



Agenda

Economic Development Advisory Committee

Market Station at the Railyard
500 Market Station, Suite 200

Wednesday, September 11, 2019
11:00 AM

- I. PROCEDURES
 - A. Roll Call
 - B. Approval of Minutes
 - 1. August 14, 2019
 - C. Approval of Agenda
 - D. Approval of Consent Agenda
- II. CONSENT AGENDA (None)
- III. ACTION ITEMS
 - A. Consideration of Bill No. 2019-22: An Ordinance Repealing Ordinance 2003-33 and Granting a New Non-Exclusive Franchise to Comcast of Eastern Shore and Comcast of New Mexico/Pennsylvania ("Comcast") to Construct, Operate, and Maintain a Cable System in the Public Rights-of-Way and to Provide Cable Service Within a Franchise Area With the City of Santa Fe. (Councilors Abeyta and Lindell) (Joe Abeyta, Project Manager, jmabeyta@santafenm.gov, 955-6037)

Committee Review:

Public Works Committee	8/26/19 (approved)
City Council (request to publish)	8/28/19 (approved)
Finance Committee	9/16/19 (scheduled)
City Council (public hearing)	9/25/19 (scheduled)
- IV. INFORMATIONAL ITEMS
 - A. 2019 Business Education Update by SCORE – Fabian Trujillo, Office for Business Growth Manager, fttrujillo@santafenm.gov, 955-6912.
- V. EXECUTIVE SESSION (None)

VI. ITEMS FROM THE COMMITTEE

IV. ITEMS FROM STAFF

V. ITEMS FROM THE CHAIR

VI. ITEMS FROM THE PUBLIC

VII. ITEMS NEXT MEETING DATE – **October 9, 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.

RECEIVED AT THE CITY CLERK'S OFFICE

DATE: September 4, 2019

TIME: 9:47 AM

**SUMMARY OF ACTION
ECONOMIC DEVELOPMENT ADVISORY COMMITTEE
MARKET STATION AT THE RAILYARD
500 MARKET STATION, SUITE 200
WEDNESDAY, SEPTEMBER 11, 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

ACTION ITEMS

CONSIDERATION OF BILL NO. 2019-22: AN ORDINANCE REPEALING ORDINANCE 2003-33 AND GRANTING A NEW NON-EXCLUSIVE FRANCHISE TO COMCAST OF EASTERN SHORE AND COMCAST OF NEW MEXICO/PENNSYLVANIA (COMCAST) TO CONSTRUCT, OPERATE AND MAINTAIN A CABLE SYSTEM IN THE PUBLIC RIGHTS OF WAY AND TO PROVIDE CABLE SERVICE WITHIN A FRANCHISE AREA WITH THE CITY OF SANTA FE.	APPROVED	2-4
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INFORMATIONAL ITEMS

2019 BUSINESS EDUCATION UPDATE BY SCORE	INFORMATION/DISCUSSION	4-6
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EXECUTIVE SESSION	NONE	6
ITEMS FROM THE COMMITTEE	NONE	6
ITEMS FROM STAFF	INFORMATION/DISCUSSION	6
ITEMS FROM THE CHAIR	NONE	6
ITEMS FROM THE PUBLIC	NONE	6
NEXT MEETING DATE	OCTOBER 9, 2019	6
ADJOURN	ADJOURNED	6

**ECONOMIC DEVELOPMENT ADVISORY COMMITTEE
MARKET STATION AT THE RAILYARD
500 MARKET STATION, SUITE 200
WEDNESDAY, SEPTEMBER 11, 2019, 11:00 AM**

I. PROCEDURES

A. CALL TO ORDER

The meeting of the Economic Development Advisory Committee was called to order by Ms. Holly Bradshaw-Eakes, Chair, at 11:00 am on Wednesday, September 11, 2019 at Market Station at the Railyard, 500 Market Station, Suite 200, Santa Fe, New Mexico.

