRICT; ACKNOWLEDGING THE CITY'S INVESTMENT IN THE	APPROVED	2-9

**UNIVERSITY PROPERTY; CALLING FOR A RENEWED VISION FOR THE PROPERTY INTEGRATING A FORWARD-LOOKING EDUCATIONAL USE WITH OTHER COMMUNITY CENTERED USES BUILT ON THE CITY'S EXISTING STRENGTHS AND CAPACITY; AND FOR THE CITY OF SANTA FE TO ACT AS THE CATALYST FOR CHANGE EMBODYING THE COMMON VALUES OF THE CITY.**

**INFORMATIONAL ITEMS**

<b>SF SPIRITS UPDATE</b>	<b>POSTPONED</b>	<b>9</b>
<b>CITY OF SANTA FE SPECIAL EVENT MODERNIZATION UPDATE</b>	<b>INFORMATION/DISCUSSION</b>	<b>9-11</b>
<b>OVERVIEW OF BLOOMBERG SUBMISSION</b>	<b>INFORMATION-DISCUSSION</b>	<b>11-14</b>
<b>SUMMARY OF CURRENT GOALS AND INITIATIVES FOR OED</b>	<b>INFORMATION/DISCUSSION</b>	<b>14</b>
<b>ITEMS FROM THE COMMITTEE</b>	<b>NONE</b>	<b>14</b>
<b>ITEMS FROM STAFF</b>	<b>NONE</b>	<b>14</b>
<b>ITEMS FROM THE CHAIR</b>	<b>NONE</b>	<b>14</b>
<b>ITEMS FROM THE PUBLIC</b>	<b>NONE</b>	<b>14</b>
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**ECONOMIC DEVELOPMENT ADVISORY COMMITTEE  
MARKET STATION AT THE RAILYARD  
500 MARKET STATION, SUITE 200  
WEDNESDAY, OCTOBER 18, 2017, 11:00 AM**

**1. PROCEDURES**

**A. CALL TO ORDER**

The meeting of the Economic Development Advisory Committee was called to order by Chairman Michael Harris at 11:00 am on Wednesday, October 18, 2017, at Market Station at the Railyard, 500 Market Station, Suite 200, Santa Fe, New Mexico.

**B. ROLL CALL**

**MEMBERS PRESENT**

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

**MEMBERS ABSENT**

Kim Kelly, Excused

**OTHERS PRESENT**

Matt Brown, Economic Development Director, City of Santa Fe  
Fabian Trujillo, Economic Development, City of Santa Fe  
Justin Green, Santa Fe Planning Commission  
Sevastian Gurule, City of Santa Fe Constituent Services Manager  
Rene Martinez, Deputy City Manager  
Stuart Kirk, NNMAA  
Elizabeth Martin, Stenographer

**C. APPROVAL OF MINUTES  
SEPTEMBER 13, 2017**

**MOTION** A motion was made by Dr. Bustamante, seconded by Ms. Bradshaw-Eakes, to approve the minutes of September 13, 2017.

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

**D. APPROVAL OF AGENDA**

Mr. Trujillo said he would like to take off of the agenda item 4 (A), Santa Fe Spirits. They were unable to attend today.

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

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

**E. APPROVAL OF CONSENT AGENDA**

**MOTION** A motion was made by Mr. Fiens, seconded by Ms. Bradshaw-Eakes, to approve the consent agenda.

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

**2. CONSENT AGENDA**

**A. 2018 EDAC MEETING CALENDAR**

**3. PUBLIC HEARING**

**A. REQUEST FOR A APPROVAL OF A RESOLUTION ACKNOWLEDGING THE IMPORTANCE OF THE COLLEGE OF SANTA FE AND THE SANTA FE UNIVERSITY OF ART AND DESIGN TO THE HISTORY OF SANTA FE; RECOGNIZING THE SIGNIFICANCE OF THE LOCATION OF THE UNIVERSITY CAMPUS IN THE GEOGRAPHIC AND DEMOGRAPHIC CENTER OF SANTA FE AND IT'S CONNECTION TO THE RECENTLY CREATED MIDTOWN LINC OVERLAY DISTRICT; ACKNOWLEDGING THE CITY'S INVESTMENT IN THE UNIVERSITY PROPERTY; CALLING FOR A RENEWED VISION FOR THE PROPERTY INTEGRATING A FORWARD-LOOKING EDUCATIONAL USE WITH OTHER COMMUNITY CENTERED USES BUILT ON THE CITY'S EXISTING STRENGTHS AND CAPACITY; AND FOR THE CITY OF SANTA FE TO ACT AS THE CATALYST FOR CHANGE EMBODYING THE COMMON VALUES OF THE CITY.**

Chair Harris said he would like to make some opening remarks and call on Mr. Brown to do the same then take public comment and after that have a robust discussion with the Committee.

