



Agenda

Economic Development Advisory Committee

Market Station at the Railyard
500 Market Station, Suite 200

Wednesday, February 12, 2020
11:00 AM

I. PROCEDURES

- A. Roll Call
- B. Approval of Minutes
 - 1. December 11, 2019
- C. Approval of Agenda
- D. Approval of Consent Agenda
- E. Introductions

II. CONSENT AGENDA (None)

III. ACTION ITEMS

- A. Consideration of Bill No. 2020-3: An Ordinance Amending Section 18-1.5 SFCC 1987 to Allow for the Staggered Application of a Business License; and Amending Section 18-2.5 to Allow for the Staggered Application of a Business Registration. (Mayor Webber) (Rich Brown, Director – Economic Development Department, rdbrown@santafenm.gov, 955-6625)

Committee Review:

| | |
|--|---------|
| City Council (request to publish) (schedule) | 2/12/20 |
| Finance Committee (scheduled) | 2/17/20 |
| City Council (public hearing) (scheduled) | 3/11/20 |

IV. INFORMATIONAL ITEMS

- A. Update on 2020 Business License Renewals – Liz Camacho, Economic Development and Communications Administrator, Office of Economic Development, excamacho@santafenm.gov, 505-955-6042/Janice Krish, Economic Development Specialist, Office of Economic Development, jakrish@santafenm.gov, 505-955-6915.

- B. Overview of Railyard Development – Bob Siqueros, Railyard Project Administrator, Engineering Division, Public Works, rmsiqueros@santafenm.gov, 505-955-6977.
- C. Santa Fe Estates Update – Andrea Salazar, Assistant City Attorney, City Attorney's Office, asalazar@santafenm.gov, 505-955-6303.

V. EXECUTIVE SESSION (None)

VI. ITEMS FROM THE COMMITTEE

VII. ITEMS FROM STAFF

VIII. ITEMS FROM THE CHAIR

IX. ITEMS FROM THE PUBLIC

X. ITEMS NEXT MEETING DATE – **March 11, 2020**

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: February 3, 2020

TIME: 3:36 PM

**SUMMARY OF ACTION
ECONOMIC DEVELOPMENT ADVISORY COMMITTEE
MARKET STATION AT THE RAILYARD
500 MARKET STATION, SUITE 200
WEDNESDAY, FEBRUARY 12, 2020, 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 |
| INTRODUCTIONS | INFORMATION/DISCUSSION | 2 |
| CONSENT AGENDA | NONE | 2 |

ACTION ITEMS

| | | |
|--|----------|-----|
| CONSIDERATION OF BILL NO. 2020-3: AN ORDINANCE AMENDING SECTION 18-1.5 SFCC 1987 TO ALLOW FOR THE STAGGERED APPLICATION OF A BUSINESS LICENSE; AND AMENDING SECTION 18-2.5 TO ALLOW FOR THE STAGGERED APPLICATION OF A BUSINESS REGISTRATION. | APPROVED | 2-5 |
|--|----------|-----|

INFORMATIONAL ITEMS

| | | |
|---|------------------------|-----|
| UPDATE ON 2020 BUSINESS LICENSE RENEWALS | INFORMATION/DISCUSSION | 6 |
| OVERVIEW OF RAILYARD DEVELOPMENT | INFORMATION/DISCUSSION | 6-8 |

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|---------------------------------|-------------------------------|--------------|
| SANTA FE ESTATES UPDATE | INFORMATION/DISCUSSION | 8-9 |
| EXECUTIVE SESSION | NONE | 9 |
| ITEMS FROM THE COMMITTEE | INFORMATION/DISCUSSION | 9-10 |
| ITEMS FROM STAFF | NONE | 10 |
| ITEMS FROM THE CHAIR | INFORMATION/DISCUSSION | 10-11 |
| ITEMS FROM THE PUBLIC | NONE | 11 |
| NEXT MEETING | MARCH 11, 2020 | 11 |
| ADJOURN | ADJOURNED | 11 |

**ECONOMIC DEVELOPMENT ADVISORY COMMITTEE
MARKET STATION AT THE RAILYARD
500 MARKET STATION, SUITE 200
WEDNESDAY, FEBRUARY 12, 2020, 11:00 AM**

I. PROCEDURES

CALL TO ORDER

The meeting of the Economic Development Advisory Committee was called to order by Councilor JoAnne Vigil Coppler, Chair, at 11:00 am on Wednesday, February, 12, 2020, at Market Station at the Railyard, 500 Market Station, Suite 200, Santa Fe, New Mexico.