MEMBERS PRESENT

Holly Bradshaw-Eakes, Chair
Robert Lurcott
Kim Abeyta-Martinez
Dr. Camilla Bustamante
John Fiens
Sean O'Shea
(1 vacancy)

MEMBERS ABSENT

Councilor Roman Abeyta, Excused
Ryan Cordova, Excused
Kate Kennedy, Excused

OTHERS PRESENT

Fabian Trujillo, Economic Development, City of Santa Fe
Liz Camacho, Economic Development , City of Santa Fe
Andrea Salazar, City Attorneys Office
Bob Gallitin, SCORE
Roger Gullickson, SCORE
Elizabeth Martin, Stenographer

C. APPROVAL OF MINUTES

MOTION A motion was made by Mr. Fiens, seconded by Mr. Lurcott, 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. Fiens, seconded by Mr. Lurcott, 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. CONSIDERATION OF BILL NO. 2019-22: AN ORDINANCE REPEALING ORDINANCE 2003-33 AND GRANTING A NEW NON-EXCLUSIVE FRANCHISE TO COMCAST OF EASTERN SHORE AND COMCAST OF NEW MEXICO/PENNSYLVANIA (COMCAST) TO CONSTRUCT, OPERATE AND MAINTAIN A CABLE SYSTEM IN THE PUBLIC RIGHTS OF WAY AND TO PROVIDE CABLE SERVICE WITHIN A FRANCHISE AREA WITH THE CITY OF SANTA FE. Councilors Abeyta and Lindell Joe Abeyta, Project Manager**

Mr. Abeyta said he manages government Channel 4 for the City as part of his job. It has always been the goal of the Channel that we become high definition. No one has that in New Mexico. We started the process a long time ago with Comcast. We have been negotiating with Comcast and was put on back burner. Now with the new Administration it has become a front burner project and they have been very supportive of him and the project. There is a subscription fee, which we get, that has been 11 cents per subscriber. The funds are to be used for equipment for the Channel. That amounts to about \$20,000 a year. Not a lot of thought was put into that agreement. The Community College runs the public access channel. The subscriber fee money on that is used for both the Community College and the City Channel. We are going to be getting an additional \$60,000 this year then will be receiving the full \$80,000 a year, \$20,000 per quarter, with an increase to 40 cents in subscription fees for high definition. We are going to redo the sound and lighting in the Chambers. It will be Channel 228 on Comcast. We will maintain our Channel 28 for non-high definition folks and will continue to stream on YouTube.

Chair Bradshaw-Eakes said she sees the franchise fees coming into the City and that you share. Where are the costs.

Mr. Abeyta said we are in the General Fund and have a budget. Comcast will only charge us our HD subscription monthly. It is in the franchise agreement that they have to give us 32 channels to do what we wish with. The Community College oversees public access and education. They don't have enough programming to start up the education channel. We are taking that over and making it an HD government channel. The Community College will continue with public access and education on that channel if they wish.

Mr. O'Shea asked is the increase just for people who have cable subscriptions or internet Comcast as well.

Mr. Abeyta said he will have to find that out. It says per subscriber.

Mr. Fiens said it would be interesting if it could be spread to internet subscribers.

Mr. Abeyta said he will follow up with legal and get the answer to Fabian.

Mr. Fiens said he has had sound issues with the Channel as it is. It is a tremendous benefit.

Mr. Abeyta said the HD system will take care of the video and sound issues.

Mr. Fiens said he loves the idea.

Mr. Fiens asked do you have a publicity plan. He is not sure that enough of our community knows about the channel. Is there a way to make sure more folks know what is available.

Mr. Abeyta said we are very active on social media. That usually gets a good response. Facebook is huge. If you subscribe to the City YouTube Channel you will get notifications on your phone and you can watch from your phone if you like.

Mr. Fiens said he is interested in the under utilization of the education channel. It would be interesting to have the City Historian and Librarian and other things in to create educational programs so people could learn from experts what is happening in the community.

Mr. Abeyta said in our contract with the Community College we asked them to do more community content. They used to do Zozobra, but Meow Wolf took that over. We are working with them to get more proactive. We want to see a plan from them and improvement in their programming.

Dr. Bustamante said the Film Department is part of the academia program. The television station is not part of the academic program at all. It was at one time, but is no longer. It cohabitates with them, but there are no direct connections to the film program. They are two different management systems.