Chair Harris opened the public hearing at 11:10 am.

Chair Harris said he had a lot to do with this Resolution. We have a working group that meets weekly and includes himself, Mr. Brown, Mr. O'Rielly, Councilor Lindell, the City Manager, the City Attorney and occasionally the Mayor. There has been a lot of discussion and work over the last couple of months. On August 3<sup>rd</sup> he did a memo to the Governing Body to reconsider their approach to the campus which was to contact Universities and other institutions of higher learning. This Resolution tries to establish a broader look at what might happen. A lot of thought went into this. He responded Monday night to a reporter that this document was vague. Broad was a better word to use. It is really about trying to generate a much more dynamic document that encompasses living, working, learning, creating and recreating on the campus in a dynamic environment. A lot of people don't even know what is there now. It has not gotten the attention it should have. There is a lot of attachment to the Greer Garson Theater, but beyond that there is no knowledge of the potential. We have time and financial constraints. We have a major commitment each year of \$2.2 million. We can't restructure our debt until 2019. We have to be prudent and financially responsible about what we do and how we do it.

Mr. Brown said the initial strategic objective was to find a university to take over the entire campus. That became known as a very low probability. What is represented in the Resolution now is a new strategic direction on how we look at this property and how it can serve multiple uses and needs. We have pulled in dozens of different reports and analysis and surveys. All of that research shows that there are similar top burning issues for the City. More jobs, better jobs, higher paying jobs, housing, education and a desire for young people to stay here and have support and their desires met to stay. All of that is now embedded in the thinking of the Resolution. To serve more needs in the community than a university could do. Also there is an opportunity to have the best higher education situation we can. Better than ever before. We can build off the legacy and heritage that is there. The buildings are purpose built. Theaters, studios, fine art, library, science labs. It is ready and available to fill in with housing. The Resolution represents the right strategic vision of how we move forward. This is the beginning of engaging the public in this process. The Resolution has 11 points but is synergistic. We have been working on how the ideas of stakeholders could be combined and met. To create a village and create a better whole than individual components.

Chair Harris said the first amendment to the Resolution is that the City has received from the Santa Fe University of Art and Design its notice of termination of the lease effective June 30, 2018. He has the amendment in hand.

Chair Harris introduced Matthew O'Rielly.

Mr. O'Rielly said he is glad that the Chair is making the amendment to address the lease termination.

Ms. Bradshaw-Eakes said this is great. Typically we do things defensively. Here it is much broader and a bit ahead of time. One of the potential solutions in the

Resolution is a consolidation of City offices. It does not seem to be economic development unless it frees up other space for economic development.

Mr. O'Rielly said economic development and better customer service is at the forefront of what we want to do. City services are spread out. We have been thinking about ways to consolidate City services to serve the public better. One place to pay the water bill, get permits etc. Also we have over 1 million square feet in these buildings that the City is occupying. The costs are high in maintenance. The idea of consolidation could work financially well for the City. If we could create a one stop shop for the City that would be good. We also drive around a lot to do what we need to do as staff. This could also be a savings if we consolidated. We are working on that at the Direction of the City Manager.

Ms. Bradshaw-Eakes said instead of revenue producing it is cost savings. She presumes that there will be a study around that to show what the savings would be.

Mr. O'Rielly said yes as we go through the process that will have to be done.

Chair Harris said the elements that go into a Resolution have to do with education, job creation and film sites. Workforce housing is clearly something identified and also the public benefit associated with the potential of a new library. There is a study and an RFP being put together for a consultant to look at our entire library system. We are looking at the possibility of a 21<sup>st</sup> Century Library. That discussion has led to what Matt described. The City has gone through that exercise before looking at the Silar Road area. The City is in 5 different locations administratively. He believes it is incumbent on the City to look and see if it makes sense to consolidate. We asked for our networking assets. Universities, film businesses or whatever. There has been a lot of conversations to see who is serious and what works. Nothing has been signed yet. There are no forgone conclusions. We want to create a fairly dynamic process. We did hear from Suby Bowden that we need to talk about process and what is next. We are starting to formulate that.

