



# Agenda

## Economic Development Advisory Committee

Market Station at the Railyard  
500 Market Station, Suite 200

Wednesday, April 10, 2019  
11:00 AM – 1:00 PM

- I. PROCEDURES
  - A. Roll Call
  - B. Approval of Minutes
    1. March 13, 2019
  - C. Approval of Agenda
  - D. Approval of Consent Agenda
  
- II. CONSENT AGENDA (None)
  
- III. ACTION ITEMS
  - A. Request for review and approval of three (3) contract amendments of 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 \$75,000 as identified - Matt Brown, Director of Economic Development, [mpbrown@santafenm.gov](mailto:mpbrown@santafenm.gov), 955-6915:
    1. Professional Services Agreement, Amendment No. 3 – Santa Fe Business Incubator RFP 16/38/P;
    2. Professional Services Agreement, Amendment No. 3 – Youthworks RFP 16/37/P;
    3. Professional Services Agreement, Amendment No. 4 – SCORE RFP 15/38/P;
  
- IV. INFORMATIONAL ITEMS
  - A. Review Draft Economic Development Plan for Feedback – Matt Brown, Director of Economic Development, [mpbrown@santafenm.gov](mailto:mpbrown@santafenm.gov), 955-6915.

**RECEIVED AT THE CITY CLERK'S OFFICE**

**DATE: April 3, 2019**

**TIME: 10:27 AM**

- V. ITEMS FROM THE COMMITTEE
- VI. ITEMS FROM STAFF
- VII. ITEMS FROM THE CHAIR
- VIII. ITEMS FROM THE PUBLIC
- IX. ITEMS NEXT MEETING DATE – **May 8, 2019**

**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, APRIL 10, 2019, 11:00 AM**

<u>ITEM</u>	<u>ACTION</u>	<u>PAGE</u>
<b><u>PROCEDURES</u></b>		
CALL TO ORDER		1
ROLL CALL	NO QUORUM	1
APPROVAL OF MINUTES	NO ACTION	2
APPROVAL OF AGENDA	NO ACTION	2
APPROVAL OF CONSENT AGENDA	NONE	2
<b><u>CONSENT AGENDA</u></b>	NONE	2
<b><u>ACTION ITEMS</u></b>		
REQUEST FOR REVIEW AN APPROVAL OF THREE (3) CONTRACT AMENDMENTS OF 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 \$75,000 AS IDENTIFIED.	NO ACTION	2
<b><u>INFORMATIONAL ITEMS</u></b>		
REVIEW DRAFT ECONOMIC DEVELOPMENT PLAN FOR FEEDBACK	INFORMATION/DISCUSSION	2-9

<b>ITEMS FROM THE COMMITTEE</b>	<b>NONE</b>	<b>9</b>
<b>ITEMS FROM STAFF</b>	<b>NONE</b>	<b>9</b>
<b>ITEMS FROM THE CHAIR</b>	<b>INFORMATION/DISCUSSION</b>	<b>9</b>
<b>ITEMS FROM THE PUBLIC</b>	<b>NONE</b>	<b>9</b>
<b>NEXT MEETING DATE</b>	<b>MAY 8, 2019</b>	<b>9</b>
<b>ADJOURN</b>	<b>ADJOURNED</b>	<b>9-10</b>

**ECONOMIC DEVELOPMENT ADVISORY COMMITTEE  
MARKET STATION AT THE RAILYARD  
500 MARKET STATION, SUITE 200  
WEDNESDAY, APRIL 10, 2019, 11:00 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 11:05 am on Wednesday, April 10, 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  
John Fiens  
Robert Lurcott  
Sean O'Shea  
(2 vacancies)

**There was not a quorum present.**

**MEMBERS ABSENT**

Helen Brooks, Excused  
Dr. Camilla Bustamante, Excused  
Kate Kennedy  
Tamara Duran, Resigned

**OTHERS PRESENT**

Matt Brown, Economic Development Department (Mr. Brown)  
Rich Brown, Economic Development Department (Mr. R. Brown)  
Fabian Trujillo, Economic Development, City of Santa Fe  
Liz Camancho  
Phillip Gudwin  
Marie Longserre, Santa Fe Business Incubator  
Jodie Larson, League of Women Voters

**C. APPROVAL OF MINUTES  
MARCH 13, 2019**

Unable to approve due to lack of a quorum.

**D. APPROVAL OF AGENDA**

Unable to approve due to lack of a quorum.