MEMBERS PRESENT

Councilor JoAnne Vigil Coppler, Chair
Holly Bradshaw-Eakes, Vice Chair
Kate Kennedy
Robert Lurcott
Ryan Cordova
Dr. Camilla Bustamante
Sean O'Shea
John Fiens
(Vacancy)

MEMBERS ABSENT

Kim Abeyta-Martinez, 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
Janice Krish, Economic Development
Lauren Lucero, Asset Management
Bob Siqueiros, Public Works/Railyard
Andrea Salazar, Assistant City Attorney
Elizabeth Martin, Stenographer

**B. APPROVAL OF MINUTES
DECEMBER 11, 2019**

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

VOTE The motion passed unanimously by voice vote

C. APPROVAL OF AGENDA

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

VOTE The motion passed unanimously by voice vote.

D. APPROVAL OF CONSENT AGENDA

None

E. INTRODUCTIONS

Everyone introduced themselves.

Chair Vigil Coppler said thank you for your welcome. It is a pleasure to be here.

II. CONSENT AGENDA

None

III. ACTION ITEMS

A. CONSIDERATION OF BILL NO. 2020-3: AN ORDINANCE AMENDING SECTION 18-1.5 SFCC 1987 TO ALLOW FOR THE STAGGERED APPLICATION OF A BUSINESS LICENSE; AND AMENDING SECTION 18-2.5 TO ALLOW FOR THE STAGGERED APPLICATION OF BUSINESS REGISTRATION. Rich Brown

Mr. Brown reviewed the information in the packet.

Ms. Bradshaw-Eakes asked does clean data mean addresses.

Mr. Brown said we did not start collecting email addresses until November. Our system was from 1991. We will be collecting emails, addresses, contact persons and phone numbers.

Ms. Bradshaw-Eakes asked so is there a plan to push information to business owners about resources.

Mr. Brown said yes. We will be able to spit out information in general or by business segment.

Ms. Kennedy said she went to renew her business license two weeks ago. She was told they had no prior record of her business. Luckily she had a photo of her license with her. Still she had to re-register her entire business. We paid on line and did not hear back. She called and no one answered. We had to redo the entire process and hand them a check. We received no communication back. There was a one to two hour wait to get it done.

Ms. Camacho said it is very challenging. That is why we are working on getting all the information. We have had to manually enter all the information. It would not transfer over to our new system. This is a transitional year.

Mr. Brown said three things have happened. He hired five temporary employees to handle the influx. We can't process on line until after March. We processed 166 licenses in January. We have the challenge of non clean data. We have everyone helping us clean the data including the owners.

Mr. Brown said the staggering of the license renewal will reduce the amount of people coming in a month. You will get notified by mail, you can come to City hall or go on line and renew on line using a credit card. We are hoping the system will be completed by the first of the year.

Mr. Trujillo said when the process is complete for the Intergov system it is going to fulfill the long term strategy this committee passed and reviewed a few years ago on the business licensing process as to automation. We are going through growing pains, but it should make things a lot easier. It will take six months to a year to get it all worked out.

Ms. Bradshaw-Eakes said she received her license renewal today by email and it was seamless for her. It worked as it was supposed to.

Ms. Bradshaw-Eakes said this year everyone renews by March 15th. How then do you determine when the next renewal will be.

Mr. Brown said it will be based on the original date of registration. We are hoping when we change this law other cities will use it as well.

Ms. Bradshaw-Eakes said in the actual bill item C has been crossed out. Is there a provision for a protest and are there any protests.

Mr. Brown said there is not a protest allowed in the law.

Ms. Krish said we have been working on a renewal letter that is going out this week. They are directed to go to City hall for this one. We are training the temps and are setting up two phone lines for questions.

Mr. Lurcott said she is assuming one of the reasons for doing this is to catch up with the 2,000 that are unlicensed. How is that set up and how is it going.