Mr. Higgins said there are 5 administrative areas of City offices. Are any of them City owned or are all of them leased.

Mr. O'Rielly said everything we are at is land or buildings that we currently own. If vacated we could potentially lease space to someone else or use for housing purposes. We are looking at all the real estate assets we currently own.

Mr. Higgins said it seems like a good idea.

Mr. Brown said he would like to clarify that when he thinks about the Resolution he wants to note that it is bigger than economic development. It deals with the community broadly. As to economic development, our City is 6 to 7 years older than most other cities in the US. 76% of all tech and new types of companies are started by



people 39 and under. When we think about education there are 3 drivers. Entrepreneurship culture and start more companies. We need more young people for both of those. How to build the companies we have. They need brilliant young people. Recruit companies is the third thing. They need to see we have a pipeline of young people ready and eager to work. This gives us an essential ingredient for a strong, vibrant and diverse economy here. Education is strategically important to the City.

Chair Harris called on members of the public to comment.

Rachel Cogent, 315 Teseque Drive said she has watched the college and the cycles and plans that were not enacted and how the streets have become unfriendly to students and the car lots have taken over St. Michaels. In addition to what the property could be used for in the back there are large amounts of empty space. That space should be used. She want to see part of the acreage turned into an RV park. She went to Idaho for the summer and saw packed RV parks all over the place. The Pojoaque RV park is always packed. We have an opportunity to bring these tourists, most of whom are retired, into the City now instead of out on some highway. This is where there are services and restaurants within walking distance. We could develop a new attraction to Santa Fe for these RV folks. That is one way to use this bulk of property and have a year round income and introduce Santa Fe to a segment of the population that it does not necessarily appeal to. Especially the back areas that are uninhabited and neglected. She has seen Santa Fe successfully administer public facilities like Ft. Marcy and it is one of the things they do well. Santa Fe could administer this.

Chair Harris said that is a novel idea. Some of the property you are talking about the City does not own. It was over 90 acres when it was first purchased. Now the City owns about 60 acres. The State of New Mexico owns the area you are speaking of. Thank you for giving us your ideas.

Beth Beloff, 20 Polaris Road said a small number of us are exploring the idea of supporting the education end of this. We are putting together a consortium of education and labs in the State. Rice University has expressed interest in this idea. Maybe we could have a facility that does R and D on sustainability like carbon issues and water issues and uniquely tie that into the arts. It would be science based but could have an arts component. The model for this is in the Housing Advanced Research Center which is now self supporting. The Mitchell Foundation is very focused on sustainable development. We will reach out to them to see what interest they may have to spin off consortium in a neighboring state. Maybe they would support the start up of such a consortium. It could not only address issues that are challenging here but the application could go back into the classroom. Like the UNM concept or other institutions.

Chair Harris said he appreciates that. He has heard a bit about this. It has potential. What is not fully expressed in the Resolution is that education on this property will take a different form than it has in the past. The UNM discussions and

other expressions of interest have been discussed. As well as conversations with the Community College. The Community College is a tremendous asset and needs to be part of this. The Fab Lab movement is happening and other things are occurring like Makerspaces. He is looking forward to hearing what your group may come up with.

Ms. Beloff said we are committed to give you something by the end of day on Friday or Monday.

Suby Bowden, 333 Montezuma Avenue said she is an architect and planner in this City. She strongly supports what you have talked about regarding having City services at the site. Making it a community center would be great along with a campus. There are many paths you can take. One is zoning to establish heights and density of the buildings. It does seem this property offers new possibilities in addition to continuing to be a campus. If people know they are entering a campus they feel more comfortable in entering. The master planning process of pulling buildings to the curb and the style of the buildings will help to further the idea of going out to get a campus. At a recent event there was a long debate about the length of time it takes to put together a master plan. There are professionals who work well with City staff. It could be done in 3 months if you want it to. You don't want to take much longer with a project like this where you need to move quickly. She encourages you to add to your uses, due to the mid town overlay, health care. She feels we in America are lacking health care. There is a major gap in health care today. We don't offer services to citizens who have long term health crises. They need temporary housing, education, job retraining and services. Economic development issues studies in Albuquerque indicate that people in long term crises are costing \$13,000 a year per person. Think of it is a thriving economic engine to turn those savings dollars back into the community.