Mr. Lurcott said for the social media challenged it would be a good idea to have some publicity on the channel.

Mr. Abeyta said we will be doing that.

Chair Bradshaw-Eakes asked what about the Economic Development Department being in front of the camera.

Mr. Abeyta said we have done that in the past. They have an open door invitation any time.

Ms. Ladd asked what is your timing for the show.

Mr. Abeyta said if you call on Tuesday and say you want to go on the show you can come in on Wednesday. It is usually from 9:00 am to 10:30 am, but we are flexible.

Ms. Camacho said we will have Daniel on for next Wednesday.

Mr. Abeyta said he is welcome as well as Board members.

Dr. Bustamante said she does not see any drawbacks.

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

VOTE The motion passed unanimously by voice vote.

IV. INFORMATIONAL ITEMS

A. 2019 BUSINESS EDUCATION UPDATE BY SCORE Fabian Trujillo

Mr. Trujillo said this item is to provide an update from one of the organizations we fund through a contract. It will be an update by SCORE on their 2019 business and education services.

Mr. Trujillo introduced Bob Gallitin, Chair of SCORE and Roger Gullickson, Vice Chair.

Mr. Trujillo said the funding cut for them was restored. They provided 14 training events with \$25,000. This is the final year of their RFP. They submitted for a new RFP and were awarded for four years.

Mr. Gallitin reviewed his update which was included in the packet.

Chair Bradshaw-Eakes asked if someone came to you and asked if they should go to SCORE or SBDC what would you say.

Mr. Gallitin said we have partnerships with many community organizations including SBDC.

Dr. Bustamante said the College set out to try to create a conversation around integrating our ecosystem. We, she and Bob, started the conversation about providing an office on the Campus. The goal was to continue to do the networking. We have wonderful resources such as SCORE and we are not doing a lot of work together to give a person a visual of what it would take. She would like to formally request that we find ways to work together and collaborate to create this network for our ecosystem to better support small businesses in Santa Fe.

Ms. Bradshaw-Eakes said she agrees, but if someone says to her they want to start an Etsy shop she is going to send them to WESST. She was asking what is your sweet spot at SCORE.

Mr. Gallitin said we are working together and have a seminar coming up that is cosponsored by WESST.

Chair Bradshaw-Eakes suggested that SMEs, Subject Matter Experts, are a differentiator for SCORE.

Mr. Trujillo said we have worked with trying to break down barriers with all our resource providers. The biggest roadblock is confidentiality among providers. It is rare that the resource provider will provide him any information about what happened with a client he refers. This contract helps us break down barriers because it requires them to share information with the City for the contract.

Dr. Bustamante said this is an untapped opportunity. We all have limited resources. It is about creating the entity that coordinates the network. We have lists instead of a network.

Mr. Gallitin said things have changed in the last couple of years. The silos are in a phase of disappearing. We are working more with each other through cooperative efforts.

Ms. Camacho said it is improving. We are looking at programs like a navigator

program.

Chair Bradshaw-Eakes said thank you Mr. Gallitin.

V. EXECUTIVE SESSION

None

VI. ITEMS FROM THE COMMITTEE

None

VII. ITEMS FROM STAFF

Mr. Trujillo discussed changing the date of the next meeting. He will send out an email to the Committee members with alternate dates.

VIII. ITEMS FROM THE CHAIR

None

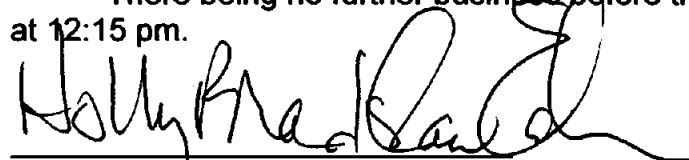
IX. ITEMS FROM THE PUBLIC

None

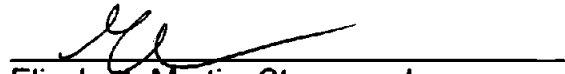
**X. NEXT MEETING DATE
OCTOBER 9, 2019**

XI. ADJOURN

There being no further business before the Committee the meeting adjourned at 12:15 pm.



Holly Bradshaw-Eakes, Chair



Elizabeth Martin, Stenographer