



# Agenda

## Economic Development Advisory Committee

Market Station at the Railyard  
500 Market Station, Suite 200

Wednesday, August 14, 2019  
11:00 AM

- I. PROCEDURES
  - A. Roll Call
  - B. Approval of Minutes
    1. July 31, 2019
  - C. Approval of Agenda
  - D. Approval of Consent Agenda
- II. CONSENT AGENDA (None)
- III. ACTION ITEMS
- IV. EXECUTIVE SESSION – In accordance with the New Mexico Open Meetings Act, NMSA 1978, Section 10-15-1(H)(6), discussion in which the contents of competitive sealed proposals (RFP #19/48/P).
  - A. Request for review and approval of a four year, Professional Services Agreement in the total amount of \$200,000 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](mailto:rbrown@santafenm.gov), 505-955-6625).
- V. ITEMS FROM THE COMMITTEE
- IV. ITEMS FROM STAFF
- V. ITEMS FROM THE CHAIR
- VI. ITEMS FROM THE PUBLIC
- VII. ITEMS NEXT MEETING DATE – September 11, 2019

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RECEIVED AT THE CITY CLERK'S OFFICE  
DATE: August 7, 2019  
TIME: 3:09 AM

**SUMMARY OF ACTION  
 ECONOMIC DEVELOPMENT ADVISORY COMMITTEE  
 MARKET STATION AT THE RAILYARD  
 500 MARKET STATION, SUITE 200  
 WEDNESDAY, AUGUST 14, 2019, 11:00 AM**

<u>ITEM</u>	<u>ACTION</u>	<u>PAGE</u>
<b><u>PROCEDURES</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
<b>ACTION ITEMS</b>		
EXECUTIVE SESSION	NONE	2
REQUEST FOR REVIEW AND APPROVAL OF A FOUR YEAR, PROFESSIONAL SERVICES AGREEMENT IN THE TOTAL AMOUNT OF \$200,000 FOR BUSINESS ACCELERATOR PROGRAM; RFP # 19/48/P; GLOBAL CENTER FOR CULTURAL ENTREPRENEURSHIP (GCCE DBA CREATIVE START-UPS).	APPROVED	2-5
ITEMS FROM THE COMMITTEE	NONE	5
ITEMS FROM STAFF	NONE	5
ITEMS FROM THE CHAIR	INFORMATION/DISCUSSION	5-6
ITEMS FROM THE PUBLIC	INFORMATION/DISCUSSION	6

**NEXT MEETING DATE**

**SEPTEMBER 11, 2019**

**6**

**ADJOURN**

**ADJOURNED**

**6**

**ECONOMIC DEVELOPMENT ADVISORY COMMITTEE  
MARKET STATION AT THE RAILYARD  
500 MARKET STATION, SUITE 200  
WEDNESDAY, AUGUST 14, 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, August 14, 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

**MEMBERS ABSENT**

Sean O'Shea, Excused

**OTHERS PRESENT**

Fabian Trujillo, Economic Development, City of Santa Fe  
Liz Camacho, Economic Development , City of Santa Fe  
Andrea Salazar, Assistant City Attorney  
Ryan Goldbeck  
Simon Brackley, Santa Fe Chamber of Commerce  
Jodie Larson, League of Women Voters

**B. APPROVAL OF MINUTES  
JULY 31, 2019**

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

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

**C. APPROVAL OF AGENDA**

Chair Abeyta said the Executive Session listed on the agenda is if we feel it is necessary. We don't have to have it unless we want to get into the detail.

**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.

**D. APPROVAL OF CONSENT AGENDA**

None.

**II. CONSENT AGENDA**

None

**III. ACTION ITEMS**

**IV. EXECUTIVE SESSION - IN ACCORDANCE WITH THE NEW MEXICO OPEN MEETINGS ACT, NMSA 1978, SECTION 10-15-1 (H) (6), DISCUSSION IN WHICH THE CONTENTS OF COMPETITIVE SEALED PROPOSALS (RFP #19/48/P)**

**A. REQUEST FOR REVIEW AND APPROVAL OF A FOUR YEAR, PROFESSIONAL SERVICES AGREEMENT IN THE TOTAL AMOUNT OF \$200,000 FOR BUSINESS ACCELERATOR PROGRAM; RFP # 19/48/P; GLOBAL CENTER FOR CULTURAL ENTREPRENEURSHIP (GCCE DBA CREATIVE START-UPS). Liz Camancho**

Ms. Camancho introduced Alice Loy, with the Global Center for Cultural Entrepreneurship.

Ms. Camancho gave an overview of the information in the packet.

Ms. Kennedy asked when someone gives you money how much stays in New Mexico and how much goes to other chapters.

Ms. Loy said other chapters support our programs such as in Zuni Pueblo. It flows the other way.

Ms. Brooks asked what will your metrics be for success.

Ms. Loy said we started off with a metric system and built a data system. Pre and post. We also measure self confidence, networks and knowledge of skills and concepts and we measure jobs, dollars raised and revenue. With our jobs program we measure revenue. The labs program is not necessarily for people who are already raising money. There is lots of data that shows that a key for entrepreneurial success is confidence. Self confidence.

Ms. Brooks asked do you have bench marks and targets.

Ms. Loy said we set targets around how much it costs us to create jobs. We are less interested in how many jobs and more interested in the ROI of what we spent to get 10 jobs. We try to make sure our efficiency stays the same to the dollars spent.

Mr. Fiens said his experience is that another key is understanding. They spend a lifetime to make an awesome product, but they don't understand anything about marketing and national distribution methods. How does that get addressed.