Mr. Brown said we are waiting until we complete the March 13th deadline and will then do two waves. The first wave is to renew licenses by the new date. We will reach out by mail on that. The second wave, in 2021, is to work with the Fire Department on a program where they do walk throughs in neighborhoods and report back which businesses do not have a license. They can do a spot inspection. The license fee is \$35 with a \$10 late fee. Both rates are State mandated.

Mr. Fiens said you could give amnesty in the mailing when you ask them to come in and get a business license and they say they will face a fine if they do not come in.

Mr. Fiens said he is a little shocked to even have this come before us. There is no fiscal impact. It is really needed. He is all for transparency, but he would like to think that you and the Mayor could identify inefficiencies and just do it.

Mr. Brown said we have to change the ordinance so we have to go through committees and to the Governing Body. We wanted to start here so this committee knows of the activities in our department.

Mr. Fiens said this is a no brainer to him.

Chair Vigil Coppler said she thinks it is important that items do come before this committee that are germane to business. That is one of the purposes of the committee, to give their input to Council so they have the benefit of various opinions. This is going to City Council for public hearing tonight.

Mr. Brown said it will be a request to publish tonight.

Chair Vigil Coppler said you said we had about 8,000 licenses and you assume there should be 10,000. How do you know that.

Mr. Brown said from colleagues in departments based on their experience. They are small tiny businesses. An example is a dog walking business. It also includes short term rentals.

Chair Vigil Coppler asked have you communicated that people have to have a business license. Many people may not know that. What about enforcement. She

doesn't think the City is very good at enforcement on a lot of things. One of the reasons for enforcing it is collecting funds for the City and to make sure these businesses are allowable in areas and by City ordinance.

Mr. Brown said we see that as the next phase. Clean up the data and how do we reach out to those not registered.

Ms. Camacho said our focus is on boosting business and to inspire and grow businesses as opposed to penalizing. She is not focusing communication on enforcement. Fabian has done educational efforts in Spanish and English about how to get a business license.

Chair Vigil Coppler said it is not so much policing as informing and communicating. With the recycling program you are always seeing communication.

Mr. Fiens said there are people in the City who may not know about needing a license. After the Department completes the retooling maybe a newsletter or something for education can be sent out.

Ms. Camacho said this will help us get emails.

Chair Vigil Coppler said what is needed is a more proactive approach to the community that you need a business license. Free parking while getting a license, is that temporary during crunch time.

Mr. Brown said we are using that until March 13th. It should only take 10 minutes to get license, this free hour stamp gives them a chance to get it done.

Chair Vigil Coppler asked how do people know that it is available.

Mr. Brown said it tells them in the mailing.

Ms. Krish said through the email templates we have given to our temps it lets them know.

Chair Vigil Coppler asked does this committee do the registering of home alarms. That has the same issue.

Mr. Brown said that is Public Safety.

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. UPDATE ON 2020 BUSINESS LICENSE RENEWALS Liz Camacho, Janice Krish

This item was previously discussed.

B. OVERVIEW OF RAILYARD DEVELOPMENT Bob Siqueiros

Mr. Siqueiros reviewed the overview memo in the packet.

Mr. Siqueiros said the City owns 50 acres, the north Railyard and the Baca Railyard. The Railyard Community Management Group was given authority to manage all ground leases and City owned buildings in 2011. Only one was exempt and that was Warehouse 21 which is currently vacant. Baca is fully developed. One parcel is left in the Railyard to lease out which is the lot next to Warehouse 21. We are hoping to get residential development in that parcel.

Mr. Fiens said the Railyard is very special to him. It is part of the vibrancy and health of the City. Parking and signage is a challenge. It never quite worked as it was designed. If you just want to come to the Farmers Market you cannot quickly get street parking. How is that doing.

Mr. Siqueiros said it has gotten better. Residential development has put some stress on surface parking. We are providing more parking than needed based on City Land Use Code. Everyone wants to park in front of where they work. It is a matter of planning for events and satellite parking. The reason why the City bought land was that the owners at the time had plans with large businesses like Target. It would have destroyed the downtown look.

Mr. Fiens said there are a lot of tourists coming. Make sure the tourists know they can park easily in the garage.

Ms. Kennedy said there is a sign in the garage here that says new equipment coming. What is coming.