Ms. Beloff said there is a great deal of interest in the philanthropic community to be a party to this. When you think about financing also engage the philanthropic community on how they can help seed some of the ideas and get engaged. There is a great deal of interest.

Chair Harris said that is a conversation we need to have. It is part and parcel of your discussion about the education consortium.

Ms. Beloff said it is much broader looking at public private ventures and funding the process or the pieces.

Chair Harris said governance is a simple sentence in this. It is a tremendous issue that needs to be solved. He thinks we are looking for something different than the usual. The conversation has not gone too much beyond that.

Chair Harris closed the public hearing at 11:52 am.

Ms. Kennedy asked regardless of the approach this takes is there any

consideration for the additional needs of security that may be required. When the City takes control it will no longer be protected by private security. Is that correct.

Mr. O’Rielly said there is a security office out there, not a substation. He doesn’t think the City has decided how it will handle that come June. It could be that the Police do more close patrols through there or the City could continue the contract with private security for a time. Laurette is taking steps to improve security as there is less of a presence out there.

Ms. Kennedy said there are some really valuable assets out there. Her concern is for residential and business neighbors as well. They need continued security especially during the transition. Costumes were stolen from there a week ago.

Councilor Harris said we just started this conversation. They are asking to renegotiate the terms of their lease. One is security. This will be part of our discussion with Laurette. The City will be proactive in securing those facilities.

Mr. O’Rielly said the debt service obligation is something the City already has. There will be additional obligations we will have as well. Maintenance and repair obligations. He can foresee us adding additional security in the transition.

Ms. Kennedy asked would there be any consideration about putting live-in security and maintenance in the student housing.

Chair Harris said there is not much human activity out there. We need that to keep it from becoming derelict.

Dr. Bustamante said this site has been important to the community for a long time. It could be a center of wellness for health care. How the City grows and is managed is the nexus for the needs for the future. Energy resources should be included in the conversation. There are residential areas all around it. Schools and housing. A nice library would be wonderful. It would be a resource for young people. It can create centergy. She finds all of this to be very promising including what it means to the housing and schools in the area. We could build in some opportunities for islanding energy. At the Community College we have a lot of models for that. This is something to build on for our higher education and community wellness.

Mr. Feins said development is not his bag, but he would like to share a thought. He is a great fan of the Railyard and it has won some planning and arts center awards, but parking has been unfortunate. His understanding is that the parking signage and entrance to parking are something that could be improved upon. There are a lot of case studies out there that we can avail ourselves of regarding this exercise and lessons learned so that we do not miss something elemental like parking while we are looking at other things. Layer those things into the project.

Chair Harris said when he started thinking through this he found himself reading a lot about innovation districts. He captured some of the thoughts and language such as "capturing the assets." This goes beyond the innovation district regarding the potential that is there. To that end, when he was in Boston recently he looked at the Seaport Innovation District. They don't use that term any longer. They constructed this huge area without a grocery store. His point is he is going to the National League of Cities Conference. Matt is helping him identify cities who have done this well. He will seek them out and talk with them.

Ms. Bowden said the key to what began as an innovation district and became a regular neighborhood is the programming of events that draw people. The downtown Plaza is allowed 8 events a year. The Railyard has 82 events occurring annually. That is key. Look at drawing people in and making it a happening place.

Mr. Orr said it is worth having central reinvigoration that is multifaceted and interdeminsional. Looking at what are likely transportation trends in the future investing in a large parking lot may or may not be a good idea. Companies looking for young people are happy to import them. We are interested in a pipeline and that is all about education. The education aspect if this is critical.

Mr. Green said he just came from a long range planning subcommittee meeting. We want to help with this issue and how to look at this including State and Public School properties and how to integrate it into the neighborhoods from all different locations. There is just one entrance now. There was \$30,000 used by the Long Range Planning Division and given to 6 architects to envision what could be. We could use that information and maybe bring them into a charrette to get ideas and what could be.

