



Agenda

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CITY BUSINESS & QUALITY OF LIFE COMMITTEE

City Hall

City Councilors' Conference Room

Tuesday, January 11, 2011

11:00 am – 12:00 pm

- I. PROCEDURES
 - A. Roll Call
 - B. Approval of minutes – November 9, 2010 Meeting
 - C. Approval of Agenda
- II. NEW BUSINESS AND ACTION ITEMS
 - A. A RESOLUTION SUPPORTING STATE OF NEW MEXICO LEGISLATION INCREASING THE PROCUREMENT PREFERENCE FOR THE NEW MEXICO AGRICULTURE SECTOR FOR NEW MEXICO FRESH PRODUCE AND PROCESSED PRODUCTS PURCHASED BY GOVERNMENT AND OTHER PUBLIC AND PRIVATE ENTITIES. (Councilor Romero) (Katherine Mortimer)
- III. REPORTS
 - A. Subcommittees –
 1. Existing Economy Update
 2. Future Economy Update
- IV. UNFINISHED BUSINESS
 - A. Recommendations on blending the Existing Economy Subcommittee and Future Economy Subcommittees ideas. – To be discussed at the February 8, 2011 meeting
 - B. Other Items
- V. INFORMATIONAL ITEMS
- VI. ITEMS FROM THE FLOOR
- VII. ITEMS FROM THE COMMITTEE
 - A. Report from the Chair on China
- VIII. ITEMS FROM STAFF
- IX. NEXT MEETING DATE – February 8, 2011 at 11:00 am
- X. ADJOURN

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CITY OF SANTA FE
BUSINESS & QUALITY OF LIFE COMMITTEE**

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**CITY OF SANTA FE
BUSINESS & QUALITY OF LIFE COMMITTEE
City Councilors Conference Room**

January 11, 2011

I. PROCEDURES

CALL TO ORDER

A regular meeting of the City of Santa Fe Business and Quality of Life Committee was called to order by Councilor Rebecca Wurzbarger, Chair on the above date at approximately 11:00 a.m. in the City Councilor's Conference Room, City Hall, 200 Lincoln Avenue, Santa Fe, New Mexico.

A. Roll Call

Roll call established quorum as follows:

Members Present:

Councilor Rebecca Wurzbarger, Chair
Dena Aquilina
Alan Austin
Stephen Guerin (arrived later)
Mayor David Coss (arrived later)
Frederick Warhanek
Luca Ceccarelli
Diane Karp
Dorothy Massey
Buddy Roybal

Members Absent:

Lillian Montoya Rael (excused)

Staff Present

Jessica Sandoval
Juan Torres

Others Present

Charmaine Clair, Stenographer

B. APPROVAL OF MINUTES

The reference to the santafebiz website should have read: santafe4biz.com
Stephanie Spohr should have been Stephanie Spong.

Mr. Roybal moved to approve the Minutes of November 9, 2010 as amended. Ms. Aquilina seconded the motion and it passed by unanimous voice vote.

C. APPROVAL OF THE AGENDA

Ms. Karp moved to approve the agenda as presented. Mr. Roybal seconded the motion and it passed by unanimous voice vote.

II. NEW BUSINESS

A. A Resolution Supporting State Of New Mexico Legislation Increasing The Procurement Reference For The New Mexico Agriculture Sector For New Mexico Fresh Produce And Processed Products Purchased By Government And Other Public And Private Entities.
(Councilor Romero) (Katherine Mortimer)

Ms. Mortimer said she was Staff and worked on sustainability issues that included work through the Food Policy Council. She said the Food Policy Council (FPC) supported Senator Keller's legislation that affects local food and the bill had two pieces; a state preference for local food that was produced or grown in the state.

The other would require government entities to purchase locally grown food.

Ms. Mortimer said a local preference existed for purchases in general and local purchases were done for the Senior Centers. The legislation wouldn't go beyond what existed but would be statewide. A flyer was passed out with the benefits of the bill.

Ms. Massey said she supported the bill. She asked if anything was done for a special presentation to the public school system.

Mr. Guerin entered the meeting at this time.