Ms. Loy said if you look at our workbooks the primary question we ask entrepreneurs to grapple with is what are you solving and how is it paying you. A lot of entrepreneurs training jumps to looking at financials. We say let's figure out where can green chili really hit the mark and how can we build relationships for you to accomplish that. We also set reasonable expectations. A lot of what we do is we have the personnel touch to figure out where you are going with your life and help you up your game. That is a gap in New Mexico around creatives specifically. We are their connection as well and go out as a salesperson to help with that.

Ms. Camancho said it is about how we keep collaborating with each other to share resources. Hopefully it will be more profitable for everyone because we are strengthening the food industry.

Ms. Loy said a year from now we will be able to see the value. We had several start ups in Zuni Pueblo that needed a photographer to take a pictures of their product. We hired a photographer and brought them out to the Pueblo and gave everyone 20 minute time slots for their pictures. It worked and was successful.

Mr. Trujillo said he has worked with Alice and is very comfortable and confident with what she will do in our particular accelerator and that it will be successful. She has a proven track record. It will really be good for Santa Fe.

Mr. Fiens said speaking of platforms, along those lines he has been thinking

about all the tourists we have and how they get kind of overwhelmed. They get dazzled by the art and environment. They are not finding out about a lot of our cool local products. How can we get more of these people exposed to local products that do not have national exposure. We could work with the hospitality community and get a catalogue and maybe a tour to go see local businesses. Maybe goodie bags with samples or produce a website in addition to on the ground education while they are in town. A website would give them something to go to in order to learn more. He thinks there is a big play there. You have the conventions as well.

Ms. Loy said you are spot on. A lot of things will be possible once we create a community around this.

Mr. Lurcott asked how do you get to workshops in the process. How do you get to jobs.

Ms. Loy said we do a lot of community outreach and work with existing people on the ground. We do a lot of social media and earned press. We do channel landers and amplifiers. We generally get 40 applicants for our labs and we take 14 companies. We have online sessions and in-person sessions. In terms of Spanish both she and Julia speak Spanish fluently. Our first labs will be in English. We would love to do Spanish up here. We start a program in Spanish next week in Las Cruces. We are famous for getting entrepreneurs that are not already out in groups..

Mr. Lurcott said so in Raton there were several companies.

Ms. Loy said in Raton we had 13 applicants and 11 came through the program.

Mr. Lurcott asked so one or two of those created jobs.

Ms. Loy said correct.

Ms. Bradshaw-Eakes asked what is the timeline for this to unfold.

Ms. Loy said we advise that we do it in the spring after the holidays. We will start advertising and outreach in November. Applications will be open through December and close around January 10th. This will be our 21<sup>st</sup> accelerator program. We have a day by day plan for the program. We will do the program in the spring.

Ms. Bradshaw-Eakes asked does this follow the library launch pad curriculum program you do.

Ms. Loy said that program is centered in libraries. We work with librarians and do a 4 week program that is lighter for people considering entrepreneurship. We are trying to open the door as wide as possible so they can consider the possibilities. We have worked with 90 businesses so far in that program. That is the one we are doing in

Spanish in Las Cruces.

Ms. Bradshaw-Eakes asked is there a way to get people from your program into a WESST program for budgeting and cash flow.

Ms. Loy said yes. We work with everyone in that spectrum. Some need space, some need accountants.

Mr. Fiens asked is there anything other than lack of confidence as a characteristic that slows or prevents growth in your programs.

Ms. Loy said her PhD work was in entrepreneurship. There is really no predictor of who can be successful. One indicator is who you know. That is why we have to keep breaking down barriers for entrepreneurs who have been excluded. One other predictor is if your parents were entrepreneurs. There is nothing about personality. We make a lot of effort to not judge any of the entrepreneurs except if are they doing the work in the program and their businesses. Other than that we assume they all have the potential.

**MOTION** A motion was made by Mr. Fiens, seconded by Ms. Brooks, to approve the request.

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

**V. ITEMS FROM THE COMMITTEE**

None

**VI. ITEMS FROM STAFF**

None

**VII. ITEMS FROM THE CHAIR**

Chair Abeyta said quarterly or every six months he would like you to give us an update on the contracts we have approved or have issued.

Ms. Camancho said we have an intern who updated the last three years of our contracts and their individual metrics. We can present the initial analysis if you would like. Eventually we would like to have a dashboard. It is a baby step process. We can show you continuity of things and how they perform as a business. They are supposed to deliver to us their progress.

Mr. Trujillo said we will be bringing up to date to all our LEDA projects and we



can start having presentations from some of them.

Ms. Ladd said this is a good time for her to be sitting in this chair. If there is one thing we know how to do, it is to report. We are working with an intern right now. It is a good time to put that framework in place.

Chair Abeyta said he would like you to provide us with an update at the next meeting as to where we are in the process of getting a new Economic Development Director. He will talk to the Mayor and ask for an update at some point on that and the City Manager.

Ms. Ladd said the position is posted and open until filled. It would be helpful if you ask the Mayor about progress.

## **VII. ITEMS FROM THE PUBLIC**

Mr. Brackley said it would be helpful for this Committee to review the contracts at least on annual basis when the contracts are for three or four years. He recommends some kind of annual review.

Mr. Fiens said we want to know the short comings, but if they are exceeding we want to jump on that as well.

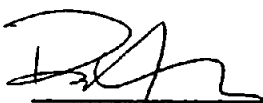
Chair Abeyta said absolutely.

Ms. Kennedy said that has been an ongoing request.

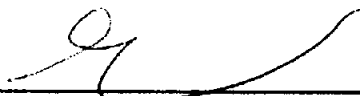
## **VIII. NEXT MEETING DATE SEPTEMBER 11, 2019**

## **IX. ADJOURN**

There being no further business before the Committee the meeting adjourned at 11:50 am.



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Councilor Roman Abeyta, Chair



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Elizabeth Martin, Stenographer