Chair Harris said Saturday afternoon Friends of Architecture held their second design study and initiate a design to bring creative ideas of how to improve the quality of life for North Guadalupe Street. This was done for Garretts Desert Inn. He has had conversations with them about what might be done with this larger property. He is thinking of a more formal process to get a real focus and have stipends available. These are among the things that are being discussed. When you look at the whole area you have a major park, schools, the State library, the Anaya building and College Plaza. He thinks some consideration will be given along the way.

Mr. Green said Ken Shanahan is chair of the Planning Commission and he will be inviting you and Mr. O'Rielly to come give us an update.

Mr. Orr asked is there an intention of how neighborhoods would grow up within the City.

Chair Harris said we have a plan but in terms of style the historic area is the only area for that. We also have the whole St. Michaels overlay plan, the commercial corridors and the Railyard with prescribed style issues.

Dr. Bustamante said she has to leave a bit early.

Chair Harris said lets go ahead and vote.

**MOTION** A motion was made by Dr. Bustamante, seconded by Mr. Orr, to approve the Resolution with the amendment and move it forward.

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

Chair Harris said thank you all for your comments.

Mr. Green said there is a general plan that lays out guidelines but not a mechanism to implement. There was a lot of good intention. It is from 1999 so it is out of date. We have issues of how to score a project when it comes before the Planning Commission. The areas of annexation are not included. Regarding the needs and goals of the City there is not a score card at this time. He would like to tweak the early notification of neighborhoods for scoring.

#### **4. INFORMATIONAL ITEMS**

##### **A. SANTA FE SPIRITS UPDATE**

This item was postponed.

##### **B. CITY OF SANTA FE SPECIAL EVENT MODERNIZATION UPDATE**

Mr. Gurule said the permitting process for any event can be very detailed and involved and requires quite a bit of staff. The process can take some time to get through the different staff members. We have received quite a few complaints about the permitting process. The rules are not clear as to when is a permit needed, at what point in time do we need street closures and Porta Potties. Councilor Harris brought a challenge to City staff to see how we can do better. With the leadership of Rene Martinez, our Deputy City Manger, we are looking at other cities to see what they do. We partnered with the City of Seattle. They are sharing information with us. In your packet is an example of the application we are working on. We are trying to review what our existing process is now and how we can make it better in the future. The attempt here is to have one app that can answer all of the questions needed for all of the departments and sections. We will be working with staff to fine tune the process and drafting code amendments as part of our Ordinance. It lays out the foundation for us to be able to draft the application content for our website. With Rene's leadership we are getting ready to implement a large software system that will be the main system for the Land Use Department. That system has an online permitting process that is automated. We would have very clear instructions on our website for the applicants. Once an application has been submitted it will be routed to only the sections that are necessary for implementation. The time line is early to mid 2019 for the automated

system. We will be moving forward incrementally. We have included public safety into our application. It is of major concern in this day and age. We are working on our internal process for it to be fluid and for the customer to get the best possible experience with the City of Santa Fe.

Chair Harris said he will continue to work with you and Ms. Martinez and will sponsor those code amendments and will continue to be looking over your shoulder to implement this. The goal was to come up with a comprehensive system to deal with events. This is where we are headed.

Mr. Gurule said we are going to be designing 2 types of applications. One for large events and one for small events.

Mr. Feins said he salutes him for reaching out to other cities and not reinventing the wheel. He hopes he will share the results of this research. It is a big deal to our community. Please encourage other Managers to look at other cities for ideas. This is fantastic.

Chair Harris said he agrees 100%. He never wants to reinvent the wheel.

Mr. Gurule said we reached out to Seattle and they were more than glad to share their experience with us.

Mr. Higgins said he really applauds this project. When you are a citizen and you need to know if you need a permit, getting clarity is needed. He thinks what Mr. Gurule is doing is part of the whole economic development thing to address the comments about how hard it is to work with the City to get something. The software you are speaking about is fantastic. It helps the community image to make the City more client friendly.

Ms. Kennedy said thank you. We started this process almost 5 years ago when she chaired the Nighttime Task Force. All our stuff was tabled. This was one thing that was on our list and it is so nice to see it come to fruition. Is there an opportunity for people to join the working group.