**E. APPROVAL OF CONSENT AGENDA**

None.

**II. CONSENT AGENDA**

None.

**III. ACTION ITEMS**

**A. REQUEST FOR REVIEW AND APPROVAL OF THREE (3) CONTRACT AMENDMENTS OF 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 \$75,000 AS IDENTIFIED.  
Matt Brown**

- 1. PROFESSIONAL SERVICES AGREEMENT, AMENDMENT NO. 3  
- SANTA FE BUSINESS INCUBATOR RFP 16/38/P;**
- 2. PROFESSIONAL SERVICES AGREEMENT, AMENDMENT NO. 3  
- YOUTHWORKS RFP 16/37/P;**
- 3. PROFESSIONAL SERVICES AGREEMENT, AMENDMENT NO. 4  
- SCORE RFP 15/38/P**

Unable to address due to lack of a quorum.

**IV. INFORMATIONAL ITEMS**

**A. REVIEW DRAFT ECONOMIC DEVELOPMENT PLAN FOR FEEDBACK  
Matt Brown**

Mr. Brown said we received comments from the last meeting and written comments from others including Sean and are starting to make amendments to this. The additions are not in this packet yet. We will be sharing our draft with 30 to 50 people in the community for feedback as well. By the next meeting we will have the final draft.

Mr. Brown continued the Plan presentation from the last meeting beginning with slide 39. Robert asked at the last meeting about the ranking of priorities. Our prioritization list is in your packets.

Mr. Brown continued his presentation.

Mr. Fiens asked how does this break down in terms of acceleration and incubation.

Mr. Brown said that is part of the work to define that. They are part of the ecosystem including established companies. They can provide marketing, capacity for production and other things. It would be a holistic approach.

Mr. Fiens asked should there not be university or college partners.

Mr. Brown said yes absolutely. NMSU particularly. We are already in talks with them.

Mr. Fiens said one of the typical topics here is brain drain. Losing young people. He is wondering how can we give young entrepreneurs a boost to start their companies here in the State.

Mr. Brown said this would help that to happen. We would have a more integrated and powerful ecosystem for starting and running companies. That is the big dream.

Mr. O'Shea asked did the food idea come from Kauffman or from Santa Fe.

Mr. Brown said from Los Alamos, Albuquerque, Espanola and Santa Fe.

Mr. O'Shea asked if you are looking at a needs assessment for kinds of tech do you think Descartes Labs needs the same thing as a pecan farmer.

Mr. Brown said no.

Mr. O'Shea asked so why are they lumped together.

Mr. Brown said we were thinking about Descartes Labs as a representative company in the agriculture category.

Mr. O'Shea said if there are limited resources and scarcity of resources should they be the same kind of company.

Mr. Brown said he did not think so. It depends on what we ultimately do with this project. Our thinking is that a cluster has a variety of participants in it. It is not a series of different nut tree farmers we are trying to build a cluster around. It is more about the whole pipeline in the food sector to the final product on the shelf.

The presentation continued.

Mr. Fiens asked has the handoff of Mix to the Chamber been resolved.

Mr. Brown said yes.

Mr. R. Brown continued the presentation.

Ms. Bradshaw Eakes asked are most opportunity zones around the county targeting large companies.

Mr. R. Brown said they are looking for other things as well. We are the only City in the State right now that have a signal out there. We are competing on a national level to attract funds. He is trying to ensure local realtors know how to make that deal happen. There could be multiple funds that invest in a piece of property.

Mr. Brown said we will send all of you the link to the opportunity zone page we have made so you are aware of where they are in the City. If you hear of any opportunity turn them to us so we can work with them.

Mr. Gudwin said in the opportunity zones there is a criteria of 30 months once the deal is made to finish it. When Mr. Brown talks about changing some zoning, such as the Midtown link concept to do overlays, we don't have a year or two to think about that. It has to happen quickly to draw people in. There are very specific time lines. If the City does not have the overlay on opportunity zones we may lose an opportunity.

Mr. R. Brown said we have overlays now.

Mr. Gudwin said for a project of \$6 million or \$8 million it would be a \$400,000 savings. That is a big incentive.

Mr. R. Brown said we have basic overlay on Cerrillos and Airport. We want to narrow them down so we can say in census track 1103 let's do enough incentive for 10 years for the life of the program. One of the things happening is that development and commercial realtors would like to change some of the zoning tracks. For instance there are opportunities for a grocery store with apartments on top, but they want to sell alcohol and it is too close to a school. We have to work through some of those to fit into the



community need.