Ms. Mortimer said the legislation was under the control of the State and affected the schools. She said most of the schools in New Mexico participated in the Farm to School program, but she wasn't aware of anyone who had made presentations to the schools.

Ms. Mortimer introduced Rubina Cohen, Staff coordinator for the FPC.

Ms. Cohen explained that Betsy Torres, the Purchasing Director for the public schools was an advocate of the bill and played a big part in putting the bill together. She said Ms. Torres worked with Pamela Roy, the Executive Director of Farm to Table and a member of the Food Policy Council, to increase the amount of food purchased in the public schools.

Ms. Aquilina said she was very happy about the bill but concerned with the small percentage of 5%. Ms. Mortimer explained it was 5% the first year because of the concern of supply and increased over several years to give farmers time to ramp up.

**Ms. Aquilina moved to support the State of New Mexico Legislation to increase the procurement.
Mr. Warhanek seconded the motion and it passed by unanimous voice vote.**

Mr. Austin entered the meeting at this time.

Chair Wurzbarger introduced Nick Schiavo, head of the City's energy activities. He had the responsibilities of Housing and Community Development (economic development, long-range planning, housing, sustainability, energy efficiency and renewable energy work.)

Mr. Schiavo said he was excited to be in the position. He invited the group to contact him if they had

questions.

III. REPORTS

A. Subcommittees –

1. Existing Economy Update

Mr. Roybal said the first roundtable would be held the following day from 8-12 and Thursday from 2-5:30 p.m. with over 70 local businesses. The roundtable would provide insight of what businesses and the community needed and have a future because of the biz to biz website that allowed businesses to communicate with one another.

Chair Wurzbarger said she was impressed with the number of people signed up and the range of people who would attend. She said it reflected the diversity of business in Santa Fe.

Mr. Roybal thanked Mr. Torres, Mr. Trujillo and Mr. Warhanek for their hard work.

Mr. Ceccarelli asked Mr. Roybal what role he saw for CBQL members.

Mr. Roybal said that was in the future when the Existing and Future Committees discussed the differences.

Mr. Torres said invitations were sent to everyone on the CBQL Committee and their name could be put in if not signed up. He explained the format would be 8 roundtables with a table captain that would record information in 5 areas that contained 8 questions. Information would be tabulated and given to everyone at the end of the process.

Mayor Coss entered the meeting at this time.

2. Future Economy Update

Mr. Austin said he and Ms. Montoya Rael attended the Chamber of Commerce Board meeting and had discussed the plan and how to follow up. They would meet the following week to discuss the next steps.

III. UNFINISHED BUSINESS

A. Recommendations on blending the Existing Economy Subcommittee and Future Economy Subcommittee's ideas – To be discussed at the February 8, 2011 meeting

Chair Wurzbarger said recommendations to blend the two committees would happen at the next meeting. She asked members to consider the next steps and what should be done to bring the two committees together.

Ms. Sandoval said she would send the Future Economy Plan to everyone with a reminder.

B. Other Items

There were none.

IV. ITEMS FROM THE FLOOR

Mayor Coss said the ground breaking for Caterpillar Clean Air Systems was Thursday at 2600 Camino Entrada. Mayor Coss said he was excited about Caterpillar coming to town on a company Santa Fe helped start. He said Caterpillar worked through the land use process to get a building expansion approval and would have more than 50 employees. He said Caterpillar committed to stay in Santa Fe at least 10 years and he hoped to get them to stay longer.

Jan-Willem Jansens, the Executive Director of the EarthWorks Institute, said he was running the Climate Change Corp. He said they received a national network grant of federal money for three times \$125,000 that could be leveraged if matched with local dollars.

He said he looked at projects to partner with that could match the federal dollars to help with training, guidance, case management and ongoing coaching for increased economic development in energy weatherization etc. He wanted to hear about opportunities available with the City and also worked with private clients and wanted to work with the pueblos and the County and possibly State.

Chair Wurzbarger asked Mr. Schiavo if he worked with Mr. Jansens on what could be brought to CBQL.

Mr. Schiavo said the City has a contract with Youth Works with similar work. He said a challenge was the lack of money in his department; the federal money was earmarked for City buildings.

Chair Wurzbarger said in process was the development of a regional economic development plan that looked to find a couple of things the City/County could collaborate on. She suggested Mr. Schiavo also connect with Duncan Sill.

