



Agenda

Economic Development Advisory Committee

Market Station at the Railyard
500 Market Station, Suite 200

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

- I. PROCEDURES
 - A. Roll Call
 - B. Approval of Minutes
 1. June 26, 2019
 - 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 amending Section 11-14.5 SFCC 1987 to allocate the proceeds from the sale or lease of the Santa Fe Estates to the general fund. (Councilor Harris) (Mary McCoy, Finance Department Director, mtmccoy@santafenm.gov, 505-955-6171)

 - B. Request for review and approval of Professional Services Agreement in the total amount of \$65,000 for Midtown Property Civic Engagement; RFP # 19/45/P; U3 Advisors. (Liz Camacho, Economic Development and Communications Administrator, excamacho@santafenm.gov, 505-955-6042)

 - C. Request for review and approval of Professional Services Agreement in the total amount of \$325,960 for Midtown Property Economic Analysis; RFP # 19/37/P; Strategic Economics. (Liz Camacho, Economic Development and Communications Administrator, excamacho@santafenm.gov, 505-955-6042)

- D. Request for review and approval of Professional Services Agreement in the total amount of \$50,000 for Business Accelerator Program; RFP # 19/48/P; Global Center for Cultural Entrepreneurship (GCCE dba Creative Start-ups). (Rich Brown, Development Specialist Associate, rbrown@santafenm.gov, 505-955-6625)
- E. Request for review and approval of Professional Services Agreement in the total amount of \$25,000 for Business Social Networking Program; RFP # 19/48/P; MIX Santa Fe, Inc. (Rich Brown, Development Specialist Associate, rbrown@santafenm.gov, 505-955-6625)
- F. Request for review and approval of Professional Services Agreement in the total amount of \$25,200 for Business Education Services; RFP # 19/42/P; SCORE. (Fabian Trujillo, Office for Business Growth Manager, ftujillo@santafenm.gov, 505-955-6912)

IV. ITEMS FROM THE COMMITTEE

V. ITEMS FROM STAFF

VI. ITEMS FROM THE CHAIR

VII. ITEMS FROM THE PUBLIC

VIII. ITEMS NEXT MEETING DATE – July 31, 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.

<p>RECEIVED AT THE CITY CLERK'S OFFICE DATE: <u>July 3, 2019</u> TIME: <u>9:38 AM</u></p>
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**SUMMARY OF ACTION
ECONOMIC DEVELOPMENT ADVISORY COMMITTEE
MARKET STATION AT THE RAILYARD
500 MARKET STATION, SUITE 200
WEDNESDAY, JULY 10, 2019, 11:00 AM**

<u>ITEM</u>	<u>ACTION</u>	<u>PAGE</u>
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
 <u>ACTION ITEMS</u>		
REQUEST FOR REVIEW AND APPROVAL OF AN ORDINANCE AMENDING SECTION 11-14.5 SFCC 1987 TO ALLOCATE THE PROCEEDS FROM THE SALE OR LEASE OF THE SANTA FE ESTATES TO THE GENERAL FUND.	POSTPONED	2
REQUEST FOR REVIEW AND APPROVAL OF PROFESSIONAL SERVICES AGREEMENT IN THE TOTAL AMOUNT OF \$65,000 FOR MIDTOWN PROPERTY CIVIC ENGAGEMENT; RFP # 19/45/P; U3 ADVISORS.	APPROVED	2-5
REQUEST FOR REVIEW AND APPROVAL OF PROFESSIONAL SERVICES AGREEMENT IN THE TOTAL AMOUNT OF	POSTPONED	5-6

