



# Agenda

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## Economic Development Advisory Committee

Market Station at the Railyard  
500 Market Station, Suite 200

Wednesday, December 11, 2019  
11:00 AM

- I. PROCEDURES
  - A. Roll Call
  - B. Approval of Minutes
    - 1. October 22, 2019
  - C. Approval of Agenda
  - D. Approval of Consent Agenda
- II. CONSENT AGENDA
- III. ACTION ITEMS
  - A. Request for the approval of workforce development professional services agreement date expiration amendment in the total amount of \$27,500 for innovative workforce development centered around digital fabrication, making, and manufacturing; Vendor – Make Santa Fe – (Rich Brown, Director, Office of Economic Development, [rdbrown@santafenm.gov](mailto:rdbrown@santafenm.gov); 505-955-6625.
- IV. INFORMATIONAL ITEMS
- V. EXECUTIVE SESSION
- IV. ITEMS FROM THE COMMITTEE
- V. ITEMS FROM STAFF
- VI. ITEMS FROM THE CHAIR

**SUMMARY OF ACTION  
ECONOMIC DEVELOPMENT ADVISORY COMMITTEE  
MARKET STATION AT THE RAILYARD  
500 MARKET STATION, SUITE 200  
WEDNESDAY, DECEMBER 11, 2019, 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
APPROVAL OF AGENDA	APPROVED	2
APPROVAL OF CONSENT AGENDA	NONE	2
CONSENT AGENDA	NONE	2

**ACTION ITEMS**

REQUEST FOR THE APPROVAL OF WORKFORCE DEVELOPMENT PROFESSIONAL SERVICES AGREEMENT DATE EXPIRATION AMENDMENT IN THE TOTAL AMOUNT OF \$27,500 FOR INNOVATIVE WORKFORCE DEVELOPMENT CENTERED AROUND DIGITAL FABRICATION, MAKING AND MANUFACTURING; VENDOR - MAKE SANTA FE	APPROVED	2-4
INFORMATIONAL ITEMS	NONE	5
EXECUTIVE SESSION	NONE	5
ITEMS FROM THE COMMITTEE	INFORMATION/DISCUSSION	5
ITEMS FROM THE CHAIR	NONE	9
ITEMS FROM THE PUBLIC	NONE	9

**NEXT MEETING**

**JANUARY 8, 2020**

**10**

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**10**

**ECONOMIC DEVELOPMENT ADVISORY COMMITTEE  
MARKET STATION AT THE RAILYARD  
500 MARKET STATION, SUITE 200  
WEDNESDAY, DECEMBER 11, 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, December 11, 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  
Sean O'Shea  
(Vacancy)

**MEMBERS ABSENT**

John Fiens, Excused

**OTHERS PRESENT**

Rich Brown, Director, Economic Department, City of Santa Fe  
Fabian Trujillo, Economic Development, City of Santa Fe  
Liz Camacho, Economic Development, City of Santa Fe  
Zane Fischer, Make Santa Fe  
Elizabeth Martin, Stenographer

**B. APPROVAL OF MINUTES**

**MOTION**      A motion was made by Ms. Kennedy, seconded by Dr. Bustamante, to approve the minutes as presented.

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

**C. APPROVAL OF AGENDA**

**MOTION** A motion was made by Ms. Bradshaw-Eakes, 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**

**A. REQUEST FOR THE APPROVAL OF WORKFORCE DEVELOPMENT PROFESSIONAL SERVICES AGREEMENT DATE EXPIRATION AMENDMENT IN THE TOTAL AMOUNT OF \$27,500 FOR INNOVATIVE WORKFORCE DEVELOPMENT CENTERED AROUND DIGITAL FABRICATION, MAKING AND MANUFACTURING; VENDOR - MAKE SANTA FE**

Mr. Brown said this had been approved previously, but there was an administrative error in the termination date. It was July, 2019 supposed to be August, 2020. He asked the Make Santa Fe Board Chair, Zane Fischer, to come today to give you an update if you would like him to.

Chair Abeyta said thank you for joining us

Mr. Fischer said last year, in some ways, was a slow year, but we had a number of innovative programs come on line. We have a new partnership with the New Mexico School for the Deaf. Our programs are now offered for the community with the assistance of an ASL interpreter. That has been very rewarding. Students attending the School for the Deaf can now join with the larger group in the makers space. We have 12 small businesses who are reliant on our facilities to operate their business. As an example there is a Native American vendor who makes flutes and sells them and a traditional leather work and saddlery business that uses our laser cutter and others who are using the training they have received to operate their small business in Santa Fe. Our Women's Advanced Tools and Tech Program continues to branch out and grow. We have been working with the youth problem. The problem is exciting and a

problem throughout the State and Nation. What we have done this last year is we did shorter programs for youth. Sparks of Interest. We partnered with the Boys and Girls Club and Youthworks and brought in the Santa Fe Indian School. Those have been successful. We are working closely now with the Northern New Mexico Workforce Development Board who received Federal funds and are struggling to spend it. It is an opportunity to do significantly more programming for youth. It is a win, win. We had been fitting into their slots previously. They are now under new leadership and it is a positive relationship. We collaborate on how programs can be more effective on the ground. They are allowing us to be full partners.