Mr. Brown said the Parking Division is putting in a new automated system that takes a photo of your license plate when you come in. It allows the system to activate the time. The parking attendants now have to look at the time on our ticket and type it in. It is a 1982 system. The monthly pass process will change as well.

Mr. Brown said there is a short term rental in Warehouse 21 at this time. It is Santa Fe Improve and they are there until April. The Public Works group is working with the State on office building parking spaces on weekends and with the school and the museum. We will have some way finding. They think there will be 250 additional parking spaces.

Mr. Siqueiros said we have a master way finding plan.

Chair Vigil Coppler said we just heard at Public Works that there is an empty dirt lot by Hotel Santa Fe that PNM owns. They going to grate and pave it and make it a parking lot and we will mange that.

Mr. Brown said the Parking Division said they should have the new system live on the first of April.

Mr. Lurcott said he has been listening and you talked about three future buildings to be constructed, one of them on the Warehouse 21 site.

Mr. Siqueiros said across from us is the brewery. Across from there is two parcels combining into one.

Mr. Lurcott asked the big park, is that part of the open space.

Mr. Siqueiros said yes.

Chair Vigil Coppler asked do you know what we owe on the debt.

Mr. Siqueiros said he did not have the exact amount with him. It will be paid off in 2030. The Council has a study session on 25th with us on Midtown and we will get those numbers from Finance.

Chair Vigil Coppler said the work session on the 25th is from 5:00 pm to 7:00 pm at the Convention Center. It is an open meeting if anyone wants to go.

Chair Vigil Coppler said regarding the stake holders, what is the pecking order.

Mr. Siqueiros said they overlap. The City owns the land so they are the main stake holder. The agreement with the corporation gives them a lot of autonomy.

Chair Vigil Coppler said the City says we don't have any authority.

Mr. Siqueiros said when the City bought the land it was a Land Use project. The City signed an agreement with the Railyard Corporation to manage the property and lease the spaces. It is almost leased out. It is more of a maintenance operation now.

Chair Vigil Coppler said thank you.

C. SANTA FE ESTATES UPDATE
Andrea Salazar

Ms. Salazar gave an update of the property, reviewing the information in the packet.

Mr. Lurcott said he needs to catch up. Where is this thing.

Ms. Salazar said it is at 599 and 285. She gave a brief history of Santa Fe Estates.

Chair Vigil Coppler asked do you believe any of this is amenable to affordable housing.

Ms. Salazar said this land is particularly hard to sell which is why we are receiving it back. The topography is very steep with ridge tops. Traditionally it has been an area very expensive to build in and expensive to buy. Townhouses are in the \$700,000 range. It is complicated to build. Some of the expectation is houses paying the payment in lieu of fee because of the cost.

Ms. Salazar said the NW Quadrant Development is a portion of this. It abuts the land owned by the City in the NW Quadrant which is not master planned. There are a lot of issues with that land because of traffic studies and ridge and drainage issues. We are assessing and evaluating before moving forward with any NW Quadrant activity. We are receiving this small chunk of land that could open up an entrance into the NW Quadrant area.

Mr. Brown said there has been interest in Santa Fe Estates. There have been five parties with an interest in purchasing the land. It is not our land yet. We are just listening and gaging interest. It will take until May or June to get the deed and title.

Ms. Salazar said if there is no objection it will be the end of April. If there are issues it could be June.

Mr. Brown said at that time we will work on the process of how to market and sell the land. The market is at an all time high. We want to leverage that. The time is right and we want to make sure our approach is correct. On th NW Quadrant there is some interest there too, but we are not entering into any formal conversations on that yet.

Chair Vigil Coppler asked will this come back as an information item to this group.

Mr. Brown said yes, probably monthly.

Chair Vigil Coppler said thank you.

V. EXECUTIVE SESSION

None

VI. ITEMS FROM THE COMMITTEE

Dr. Bustamante said next week we are having a visit from the Higher Learning Commission at the Santa Fe Community College on accreditation. Our enrollment is increasingly low. Our hotel/restaurant management is number two in employment in Santa Fe, second only to government. Our program in that area is very low in attendance. It is important that we are strong in that program. We also have the entrepreneur certificate program. The certificate is questionable in its value to new and upcoming entrepreneur. We have sporadic enrollment. Sean has participated in that program since the beginning. Now we have Victor Hughes who has taken Studio G to another level. Those two programs are not the strongest of enrollment, but it is food for thought as to if the certificate is of value. With Studio G Victor teaches for the certificate program. There is a question as to if that should continue. We are reevaluating that. Thank you for all the support you have provided to the College.