**\$325,960 FOR MIDTOWN PROPERTY
ECONOMIC ANALYSIS; RFP #19/37/P;
STRATEGIC ECONOMICS.**

REQUEST FOR REVIEW AND APPROVAL OF PROFESSIONAL SERVICES AGREEMENT IN THE TOTAL AMOUNT OF \$50,000 FOR BUSINESS ACCELERATOR PROGRAM; RFP # 19/48/P; GLOBAL CENTER FOR CULTURAL ENTREPRENEURSHIP (GCCE DEA CREATIVE START-UPS)	POSTPONED	6-7
REQUEST FOR REVIEW AND APPROVAL OF PROFESSIONAL SERVICES AGREEMENT IN THE TOTAL AMOUNT OF \$25,000 FOR BUSINESS SOCIAL NETWORKING PROGRAM; RFP # 19/48/P; MIX SANTA FE, INC.	POSTPONED	7
REQUEST FOR REVIEW AND APPROVAL OF PROFESSIONAL SERVICES AGREEMENT IN THE TOTAL AMOUNT OF \$25,200 FOR BUSINESS EDUCATION SERVICES; RFP # 19/42/P; SCORE.	POSTPONED	7
ITEMS FROM THE COMMITTEE	NONE	7
ITEMS FROM STAFF	NONE	7
ITEMS FROM THE CHAIR	INFORMATION/DISCUSSION	7
ITEMS FROM THE PUBLIC	NONE	7
NEXT MEETING DATE	JULY 31, 2019	7
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**ECONOMIC DEVELOPMENT ADVISORY COMMITTEE
MARKET STATION AT THE RAILYARD
500 MARKET STATION, SUITE 200
WEDNESDAY, JULY 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 11:00 am on Wednesday, July 10, 2019 at Market Station at the Railyard, 500 Market Station, Suite 200, Santa Fe, New Mexico.

MEMBERS PRESENT

Councilor Roman Abeyta, Chair
Holly Bradshaw-Eakes, Vice Chair
Kate Kennedy
Robert Lurcott
Kim Abeyta-Martinez
Ryan Cordova
Dr. Camilla Bustamante
John Fiens
Helen Brooks
Sean O'Shea

MEMBERS ABSENT

OTHERS PRESENT

Rich Brown, Economic Development Department, City of Santa Fe
Fabian Trujillo, Economic Development, City of Santa Fe
Liz Camacho, Economic Development , City of Santa Fe
Andrea Salazar, Assistant City Attorney
Ryan Goldbeck
Kevin Kellogg, Asset Manager
Daniel Hernandez, Midtown Project Manager
Jodie Larson, League of Women Voters

B. APPROVAL OF MINUTES

JUNE 26, 2019

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

VOTE The motion passed unanimously by voice vote.

C. APPROVAL OF AGENDA

Mr. Trujillo said we would like to postpone items D, E and F to the meeting on the 31st for additional information.

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

VOTE The motion passed unanimously by voice vote.

D. APPROVAL OF CONSENT AGENDA

None.

II. CONSENT AGENDA

None.

III. ACTION ITEMS

A. REQUEST FOR REVIEW AND APPROVAL OF AN ORDINANCE AMENDING SECTION 11-14.5 SFCC 1987 TO ALLOCATE THE PROCEEDS FROM THE SALE OR LEASE OF THE SANTA FE ESTATES TO THE GENERAL FUND. Mary McCoy

Chair Abeyta said this item has a direct effect on this Committee. Ms. McCoy is not present. He would like to postpone this to the meeting on the 31st.

MOTION A motion was made by Mr. Lurcott, seconded by Dr. Bustamante, to postpone item III. A to the meeting on July 31st.

VOTE The motion passed unanimously by voice vote.

B. REQUEST FOR REVIEW AND APPROVAL OF PROFESSIONAL SERVICES AGREEMENT IN THE TOTAL AMOUNT OF \$65,000 FOR

**MIDTOWN PROPERTY CIVIC ENGAGEMENT; RFP # 19/45/P; U3
ADVISORS. Liz Camacho, Daniel Fernandez, Kevin Kellogg**

Ms. Camancho said there are two RFPs on Midtown coming to you. Civic Engagement and the Economic Analysis. We want to continue the process of community engagement and have the community give us input. We received four proposals on this RFP. It was the unanimous recommendation of the group to recommend this proposal to you for the Midtown Campus. Their experience in several sectors was a primary consideration. Their proposed process was a very inclusive process. There are factions of the community who will be brought to the table that are not necessarily always brought in to have their voice heard. This is building on what has already been determined. This group had extensive experience in large scale projects and have done this in several municipalities.