Mr. Fiens said they could sell alcohol after school hours.

Mr. Brown said we could do that. Smiths bought the land for that purpose and is now trying to sell it. Internal stakeholders are getting input all day long and they share with us. We look at community need such as food, housing and workforce development on top of housing. Does it fit into the needs that are happening. The other one is the Rufina corridor. It is starting to be an entertainment corridor. It is zoned R 1. Could we change that to C 2 to allow grocery stores and housing. We are working on it.

Mr. O'Shea asked is there any word about money in these funds being used for non real estate deals.

Mr. R. Brown said no, not really. Some funds are being formed to invest in start ups. You can invest in a business as a partnership or stock. A couple of investors here are waiting for that. Developers in California are looking here for incubation or acceleration going on. Mostly it is housing and real estate.

Mr. Gudwin said the big push nationally is real estate. It is the easiest. There is an opportunity for the food tech scenario if you can get something running quickly. They launched it and have not written the rules yet. It is a fluid situation that is typical.

Mr. R. Brown said it is rumored the end date may extend a couple of years because the Feds have no rules.

Mr. Gudwin said big companies are in touch with the Feds looking to push that 30 month timeline out. Right now you have to almost be shovel ready now to meet that.

Mr. Brown said we are trying to get portions of Midtown shovel ready.

Mr. O'Shea asked how are you defining tech.

Mr. R. Brown said that is why we want to have a meeting. There are a wide variety of tech uses in companies here. We need to discuss that at the meeting. We are bringing in some leaders from tech businesses and thought leaders who can tell us about their experiences and what we should be focused on.

Mr. O'Shea asked what was the criteria for choosing invitees.

Mr. R. Brown said we had a committee of eight people from tech companies who helped us with that. We focused on tech companies and then looked in the ecosystems at leaders who have direct connections with tech companies. You are an example. You work in a tech business and are an economic development consultant. We have all of

our State partners from each Department to the finance group to regional representatives and the Community College. We came up with 200 people and narrowed it down to 120 invitees. Marie is invited.

Mr. O'Shea asked is bio tech included in this

Mr. R. Brown said yes Pebble Labs is invited as is the President of the New Mexico Tech Council and the CEO of technology transfer at UNM. People in all parts of the sphere on top of the tech industry in a broad range. The Mayor will be there.

The presentation continued.

Mr. Brown said we tried statewide business licensing at the legislature, but did not get there this year.

Mr. Fiens said this is an example of something that is a deterrent to expanding or new businesses. The constant refrain of not getting responses from various City Departments. That is a piece of the struggle.

Mr. Brown said in this work in addition to separating we mapped out work flows on the Land Use and Fire side. It requires our coordination with them and changing priorities, Resolutions and Ordinances. We have worked on that as well. We will get there.

Mr. Trujillo said except for a few instances you can get a fire inspection within 72 hours. They can get out to almost all of the businesses within that time. There are a few times where there are issues where they cannot get out there. Usually it has to do with coordination with businesses. The business has to be set up. The business inspection process usually happens pretty quickly. They have had some retirements in that area so things have been delayed quite a bit due to that. Now it is resolving itself. We have been able to take care of some of the obstacles within a few days with a call to the Land Use Director. They are getting on track. We would have to see on a case by case basis what the cause of the delay is.

Mr. Fiens said he just wants to make sure the human piece is there with the software.

Mr. Brown said we are trying to get as big a tent as possible.

Mr. O'Brien asked is there a way to pre-certify a building in total.

Mr. Brown said we are trying to get an answer on that.

Mr. O'Brien said when he started his business at the Incubator a guy still had to come out there and waste his time. They go to the Incubator all the time.

Mr. Brown said that is in our workflow to correct. It is a great point. We don't have an answer yet. It is a waste of time on both sides.

Ms. Camancho continued the presentation.

Mr. Fiens asked does the website have a push component to it.

Ms. Camancho said the first item is the pull and organization and to ensure ease and make it informative to people. The pushing out is one of the things the Director of Constituent Services has on her agenda. The social media aspect. That is step 2.

Mr. Fiens said it is long term, but if you guys put together at least a quarterly newsletter that would be good. Even if it is one page. So much the better. With hyperlinks to pull people to the site. People would sign up for that newsletter. Over time it will pay dividends.