Mr. Jansens said federal dollars couldn't be matched with AmeriCorps dollars but could be with the Youth Works dollars. He said that should be looked at to see how Youth Works people could become AmeriCorps members and enroll in the program through Earthworks for their coaching.

Chair Wurzbarger said another connection could be Home Wise who received money for weatherization.

Mr. Austin said the community college worked on a lot of things that could tie in and was on the educational side.

Mr. Jansens said they were in a partnership with the community college and he had talked with Home Wise. He said help might be needed from others to see how to explore that.

Ms. Karp thought it would be worthwhile to call a gathering. She recommended Mr. Jansens put a call out to organizations.

Mr. Jansens said to leverage the entire \$125,000 per year \$300-400,000 had to be mobilized each year to make the grant work. He would negotiate doing that in proportions. He also couldn't reach the minimum requirement of 10 full-time employees and would negotiate that.

Mayor Coss said he liked Ms. Karp's idea to put out a call. He said he would meet with Mr. Schiavo. He said the City worked with Home Wise and Youth Works with a combination of stimulus money and City

economic development and that should account for a match.

V. ITEMS FROM THE COMMITTEE

A. Report from the Chair on China

Chair Wurzburger said she would give a report to the City Council and the community the following day. She said the first part was a networking meeting followed by a three day conference that focused on new media with three keynote speakers with speakers from all over the world. Workshops were held in the afternoon (panels) but there wasn't a lot of interactive experience.

A summary of Chair Wurzburger's trip follows:

The Creative Cities Network currently has 27 cities worldwide with an expectation of another 20 in two years and four cities in China were added. The first day of the meeting was devoted to network meetings about issues with the primary issue how to network with 47 cities.

An internet platform was one idea. A man who was in charge of the internet in China was a keynote speaker and offered to develop a network.

René Barceló from Montréal, another keynote speaker, ran a center called SAT. They were a trans disciplinary group in existence for 10 years that focused on the new media and digital arts. SAT had created a dome structure where people could do everything from architecture to scientific experiments and would come to the United States in March. They asked for an opportunity to meet with select groups in Santa Fe.

Santa Fe was one of four cities considered a folk art city and city of design: Sichuan Korea, Aswan Egypt and Kansai Japan were the others. A newsletter was discussed and that Sichuan had a world renowned residency program and was interested in bringing in artists.

The conference had positive media coverage; the entire city pushed UNESCO and talked about the Creative Cities concept. Seoul would have a networking meeting in the spring and Melbourne would hold the Fifth Annual Conference of the World Council Arts Commission next year. An idea was Santa Fe would hold their conference in conjunction to have exchange with the major funders in the arts community. Montréal, whose focus was on urban design and urban planning, would do a conference on design innovation.

Chair Wurzburger was invited to attend the Hong Kong Trade Development Council Trade Show and was amazed at the products from around the world; dresses, purses, green shades, bamboo furniture, guitars that look like a Picasso, etc.

Chair Wurzburger said Hong Kong was now consulting more with out of country architects and designers and had a number of services and innovative products she was impressed with. She thought Santa Fe's ideas, especially in green building, could fit.

Chair Wurzburger met with the head of the Hong Kong Development Council who supervised over 1000

people with the primary job to connect with businesses in other parts of the world. The Council had five offices in the United States and free websites. Special businesses could have a paper done on specific subjects.

The head of the Council had written two important letters for Santa Fe; one to the San Francisco director of the Hong Kong Development Council asking her to make her services available to Santa Fe and to meet with people in Santa Fe interested in what could be done together.

The Head of the Council also wrote a letter to the head of tourism in Hong Kong.

Chair Wurzburger said her primary goal was to get more tourists to Santa Fe for a stronger economy. She said she met with the Director of Tourism in Hong Kong and he and his Deputy Director of Tourism didn't know where New Mexico or Santa Fe was.

She said there were two results from the meeting; the Director of Tourism and his personnel were invited to Santa Fe. Also the Vice Mayor of Beijing wanted to come to Santa Fe and would in the next couple of months. Keith Toler would follow up.