Ms. Kennedy asked are you doing tours of the space.

Mr. Fischer said we do tours of the space. We are happy to schedule anything and people are free to drop by any time.

Ms. Bradshaw-Eakes asked is the Board the North Central New Mexico EDD.

Mr. Fischer said no, it is the Northern New Mexico Workforce Development Board.

Mr. Brown said North Central works closely with us as well. Make Santa Fe's office is in an opportunity zone. One of the things we are trying to do is to see if funding is available from the Opportunity Zone Program.

Ms. Kennedy asked was this funding under the "we can get an update in a year to see how it went" category.

Mr. Brown said yes. August of this coming year we will have a chart showing a metric pack of all the vendors we have in Economic Development. He will request that at the next meeting he be able to show the matrix we are working on to the members.

Mr. Lurcott said he is a new member. He is curious how the digital fabrication part of your program works and who the client group is.

Mr. Fischer said it is a combination. We have a facility with traditional tools like welding and sewing and a number of advanced manufacturing tools like 3D printers and lasers. We are a designated registrar of apprenticeship. We are able to offer apprenticeships to people with those machines. Machining is a relatively new apprenticeship under the Federal designation. This kind of work is done in the Labs, Meow Wolf and in traditional HVAC companies and cabinet shops. We have 21 programs. We have adult and youth pre-apprenticeships. We bring people in to learn to operate the machinery and maintain and understand the software. We have significant training in soft skills as well. Space is also open to the community on a membership basis for people to come in and use the tools. We segregate those hours.

Mr. Lurcott asked the adult portion uses the digital side of training.

Mr. Fischer said yes, absolutely.

Mr. Cordova asked are the students able to earn a certificate.

Mr. Fischer said yes, they do. We are on the State approved provider list. We certify with the State on an annual basis. There are other certifications that come from the Department of Labor itself. We work in the full youth program to help place them in jobs.

Dr. Bustamante asked who credentials the certificate.

Mr. Fischer said it comes through the State of New Mexico and is approved through higher education and the Workforce Board and Workforce Solutions.

Dr. Bustamante asked is this accredited as higher education.

Mr. Fischer said it is not a credit based program. We are on an approved provider list and in order to get that, Workforce Solutions wants higher education to approve as well so we get that sign off from them as well.

Ms. Abeyta-Martinez asked what is the age group of the youth.

Mr. Fischer said it is a combination for short programs. For pre-apprenticeship it is ages 16 to 24. That is the Federally designated youth range.

Ms. Abeyta-Martinez asked if they are 16 do they get high school credit.

Mr. Fischer said no, not yet, but the Community College adjusted their regulations so they have the ability to offer credits. That is our hope. We hope that they offer credit for the achievement of our programs. It would work both ways. We would send people to the Community College and they would send people to us.

Mr. Lurcott asked how many people do you have on a regular basis.

Mr. Fischer said on a monthly basis we have 94 actively in the space. The cohorts are 6 to 10 at a time.

**MOTION** A motion was made by Ms. Bradshaw-Eakes, seconded by Mr. Abeyta-Martinez, to approve the request.

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

Chair Abeyta said thank you Mr. Fischer.

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

None.

#### **V. EXECUTIVE SESSION**

None.

#### **VI. ITEMS FROM THE COMMITTEE**

Ms. Bradshaw-Eakes asked can we ask about some of the projects we have heard about lately like New Mexico Fresh Foods.

Mr. Brown said he will speak to that in Items From Staff.

Mr. O'Shea said he thought of an idea to produce 3 to 5 minute videos about what economic development tools, like IRBs, are and how they work so that everyone is on the same page.

Mr. Brown said that is a great idea.

Mr. Trujillo said the Economic Development Department does not just give money to economic development projects. They have to prove their worth.

Mr. Brown said that is a fantastic idea. We can work with Joe Abeyta and get that done. We could put a link on our website as well.

Ms. Bradshaw-Eakes said she agrees that short, to the point videos would be great. We also have content on our website.

Ms. Camacho said our greater goal is to educate the public on what tools and resources are available. We are getting some new staff in January to help. We also may be looking for someone to help us organize all of the resources.