Mr. Gurule said we don't have public on it now, but in moving forward we will solicit public input to ensure that the process is clear.

Ms. Martinez said we adopted a user experience methodology for our website. Mr. Gurule has taken leadership on this even to the point where he goes to Starbucks and gives out gift cards if someone will work through the website. He watches and we get valuable feedback from that approach.

Chair Harris said he will work with staff and get final drafts and then we will bring them back to this Committee for comment and public comment. Anything that can be

done to make this more user friendly is great.

Ms. Kennedy said you may want to start contact with the State regarding Alcohol and Gaming as a part of this.

Mr. Gurule said we are starting that and with the Department of Health for events that involve food. We also want them to receive the application and content of the website.

Ms. Bowden said our office has all the public event procedures and other information she can share with Mr. Gurule. She will send it on. One of the things we always wanted to do was follow the same price as other parks and open spaces. It is important for you to put in the website that all public places charge the same fee.

Mr. Green said in the modernization of the website he hopes you have a big yellow sign of what is to come and where to go to see early plans and site designs to come.

Chair Harris said thanks for all your work with the application process. He looks forward to future conversations.

### **C. OVERVIEW OF BLOOMBERG SUBMISSION**

Mr. Brown said he wanted to give an overview of the progress on the Bloomberg submission. The headline is that an incredible amount of great work has gone on. We have a winning concept. It is due on Friday at midnight. Work is going on as he sits here. Our goal is to be done on Thursday. The whole process started 3 months ago. He is leading the effort for the City. He combined the work for the submission with the work in building an economic development strategy and framework. One piece will go off to the submission. Our objective is to invent a new solution to a urgent civic need that can be replicated in other cities. It has to be something not done in other cities. We had to find out what the urgent civic needs are. We did an online survey to 7,500 citizens twice. That generated 250 responses. The second thing was we went out to the southside specifically to reach people not able to access online forums. We got 60 responses including 20 plus in Spanish. Third we surveyed internal staff at the City to get an internal perspective to combine with the external information. The headline is that there is a lot of consistency. Our work gave us greater detail and precision. That was phase one. A preliminary set of urgent needs. Then we went into serious games tools that are used to solve problems. When employed right they can have a profound effect. We engaged with a consultant who increases speed and quality. One of the critical features is when people are engaged with them they are using real data and at the end they solve something with real data. In the contract with them we now have an enterprise license to use their online platform for a year. Homewise participated in this and also have a license to use it. We had a 4 day event which trained staff on the first day. On Day 2 we did an innovation session with 80 participants. When commenting

on the demographics participants said it was the most diverse group that they ever participated in. Younger than typically. Day 3 was the same. People were able to connect with people they never connected with before. It was community engagement. We generated hundreds of ideas and problem statements. All that work was analyzed and development into 10 refined problem statements. We had tables at the event who selected a few ideas to work on and then played the Product Box game. Those teams presented their idea to the whole community. We received feedback and they all went up for voting for the best ideas. Day 4 we had an Idea Accelerator.

Mr. Brown continued, we are among the first 300 cities to sign up for the challenge. 350 signed up. Because we were in the first 300 we were able to have a facilitator come in. We used that day to focus on one critical urgent need which was education and child development through high school. We pulled together an unbelievable team of leaders in education from all around the City. We utilized the Bloomberg process which generated ideas and solutions. Our facilitator had spent her career prior to this as an Educational Policy Specialist. He asked if she thought anything we were working on was Bloomberg worthy. She circled one area. She had already done facilitation in 36 cities. We came down to 4 Bloomberg ideas. One was crypto currency. It was an unbelievable idea, but we decided it was too big but to come back to it later. One was around finger print control lock boxes for the homeless and how that could become a center for support and data tracking. The next one had to do with building social capital for disadvantage youth. The more social capital you have the better you do in every metric. The other one we called 500 Books and was based on research that demonstrates globally by the age 14 if a family has 500 books in the house on average in the United States that kid will stay in school 2.5 years longer and it results in an increase in high school graduation and higher learning. It has a huge impact on education and improving test scores. The objective is to get 500 books into every house in the City. We will probably never get there, but the research shows that even getting 20 books into each house helps.

Mr. Feins asked does the study suggest just having them there or seeking knowledge.

Mr. Brown said they have to have books and generate a culture of reading. They need books first.