Chair Wurzburger said she was invited to the Shanghai tourism show and thought that could be a good opportunity for someone to represent Santa Fe without competition from other countries.

Ms. Karp said when the Creative Tourism group was at the Art Institute; the ability to connect residencies and art centers in Santa Fe with areas in other parts of the world was powerful and was a durable way to build relationships because it wasn't business in the traditional sense. She said groundwork was laid for mutual understanding and appreciation from which businesses could arise.

She said part of the Future Economy project was to create a creativity center to allow the energy Chair Wurzburger described and build on Santa Fe tradition and heritage for focus on what they could be.

Ms. Massey asked if there were mechanisms if someone couldn't physically be sent internationally, for those currently at the tourist conference in Shanghai to man a booth to represent Santa Fe.

Chair Wurzburger said that had been done in Barcelona where someone from the consul represented the United States and gave a presentation for Santa Fe. She said more opportunities like that could be looked at.

VIII. ITEMS FROM STAFF

Mr. Torres reminded the committee that six memberships (Alan Austin, Steven Guerin, Buddy Roybal, Lillian Montoya Rael, Dorothy Massey and Diane Karp) would expire in March and there was one vacancy.

Mayor Coss thanked Chair Wurzburger for her work. He said she received criticism for her travel and he discussed with her how the program could be put together for more than one person to travel to an event on international relations.

Mayor Coss thought Santa Fe could be an international city and said that was fun and exciting but a lot of

work. He said members should consider how to help Chair Wurzbarger and others that reached out and how to educate against the old idea that Santa Fe only needed Oklahoma City and Dallas and would be fine.

Mr. Guerin said he lived in Beijing and had a place for manufacturing. He thought Santa Fe should pursue film in China and build relationships. He said there could be a joint interaction and international video art.

Chair Wurzbarger said that was being done; Isaiah would do something in electronic art in Albuquerque.

Ms. Karp said when she went to Germany to talk about residencies she had to describe Santa Fe. She said there should be more connection in terms of who was traveling and talking about Santa Fe. She thought they would find that a lot of people than just the Mayor pro tem, represented Santa Fe as a creative and cultural center.

Chair Wurzbarger asked if that could be a topic the Future Committee could think about.

Chair Wurzbarger said four Chinese were in Santa Fe that responded positively on what was written about her travels. She said they were excited about the ideas and one woman lived in Santa Fe part-time and in China part-time and she wanted to get involved.

Mayor Coss mentioned that a teleconference with the United Arab Emirates would be done at 7 a.m. with Staff to discuss senior programs. Another teleconference with elected representatives would be done in February to talk about City services.

Chair Wurzbarger said voices were needed to educate the community and was partly why the report was being done and she was on the radio. She said she wanted to do a special television show that showcases Santa Fe's creativity. Mr. Guerin added it could be about Santa Feans working abroad and taking on international projects.

Ms. Karp said also for the number of creators, artists, techies that came to Santa Fe that wasn't advertised. She said there were durable relationships with four different countries.

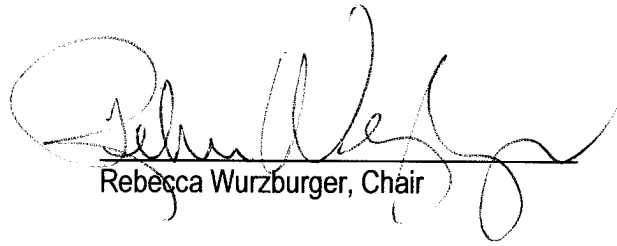
Chair Wurzbarger said the bottom line was the potential connection with 47 cities in UNESCO within a year; 44 cities connected through Laureate and 8 sister cities. She said Santa Fe wasn't taking advantage of that.

IX. NEXT MEETING DATE- February 8, 2011 at 11 a.m.

X. ADJOURN

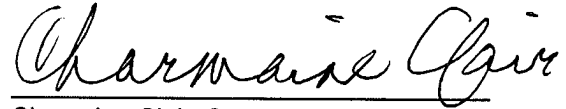
Having no further business to discuss the meeting adjourned at 12:05 a.m.

Approved by:



Rebecca Wurzbürger, Chair

Submitted by:



Charmaine Clair, Stenographer