



# Agenda

## Economic Development Advisory Committee

Market Station at the Railyard

500 Market Station, Suite 200

Friday, December 17, 2018

10:00 AM – 12:00 Noon

### I. PROCEDURES

- A. Roll Call
- B. Approval of Minutes
  - 1. October 10, 2018
- C. Approval of Agenda
- D. Approval of Consent Agenda

### II. CONSENT AGENDA (None)

### III. ACTION ITEMS

- A. Request for review and approval of an ordinance relating to the City of Santa Fe Economic Development Plan Ordinance, Article 11-11 SFCC 1987; approving and adopting a local economic development project participation agreement between the City of Santa Fe and Marty's Meals, Inc. for lease payments for the expansion of a new Headquarters and Manufacturing Facility, a local economic development project. (Councilors Ives . Romero-Wirth, Lindell and Harris) (Rich Brown, Economic Development Associate, [rdbrown@santafenm.gov](mailto:rdbrown@santafenm.gov), 505-955-6625).

#### Committee Review:

Economic Development Review Committee	12/4/18
Economic Development Advisory Committee	12/12/18
City Council (request to publish)	12/12/18
Finance Committee	12/17/18
City Council (public hearing)	01/09/18

Fiscal Impact: \$225,000 (LEDA Fund)

### IV. INFORMATIONAL ITEMS (None)

### V. ITEMS FROM THE COMMITTEE

RECEIVED AT THE CITY CLERK'S OFFICE

DATE: 12/13/2018

TIME: 8:39 AM

IV. ITEMS FROM STAFF

V. ITEMS FROM THE CHAIR

VI. ITEMS FROM THE PUBLIC

VII. ITEMS NEXT MEETING DATE – **January 9, 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  
500 MARKET STATION, SUITE 200  
WEDNESDAY, DECEMBER 17, 2018, 11:00 AM**

<b><u>ITEM</u></b>	<b><u>ACTION</u></b>	<b><u>PAGE</u></b>
CALL TO ORDER		1
ROLL CALL	QUORUM	1
APPROVAL OF MINUTES	APPROVED	1-2
APPROVAL OF AGENDA	APPROVED	2
APPROVAL OF CONSENT AGENDA	NONE	2
CONSENT AGENDA	NONE	2
<b><u>ACTION ITEMS</u></b>		
REQUEST FOR REVIEW AND APPROVAL OF AN ORDINANCE RELATING TO THE CITY OF SANTA FE ECONOMIC DEVELOPMENT PLAN ORDINANCE, ARTICLE 11-11SFCC 1987; APPROVING AND ADOPTING A LOCAL ECONOMIC DEVELOPMENT PROJECT PARTICIPATION AGREEMENT BETWEEN THE CITY OF SANTA FE AND MARTY'S MEALS, INC. FOR DESIGN, DEVELOPMENT AND CONSTRUCTION OF TENANT IMPROVEMENTS; AND LEASE PAYMENTS FOR THE EXPANSION OF A NEW HEADQUARTERS AND MANUFACTURING FACILITY, A LOCAL ECONOMIC DEVELOPMENT PROJECT.	APPROVED	2-4
INFORMATIONAL ITEMS	NONE	4

<b>ITEMS FROM THE COMMITTEE</b>	<b>NONE</b>	<b>4</b>
<b>ITEMS FROM STAFF</b>	<b>NONE</b>	<b>4</b>
<b>ITEMS FROM CHAIR</b>	<b>INFORMATION/DISCUSSION</b>	<b>4</b>
<b>ITEMS FROM THE PUBLIC</b>	<b>NONE</b>	<b>4-5</b>
<b>NEXT MEETING DATE</b>	<b>JANUARY 9, 2018</b>	<b>5</b>
<b>ADJOURN</b>	<b>ADJOURNED</b>	<b>5</b>

**ECONOMIC DEVELOPMENT ADVISORY COMMITTEE  
MARKET STATION AT THE RAILYARD  
500 MARKET STATION, SUITE 200  
MONDAY, DECEMBER 17, 2019, 10:00 AM**

**I. PROCEDURES**

**A. CALL TO ORDER**

The meeting of the Economic Development Advisory Committee was called to order by Councilor Roman Abeyta, Chair, at 10:15 am on Monday, December 17, 2019 at Market Station at the Railyard, 500 Market Station, Suite 200, Santa Fe, New Mexico.

**B. MEMBERS PRESENT**

Councilor Roman Abeyta, Chair  
Holly Bradshaw-Eakes  
Helen Brooks  
John Fiens  
Kate Kennedy  
Tamara Duran  
Robert Lurcott  
(1 vacancy)

**MEMBERS ABSENT**

Sean O'Shea, Excused  
Dr Camilla Bustamante, Excused  
John Fiens, Excused

**OTHERS PRESENT**

Matt Brown, Economic Development Department  
Sandra Bosben, Owner, Marty's Meats  
Peter Mitchell, State Economic Development  
Rich Brown, Economic Development Department  
Fabian Trujillo, Economic Development, City of Santa Fe  
Jim Lodes  
Elizabeth Martin, Stenographer

**C. APPROVAL OF MINUTES  
OCTOBER 10, 2018**

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

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

**D. APPROVAL OF AGENDA**

**MOTION** A motion was made by Mr. Bradshaw-Eakes, seconded by Mr. Lucott, to approve the agenda as presented.

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

**E. APPROVAL OF CONSENT AGENDA**

None.