#### **VII. ITEMS FROM STAFF**

Mr. Brown said he has some updates. He is two months into the job and lots of things have happened. Kevin and Liz will speak to some of the things as well. We have hired two new Economic Development staff starting on December 30<sup>th</sup>. At the next meeting we will talk about their roles and what they will be doing. We are working with the Chamber and Cyber Mesa on broadband. We will be doing interviews for a broadband person next week. We are looking to hire a part time Midtown coordinator to augment some of the work Daniel does. Sadly Kevin is leaving us. His last day is the 13<sup>th</sup>, but we worked with HR, Finance and the City Manger to extend his time as a



temp to March 15<sup>th</sup>. We are looking to send out requests for applications for his position. Friday we have interviews with a real estate development association who will work with us as we work through assets for the City. On Midtown we have an evaluation panel convened. They are meeting monthly. We have 21 respondents. There has been a lot of information in the press. He wanted to let you know that the evaluation committee is sequestered. They are only looking at the merits of the documents we have received and they are anonymous. We are hoping we get to some of the operational updates such as winterizing some buildings and a potential short term lease that we will bring to you next month.

Ms. Camacho said on civic engagement, we will be asking how we can communicate more often to have more transparency. Strategic Economics, who is doing the analysis on urban and planning, will be helping us with outreach and there will be another opportunity to get input from residents. Again. It is not over and decided yet.

Mr. Brown said he is working with Land Use, Finance and the City Manger on business license renewals. We purchased the intergov.com platform. The data going into the system is not clean. He is in the process of hiring temps to clean up the database. The deadline for renewals is March 15, but we may come to you next month to ask for an extension of the deadline in the Ordinance. He is 24/7 on that process. Short term rentals can be renewed now. Medical can renew. Parking, loading and buses can come in as well. We want the data correct before the system is fully automated. By next month we will have a plan for you to look at.

Mr. Lurcott said we talked at our last meeting about folks who don't have licenses at all. How are we going at that.

Mr. Brown said he is trying to get the temps to stay longer than he has now so we can go at that. A couple of years ago the City empowered the Fire Department to go out and check business license. He is trying to empower that again. We are working on that.

Mr. Trujillo said one of the things is people don't purposely not get licenses. Most people don't understand what it takes to get a business license. A lot of them don't know they have to go to their local government. When they find out they usually come in and get a license. It is more an issue of education.

Mr. Kellogg said there are two transactions on the Council agenda tonight. One has been through Public Works and Finance and the other one has just gone through Public Works. They are the Santa Fe Estates Land deal and the land swap with the State of New Mexico.

Mr. Kellogg continued Santa Fe Estates is 250 acres north of 599. It is part of the Las Estrellas Master Plan. There was a 1930 agreement to develop 2,000 acres in

the City between Governor Dempsey and the City. That persisted until 5 years ago when the economics did not make sense anymore and with the steep land they had left. They have been in discussion with the City for three years to work out a deal. We have finally gotten it through. The City is getting 250 acres around the Thornberg development and a couple of other little pieces. Santa Fe Estates and the great grandchildren of Governor Dempsey are still owners. They will deed over the property to the City. There is no infrastructure on the land we are receiving. We are still working on details with the HOA and the Master Association. There will be a 90 day due diligence period. We will terminate the agreement from 1930 with amendments then the Santa Fe Estates' legal and City legal will work on closing the transaction and obtaining a declarant. We will work with the committee. If there are any changes in the Master Plan there will be public meetings to discuss that.

Mr. Kellogg said the Plan allows for 600 units, but we believe the cap will be at 500 units. There are already 98 affordable units. The neighbors want to be involved, but due to confidentiality they cannot be involved, but we are communicating with them. Land Use, Public Works and Parks will get together to decide if we are going to sell the property in parcels or as a bulk

Mr. Kellogg said the second item is the land swap with the State General Services Division. We have been in discussion on this for a couple of years. The State owns 5 parcels for a total of 20 acres that are adjacent to the Midtown Campus. One is in the middle of the development. We are trading those 5 parcels for 2 parcels the State currently leases from us at Jaguar and Cerrillos. They lease them from us for \$1 a year. The Public Safety Training Academy, the vehicle impound and the evidence lot is there now. This swap will give the state ownership of those parcels and we will realize the ownership of the 5 properties. They are getting 48 acres and we are getting 20 acres. The State will give us \$4.5 million to balance out the value. Both of these are at Council tonight.

Mr. O'Shea asked will the City get \$4.5 million in cash.