Chair Abeyta asked what is the timeline for the RFP being approved by Council. We may want to notice an Executive Session so that we can get into it.

Ms. Camancho said it is scheduled for Council on July 31st.

Chair Abeyta said he would like to have an Executive Session to look at the other proposals as well.

Mr. Trujillo said the evaluation committee signed an agreement not to disclose information and had strict instructions about what can be discussed in open session.

Chair Abeyta asked can we have a special meeting with an Executive Session before the 31st.

Mr. Trujillo said we could, but would have to write the agenda today and notice it.

Mr. Lurcott said it becomes a meaningless effort if we vote today.

Chair Abeyta said anytime we are going to approve contracts put an Executive Session on the agenda so that we can have one if we want to.

Mr. Martinez asked does this item need to be approved by this Committee before it proceeds.

Chair Abeyta said no, there is no order to it.

Mr. Lurcott asked can some of this information be emailed to us before hand.

Ms. Salazar said no it can only be heard in Executive Session.

Mr. Fiens said we can hear what we can hear and have an additional session to

do due diligence.

Chair Abeyta asked what is the scope of work.

Mr. Fernandez said the framework for issuing RFPs was that early on there was a general understanding of what the City undertook as a large development project. A Resolution passed that the City would do more community engagement and how to transfer that into policy making. One thing we really needed were two avenues to understand the project and engage in technical analysis and land use. What do we expect to get from the land and what type of uses are we looking for. The civic engagement team will work with the technical analysis team to determine what the community would like to see and the valuation of the land. There will be a third solicitation for developers and businesses to talk to them about what their ideas are for the development and since that with civic engagement for equitable development for the City. It will also address what that does for land use and land valuation. We will go back to Council and present the findings. We need all these things to come together at the same time to do that. In the fall we will work on a presentation and give presentations. We got great responses from exemplary firms. In the end it was about nuances about types and approaches they brought to the project and their deep experience in similar things to what we are doing here. The selection was based on that.

Mr. Lurcott asked you are speaking to both items.

Ms. Fernandez said yes, Kevin will speak to the second one.

Mr. Lurcott said the third one seems to be early, but this is not selecting developers, right.

Mr. Fernandez said no. We are calling it expressions of interest to allow us to engage with them.

Mr. Lurcott said presumably after all this is completed and the structure is completed of how the site will be disposed of then you go back and to the developers who expressed interest and they will evaluate if they can live within that structure.

Mr. Fernandez said the RFP will guide responses around equitable development.

Mr. Kellogg said these are both advertised as an augmentation to our staff. They are not in development terms. They are our people to create capacity in Land Use Development and Asset Development and Community Development to expand capacity for us. They only represent the City's interest in this. We are giving these two teams a few months to do some discovery and form opinions then they will be part of the evaluation team for proposals. They will be coming up with the structure. We are doing a collaborative approach into the development expanding capacity and coming up in real

time with proposals for development and to provide a benefit to the City.

Chair Abeyta asked do we want to wait until our meeting on the 31st to get the details or have a special meeting sooner than that to act on these items before us.

Ms. Bradshaw-Eakes said she thinks we should act on these, but in the future we should schedule the Executive Session time so we have an opportunity to look at these proposals. She is comfortable with what she has heard today. The process of vetting these proposals, in some respect, is us micro managing in wanting to see how you came up with this and that. Some of that is good. These companies are meeting the requirements above and beyond what the RFP wanted. She is comfortable.

MOTION A motion was made by Ms. Bradshaw-Eakes, seconded by Dr. Bustamante, to approve the request with the caveat that if we need additional information it will be made available to us in Executive Session and that to fully review all the applications is a level we don't need to be involved in.

VOTE The motion passed on a voice vote of 9 yes and 1 abstention. The abstention was by Mr. Lurcott.

C. REQUEST FOR REVIEW AND APPROVAL OF PROFESSIONAL SERVICES AGREEMENT IN THE TOTAL AMOUNT OF \$325,960 FOR MIDTOWN PROPERTY ECONOMIC ANALYSIS; RFP #19/37/P; STRATEGIC ECONOMICS. Liz Camancho, Kevin Kellogg

Mr. O'Shea recused himself and left the meeting.