**II. CONSENT AGENDA**

None.

**III. ACTION ITEMS**

- A. REQUEST FOR REVIEW AND APPROVAL OF AN ORDINANCE RELATING TO THE CITY OF SANTA FE ECONOMIC DEVELOPMENT PLAN ORDINANCE, ARTICLE 11-11SFCC 1987; APPROVING AND ADOPTING A LOCAL ECONOMIC DEVELOPMENT PROJECT PARTICIPATION AGREEMENT BETWEEN THE CITY OF SANTA FE AND MARTY'S MEALS, INC. FOR DESIGN, DEVELOPMENT AND CONSTRUCTION OF TENANT IMPROVEMENTS; AND LEASE PAYMENTS FOR THE EXPANSION OF A NEW HEADQUARTERS AND MANUFACTURING FACILITY, A LOCAL ECONOMIC DEVELOPMENT PROJECT. Rich Brown**

Mr. Rich Brown said he is excited to talk about the LEDA investment for Marty's Meals.

Mr. Brown's presentation was in the meeting packet. He reviewed the material.

Ms. Bosben said thank you to everyone here. We are able also to carry more merchandise with our larger facility as well. We are moving into freeze drying this spring. We do ship frozen food now. Our website launched in January for online sales for frozen food. We are the only non GMO certified raw food pet food in the county We

get emails all the time about shipping our product. Once that is set up we will expand. Amazon started their own line of pet food because pet products are their single largest selling category. They are not competitors of ours. It is dry food and will not have a similar client base, but it speaks to the volume and popularity of this industry. We were able to participate in the JTIP program and now are able to hire people at \$14.00 an hour to start. We just hired three people in the last three months. We have been very fortunate. Since we moved to our new location we are up ten people a day. Our new location is more visible. We signed a ten year lease. We have every intention of being there for at least that long. We have unique products and we fill a niche that is pretty specific. There is not much competition as far as the quality of our product. We sell direct as opposed to retail facilities. There is a lot of science in this. We work very closely with professionals. It is the real deal. Local is a big deal for us. We have local suppliers and try to stay local as much as possible. We are looking for farmers in New Mexico to raise organic vegetables for us. We import thousands of pounds of organic vegetables from California now. Our pet food is made of all human grade products.

Ms. Brooks said tell us about your employee base and what the jobs look like.

Ms. Bosben said we have seven in the kitchen now. They are manufacturing jobs such as chopping vegetables, processing, and mixing. We have some automation. We package everything. We are moving to recyclable containers. We package 4,000 pounds of food a week. Our people are from Santa Fe for the most part. One person is from Las Vegas and we have someone from a little town up north. They are not tech jobs they are physical jobs. We are trying to provide nice jobs with benefits for people who live in Santa Fe.

Ms. Brooks asked will you be growing the number of employees.

Ms. Bosben said we have agreed to add ten additional jobs with this proposal. We already hired three. She is sure we will surpass our goals. We want to be careful. She has not over committed the company at all.

Mr. Lurcott asked how are the new employees doing. Are they living in Santa Fe.

Ms. Bosben said yes for the most part. We have one who drives in from Las Vegas and one from a small town up north.

Ms. Bradshaw-Eakes said congratulations on your business. She is thrilled to see a home grown business and that this opportunity is helping you grow. Will there be any manufacturing in Colorado.

Ms. Bosben said everything will be here. Our plan is we will only manufacture in New Mexico. Everything will be sent out from here. We will sell licenses for store fronts, but we will manufacture the food ourselves.

Ms. Bradshaw-Eakes said the LEDA funds typically don't go for retail. Does this work because they are being applied for the manufacturing.

Mr. Mitchell said yes, we have benchmarks for the jobs and manufacturing. We will be supporting her through wage reimbursement as well. With JTIP she can come back again and again.

Mr. Matt Brown said on the city side the \$50,000 we are contributing is spread over three years so it is a nominal impact to our budget, but a high impact on the community. Marty's Meals represents one of our three priority areas for diversifying our economy which is consumer packaged foods. Her regional sources is one of the reasons why this is important to us. There is a benefit regionally and statewide.

Mr. Rich Brown said our Department budgeted \$100,000 for LEDA. We only are using \$18,750 of that for this year.

Mr. Mitchell said the lease reimbursements are biannual. We are reimbursing them through the City.

**MOTION** A motion was made by Ms. Kennedy, seconded by Ms. Duran, to approve the request.

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

#### **IV. INFORMATIONAL ITEMS**

None

#### **V. ITEMS FROM THE COMMITTEE**

None.

#### **VI. ITEMS FROM STAFF**

None.

#### **VII. ITEMS FROM CHAIR**

Chair Abeyta welcomed the new members and said he looks forward to working together to continue to move the City forward.

Chair Abeyta wished everyone a very Merry Christmas.

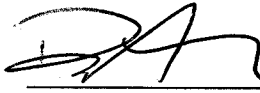
#### **VIII. ITEMS FROM THE PUBLIC**

None.

**IX. NEXT MEETING DATE  
JANUARY 9, 2019**

**X. ADJOURN**

There being no further business before the Board the meeting adjourned  
at 10:45 am.



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Councilor Roman Abeyta, Chair



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Elizabeth Martin, Stenographer