Mr. Kellogg said yes, cash into the Economic Development Fund. People are already eyeballing the money. We may be coming back on that. After Council approves the Resolution that signals to the staff to get it on the Governor's Call for the Legislature. It goes to the Senate first then the House. It will be a Senate Bill. It goes through Finance and Capital. The State is very busy trying to catch up with last eight years of short falls and cuts. They asked for our help and guidance in building more State facilities for executive functions and high level office functions to bring more State jobs into the City. We are working with their Facilities Department to find other spaces to work out other swaps.

Mr. Kellogg said the Forest Service land. There is a 7 acre parcel adjacent to the campus site. Rich initiated a conversation with the Federal government about this land. They had several conversations. We concluded they would sell us the land

through the Small Tracts Land Act. That would get our holding on the Campus up to 90 acres. However, right at the last minute the State informed the Facilities Department that they needed to expand their fleet main facility that is adjacent to it so they wanted to pull back some of the land in the swap. That is the west capital campus so they are not moving out of that. We will not get that piece and the State will benefit and we will not have another 1.8 million to spend.

Mr. O'Shea said when Councilor Harris was here he talked about the funds and wanting them to go to the Midtown Campus project.

Mr. Kellogg said the monies will go to the General Fund. We have an idea for how to spend that money. He and Rich have a budget for that. We will need help from this committee. We are talking about \$7 million to \$10 million that the Economic Development Fund gets.

Mr. Brown said the Santa Fe Estates money will go to the General Fund.

Mr. Kellogg said it is the second development generated funds through our actions and we want to jump on our plan to use that money for housing or economic development so it does not go into operations and monthly expenses. It is a fantastic opportunity to have some capital to do something with.

Ms. Camacho said we had two big things happen in October and November in terms of programming. In October we had the Santa Fe Food Summit. The County has lots of news about the agriculture aggregation they are launching. Also about a piece of property they want to get funding for to use for farmers. E Ship Rio Grande finally hired a Director who will bring together Albuquerque and Los Alamos here. There was a panel discussion. Dr. Bustamante spoke as well. With the panel they looked at the value chain at different points. We wanted to create discussion and affinity groups. There was a lot of interest in a commercial kitchen. There are people in Albuquerque that have knowledge in this and could bring it together. With funding and opportunity we might have a great opportunity to make Santa Fe a real food hub and entrepreneurship hub. That would be very interesting. We have the food accelerator we have launched. They are taking applications until February. It is successful. The applications and information are on our website. 10% import replacement could lead to 700 jobs in the study we had done. Higher salary jobs in manufacturing.

Ms. Camacho said in November we had Global Entrepreneurship Week. You could see young people come to life and be engaged with makers spaces. LANL also had their economic devolvment meeting for employers who were challenged by young people and their work ethic. We worked with WESST who brought in Earth Care to do funding classes for entrepreneurs in Spanish. We had the Mayor's Open Office Hours at a restaurant on Airport Road. We had an arts workshop and 5 workshops at *The Magazine* who is re-branding itself.

Dr. Bustamante asked how was the turnout for the Mayor's meeting on the south side.

Ms. Camacho said we had 6 people. We had translators there. Miguel Acosta helped us with outreach. We are looking at what we can do for them. How can we get the businesses to rally together.

Mr. Trujillo said let me give you a historical perspective of what has happened on the south side. In 2011 this office started the South Side Merchants Association. We contracted Miguel Acosta and Ed Moreno to do focus groups and work with us. After we got them on their feet and it was rolling we turned over the operations piece to them and it lasted 2 to 3 months and they could not sustain or maintain it. There are a lot of issues as to why that did not work. The members themselves decided to do that.

Mr. Lurcott said he attended the food conference and he was impressed by the turnout. Clearly we have a knowledgeable and experienced group interested in that. The presentations were excellent. It was very good.

Mr. Brown said we are trying to do that with all our industry clusters as to what they need and what clusters are needed. Thank you for coming.

Ms. Camacho said the State is doing a lot with the outdoor industry and health industry so we want to be involved in that. There is a lot of work to be done.

Mr. Trujillo said as to Fresh Foods, this is a very sensitive project. There has been significant activity. There has been a long process of due diligence between the City and NM Fresh Foods. The City is a significant player in the due diligence. We withdrew the consideration of the IRB from the City Council because the 6<sup>th</sup> Street site is not viable. There is an internal team with the City working with NM Fresh Foods and we have been meeting since August. One of the things is there are not existing buildings in Santa Fe that can house NM Fresh Foods or any other manufacturer of that size so we are looking at alternative situations. He can't go into details because we are still working through the process. The City Councilors have been briefed extensively with details. They know what is happening.

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

None.

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


None.

**IX. NEXT MEETING  
JANUARY 8, 2020**

**X. ADJOURN**

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

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Councilor Ramon Abeyta, Chair

  
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Elizabeth Martin, Stenographer