Mr. Kellogg said this proposal is to provide professional services for an economic analysis and urban planning. As listed in your packet there is also a yield evaluation, land value analysis and financial modeling, public financing and impact fee analysis and a structure of disposition agreement.

Mr. Kellogg reviewed the memo in the packet.

Mr. Kellogg said we received 18 proposals from around the county. It was a unanimous decision of the committee of eight to choose this applicant. There was rigorous scoring criteria. This was based on criteria and scoring.

Mr. Lurcott asked what is the scope.

Mr. Kellogg said it is a 9 month to 1 year process. The team will be led by Strategic Economics and we will sill preform analysis. The modeling will be based on various scenarios.

Mr. Lurcott asked will there be an urban planning team. The product is a framework scenario. Is that what you just described.

Mr. Kellogg said yes.

Mr. Kellogg said each of these plans will have an economic model and implementation policy set and graphics and an infrastructure study that tells us how real the proposals are.

Chair Abeyta asked as we go through this process and work takes place what do you envision our role to be. Are you going to bring up updates and ask for feedback. This item is something we should be involved in. Do you plan to ensure that takes place.

Mr. Kellogg said we would like feedback on how the Committee would like to be involved in this. We have a plan for informing Council members. We need feedback from this team as to what level you feel would be appropriate. We need that guidance.

Mr. Fernandez said July 31st is the final date for approvals from Council. The team will gear up in August or early September. If it is your desire is to have monthly or every other month updates that is an excellent idea. The more people that give their perspectives and feedback the better. Initially we could test if every other month would be enough or if we do every month. This will get more intense over the coming year. Maybe start in October when the team has something to talk about.

Ms. Bradshaw-Eakes said she would love to have a monthly update, even if it is five minutes, as to where you are and the phases. The amount of this contract is substantially higher than the other one. She is comfortable waiting to the 31st to look at the scoring and how you came up with that. Nothing more indepth than just an overview of the scoring of the entities.

MOTION A motion was made by Ms. Bradshaw-Eakes, seconded by Mr. Lurcott, to postpone this item to the meeting on July 31st.

VOTE The motion passed unanimously by voice vote.

Chair Abeyta said it will be interesting to see what is discussed by the other Committees who will have spoken about it by then.

D. REQUEST FOR REVIEW AND APPROVAL OF PROFESSIONAL SERVICES AGREEMENT IN THE TOTAL AMOUNT OF \$50,000 FOR BUSINESS ACCELERATOR PROGRAM; RFP # 19/48/P; GLOBAL CENTER FOR CULTURAL ENTREPRENEURSHIP (GCCE DEA CREATIVE START-UPS) Rich Brown

Postponed.

- E. REQUEST FOR REVIEW AND APPROVAL OF PROFESSIONAL SERVICES AGREEMENT IN THE TOTAL AMOUNT OF \$25,000 FOR BUSINESS SOCIAL NETWORKING PROGRAM; RFP # 19/48/P; MIX SANTA FE, INC. Rich Brown**

Postponed.

- F. REQUEST FOR REVIEW AND APPROVAL OF PROFESSIONAL SERVICES AGREEMENT IN THE TOTAL AMOUNT OF \$25,200 FOR BUSINESS EDUCATION SERVICES; RFP # 19/42/P; SCORE. Fabian Trujillo**

Postponed.

IV. ITEMS FROM THE COMMITTEE

None.

V. ITEMS FROM STAFF

None.

VI. ITEMS FROM THE CHAIR

Chair Abeyta said he would like to get a monthly update on these projects at this Committee. Put that item on the agenda for the 31st as well.

Mr. Trujillo said next meeting we have the addition of those two items and we have an IRB and three RFPS. Do you want us to extend the time frame of the meeting.

Chair Abeyta said put the three postponements on consent for that meeting. Don't put an end time on the meeting notice.

VII. ITEMS FROM THE PUBLIC

None.

**VIII. NEXT MEETING DATE
JULY 31, 2019**

X. ADJOURN

There being no further business before the Committee the meeting adjourned at 11:40 am.



Councilor Roman Abeyta, Chair



Elizabeth Martin, Stenographer