Mr. O'Shea said there are two events coming up. Pitch Your Way to Runway will be at the Santa Fe Brewery on February 20th. It is almost sold out. You can register on line. The other is How To Be a B Corporation. There will be a panel of companies interested in becoming a B Corporation. It will be held on February 25th at the new bowling alley.

Mr. Fiens asked is the Legislature still looking at a New Mexico Certificate for a B Corp.

Mr. O'Shea said yes they are. Santa Fe Innovates is part of that.

Mr. Brown said it has passed the House and two of three committees in the Senate.

Mr. Fiens said in the *New Mexican* there was a report on a nonprofit at Midtown not being transparent. He believes Economic Development has a huge PR component issue. With downtown merchants up in arms about safety down there, this will be a big hit to our PR. We need to try to manage the perception of Midtown. Everyone is looking to be mad at government. Constituents don't understand how hard it is to please everyone. This is a high profile project. He encourages you to manage the PR and be ready for everyone looking for a rat or a bro deal.

Mr. Brown said it has been a bumpy road. We are trying to be as transparent as possible and follow the State ordinance and the law. We have instituted a Midtown Mondays update from our PIO. Secondly he has submitted a budget of \$150,000 for the FY 21 budget to use for messaging to get out in front of the activities and engagements going on. Hopefully by March 23rd we will have a public engagement person on the ground. There is a program afoot where the City has grant funding to reach out to local civic organizations to provide funds to go out to neighborhoods to get input from their neighbors about the application process and what they can apply for. It is thoughtful, right and according to planning guidelines for public hearings at the Governing Body.

Mr. Lurcott said it would be helpful to get an update on the process and how it is going forward. It seems to be a very closed process. He understands you need quiet deliberation, but it is an important project for City and needs to have an open engagement process throughout in some way. He knows it is hard to do.

Mr. Brown said once we bring in the public engagement manger they will make an update presentation here regularly. We have planning guidelines from the first phase. Now we have received responses and proposals. They have to meet public responses and guidelines as well. In March, at the next meeting, our person will be on and can speak to how you as members of the public can find out about the process and what we can share publically based on State laws. Midtown Mondays goes out as a press release. We can add everyone here to the list and it will be on the City website as well.

Chair Vigil Coppler said she thinks Council is aware of some of the consternation behind the public communication. We feel in the dark too. We are very much in the dark. Many of us are not happy about that for many reasons. She does not know more than what she reads in the paper. It is an issue and is a PR issue. Somehow it needs to be addressed. She is worried about having a new public engagement manager. What can they tell us. If that person is not brought on board timely we need to have Daniel back here. We need more information and to be able to ask questions as well.

VII. ITEMS FROM STAFF

None

VIII. ITEMS FROM THE CHAIR

Chair Vigil Coppler said there are no links on the agenda. Can we have links on the agenda.

Mr. Trujillo said an electronic agenda was sent out. We received the packet

yesterday. The electronic version was sent to her.

Chair Vigil Coppler said when she clicked on weekly meetings this meeting did not have live links.

Mr. Trujillo said we don't participate in Granicus.

Mr. Brown said we will look into that.

Chair Vigil Coppler said she will work with staff on that.

Councilor Vigil Coppler said for disclosure, she is a realtor and she participates in the Association of Realtors, the Santa Fe Association of Realtors and the Albuquerque Association. She is Vice Chair of the State Employees Credit Union and a member of the Chamber of Commerce.

IX. ITEMS FROM THE PUBLIC

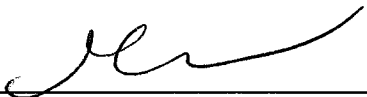
None

**X. NEXT MEETING
MARCH 11, 2020**

XI. ADJOURN

There being no further business before the Committee the meeting adjourned at 12:55 pm.

Councilor JoAnne Vigil Coppler, Chair



Elizabeth Martin, Stenographer