Ms. Camancho said the Mayor is really good about that. He has Friday videos he puts on. He is on top of acknowledging successes. It is part of changing the idea that government is not business friendly or not functional. Seasonal reports are part of that. It is about informing people.

Mr. Fiens said take a look at the Santa Fe Community Newsletter platform. It is a great example.

Mr. Trujillo continued the presentation regarding the Navigator Program.

Mr. Brown said he thinks it is beneficial to us if we get a lot of real time on the ground information consistently of what is going on. It will help us make better strategic choices and decisions. What is happening where. Where are we weak and where are we strong. So we can be a more responsive partner. He likes that aspect of it as well.

Mr. Brown continued the presentation.

Mr. Lurcott said he is curious to get a sense of how the Railyard is doing.

Mr. Brown said REI is pretty happy. This is one of their most successful stores on a square foot basis. He would characterize it as a range of successes. It was taken from dirt to this. It is an achievement and benefit to the City. We have an agreement with the leadership of the Railyard. The property itself is absent some kind of night time or programming like the Farmers Market so there is not much activity or vibrancy. That is part of the visioning. A new gathering place. A locals plaza. Everyone is sensing that there is something in the next stage to be done. We are trying to facilitate that and have conversations about it. On the City side there are some very severe safety issues in the park. Needles, drugs and people accosted. That startled us. The Mayor said we have to get our heads into this and what it is about. We have to have a safe, clean, vibrant

place for the community to be.

Mr. Fiens asked how is the parking. There is a lack of awareness of the underground parking facility.

Mr. Brown said it is possible that parking will always be an issue forever. The garage itself is under capacity 310 days a year. The pricing is such that the meters are more expensive than the garage. Even with that there are still 40 days that are tough. The way finding is not the best. They are putting together some funds to address that. Regina and Noel are working on that. There is a broader conversation going on.

Mr. Brown continued the presentation.

Mr. Trujillo reported that the JTIP got an additional \$10 million from the Legislature, LEDA got an additional \$60 million and another \$15 million if the budget revenue goes over \$7.4 billion. The high wage tax credit was signed and passed to create easier access to that tax credit.

Mr. Brown said the Legislature passed a bill to pay off the backlog on incentives and raised the cap to \$110 million.

Mr. Fiens said with the unpredictability of LEDA it sounds like the wild west at the moment. Do you foresee coming up short in a robust year.

Mr. Brown said not currently, but potentially in the future. There is money from Tierra Contenta that is allocated to affordable housing and economic development. There are some funds accumulated there. If a surprise happens we have money to take care of that. He talked with Finance about how much of a buffer amount we need to leave in the fund. He would like to draw that money down, but establish a buffer. We are working on that.

Mr. Trujillo said one of the things that impacts us with LEDA is a tight real estate market. The unavailability of bigger buildings and inventory of small community buildings are not what they used to be. There is a lot of availability for build to suit projects.

Mr. Gudwin said as we came out of 2008 we wound with a lot of vacant buildings. As things picked up a lot have been occupied. One of the problems is there is not a lot of money for specific building in commercial or housing. Banks look at that not in a positive way. Maybe there are one or two larger buildings left.

Mr. Brown said if we can't find something in the City we find it in the County. Rather than them moving to Albuquerque. We think City first, County second.

Mr. Gudwin said it would be good to make commercial realtors aware of some of the needs.

Mr. Fiens asked does this come up in recruiting conversations.

Mr. Brown said it does.

**V. ITEMS FROM THE COMMITTEE**

None.

**VI. ITEMS FROM STAFF**

None.

**VII. ITEMS FROM THE CHAIR**

There was discussion about holding a Special Meeting to address the action item on this agenda.

It was decided that there will be a Special Meeting of the Economic Development Advisory Committee on April 23<sup>rd</sup> at 9:00 am.

Mr. Trujillo said he will inform the other members of the committee.

Mr. Trujillo announced that Ms. Duran resigned leaving us with two vacancies.

Chair Abeyta asked do we have anyone else on the list for additional appointments.

Mr. Brown said Kathy Keith or Buddy Roybal.

**VIII. ITEMS FROM THE PUBLIC**

None.

**IX. NEXT MEETING DATE  
MAY 8, 2019**

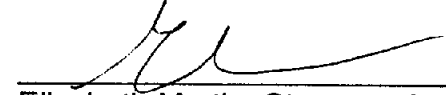
**X. ADJOURN**

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



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Councilor Roman Abeyta, Chair



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Elizabeth Martin, Stenographer