Ms. Martinez said the culture becomes inter-generational quickly.

Mr. Brown said there are communities where there is one book for every 300 people. Not in New Mexico but in other communities. This will come down to building an application with 3 functions. Get books, read books, share books. There are many sources for free books. We will pull in all the resources available. That is get books. Read books is a game feature built into it to motivate reading. We are thinking in many deminisions not just at home. Get kids into libraries, motivate reading, incentivizing that. Sharing books is the most local part of the idea. Get books from a home to people



who need them. We have a basic concept of a quarterly City wide book drive with the objective to reduce barriers as much as possible. Curb side pick up and delivery to schools and then they have a reading event and distribute books at that event. Put the books out, volunteers pick them up and make the deliveries. The other thing is in order to get to this in as a final choice we had to share our ideas with other cities. We shared 500 Books idea and the allies idea with Albuquerque and a city in Oregon. We are looking to share with San Jose as well. Both cities thought both ideas were great. Both picked 500 Books as the best. Bloomberg wants ideas that are doable. The allies idea seemed more abstract. He thinks we have a good chance of getting into the top 35 cities.

Mr. Orr asked have you thought of hooking in with the libraries program to read and the app for ebooks from the public library.

Mr. Brown said yes on both.

Mr. Brown said we are doing physical books first and ebooks second. Physical books are way better developmentally. There are limitations on ebooks such as legal and technical. There is a place for the digital to come in.

Mr. Fiens said research shows that the retention is much stronger with printed books. Physical books are outselling ebooks now.

Chair Harris said in conversations with the Chair of the Library Board he said the same thing. The research all points toward the value of physical books.

Mr. Brown said this is a family library of 500 books to create a culture of reading within the home. The book pick up, we don't have to constrain it. Put anything in. Win or lose this is a high quality idea and effort. He is proud of the team and the community. He will feel disappointed if we don't get the first \$100,000 for the top 35 cities, but he feels optimistic.

Mr. Higgins said this encourages him to build shelves in his neighborhood where they have a "give a book and take a book." He is looking for plans of how to build that. This is a great concept.

Ms. Kennedy said the whole pick up drop off thing, the Food Depot just did that and was very successful in coordinating that with neighborhood associations. Connection between neighbors.

Mr. Brown said we have talked to them and are working with them. We are plugging into all groups available. One of our City strengths is the non profits. We feel we can pilot it here. We are the right size to take this on.

Chair Harris said this did land in Matt's lap. He talked to him about all the things

he was being tasked with. When he first heard about this he discounted it. It is a significant effort on Matt's part. The credit goes to him for pulling this off. Win lose or draw a lot came out of it. The gaming side is a tool that we should apply elsewhere. Good for you.

Mr. Brown said thank you. We are going to use the gaming effort in other areas.

Mr. Feins said with these kinds of things style matters. Get an editor to go through this before you turn in. You can win with a good editor. The right amount of remainders from the publishing world will help.

Chair Harris said he is glad we took the time to hear about this. When will the winners be announced.

Mr. Brown said the top 35 will be announced in January. Then the 35 winners will convene in March and start doing workshops together to improve the ideas. There will be a 6 month testing period where you use your \$100,000 to test and build a final submission due in August and then in October they announce the grand prize winners. There are 4 \$4.4 million prizes and one \$5 million prize.

#### **D. SUMMARY REVIEW OF CURRENT GOALS AND INITIATIVES FOR OED, INCLUDING OPPORTUNITY FOR QUESTIONS AND ANSWERS**

Mr. Brown said this document is in the packet. He is available to discuss this with any of you and to answer questions at any time after the submission of the Bloomberg idea.

#### **5. ITEMS FROM THE COMMITTEE**

None

#### **6. ITEMS FROM STAFF**

None.

#### **7. ITEMS FROM THE CHAIR**

None.


#### **8. ITEMS FROM THE PUBLIC**

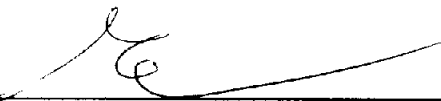
None

#### **9. NEXT MEETING DATE NOVEMBER 8, 2017**

**10. ADJOURN**

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

  
Chair Michael Harris

  
Elizabeth Martin, Stenographer