



# Agenda

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## CITY BUSINESS & QUALITY OF LIFE COMMITTEE

City Hall

City Councilors' Conference Room

Tuesday, February 8, 2011

11:00 am – 12:00 pm

- I. PROCEDURES
  - A. Roll Call
  - B. Approval of minutes – January 11, 2011 Meeting
  - C. Approval of Agenda
- II. NEW BUSINESS AND ACTION ITEMS
- 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 March 8, 2011 meeting.
  - B. Other Items
- V. INFORMATIONAL ITEMS
  - A. Presentation by Monica Abeyta of the Regional Development Corporation on Broadband Grant funding; RediNet & Redi Open Networks: North Central New Mexico Economic Development District/Council of Governments, fiscal agent, Barbra Deaux, project manager; Santa Fe Regional Telecommunications Coalition (SFRTC), project manager, Juan Torres (20 min. – 10 min. discussion/questions)
  - B. Update on Challenge 2011: Beyond Survival Roundtable (Juan Torres)
- VI. ITEMS FROM THE FLOOR
- VII. ITEMS FROM THE COMMITTEE
- VIII. ITEMS FROM STAFF
- IX. NEXT MEETING DATE – **March 8, 2011 at 11:00 am**
- X. ADJOURN

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

**FEBRUARY 8, 2011**

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1. PROCEDURES		
A. Roll Call	Quorum Present	1
B. Approval of Minutes- January 11, 2011	Approved	1
C. Approval of Agenda	Approved	1
II. NEW BUSINESS & ACTION ITEM	None	2
III. REPORTS		
A. Subcommittees		
1. Existing Economy Update	Discussed	2
2. Future Economy Update	Discussed	2
IV. UNFINISHED BUSINESS		
A. Recommendations on blending the Existing Economy Subcommittee and Future Economy Subcommittee's ideas.	Discussed	2
B. Other Items	None	2
V. INFORMATIONAL ITEMS		
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VII. ITEMS FROM THE COMMITTEE	Discussed	8
VIII. ITEMS FROM THE STAFF	Discussed	8
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X. ADJOURNMENT	Adjourned at 12:04 p.m.	8

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

**February 8, 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 Wurzburger, 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 Wurzburger, Chair  
Dena Aquilina  
Alan Austin  
Mayor David Coss (arrived later)  
Frederick Warhanek  
Luca Ceccarelli  
Diane Karp (arrived later)  
Dorothy Massey  
Buddy Roybal

**Members Absent:**

Lillian Montoya Rael (excused)  
Stephen Guerin (excused)

**Staff Present**

Jessica Sandoval  
Juan Torres  
Nick Schiavo

**Others Present**

Charmaine Clair, Stenographer

**B. APPROVAL OF MINUTES**

Mr. Roybal moved to approve the Minutes of January 11, 2010 as presented. Mr. Warhanek seconded the motion and it passed by unanimous voice vote.

**C. APPROVAL OF THE AGENDA**

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

## **II. NEW BUSINESS & ACTION ITEMS**

There were none.

## **III. REPORTS**

### **A. Subcommittees –**

#### **1. Existing Economy Update**

Mr. Roybal thanked the Board members that attended the Business Roundtable and said it was an overwhelming success. He said he was pleased with the response and thought any future work they did would be supported. He said they would look at having another conference by industry.

He said two sets of notes came from the Roundtable and a lot of good information.

*Ms. Karp entered the meeting at this time.*

#### **2. Future Economy Update**

Mr. Austin said he met with Ms. Montoya Rael to talk about the next steps and getting the groups back together.

## **IV. UNFINISHED BUSINESS**

- a. Recommendations on blending the Existing Economy Subcommittee and Future Economy Subcommittees ideas. – To be discussed at the March 8, 2011 meeting.

Chair Wurzburger said since there wasn't a chance for the Future Committee to meet the recommendations on the Existing Committee would be moved until later.

- b. Other Items

There were none.

## **IV. INFORMATIONAL ITEMS**

### **A. Presentation by Monica Abeyta, RDC on Broadband Grant Funding**

Chair Wurzburger said the discussion was precipitated by the Business Roundtable. She said a clear priority was the issue of broadband and the lack of it in the City. She introduced Jennifer Jenkins, a new member of the RDC who would represent Santa Fe.

Chair Wurzburger introduced Kathy Keith, acting Director of the RDC (Regional Development Corporation.)

Ms. Keith said the RDC had been in business since 1992 in northern New Mexico. She said they believed

their economy was the *region* and when infrastructure and workforce were shared they were more powerful in their combined buying power and ability to attract more businesses and grow the economy.

Ms. Keith said RDC has a number of initiatives; entrepreneurial development programs work with businesses in the region and REDI (Regional Economic Development Initiative), born three years ago when the Los Alamos Lab went from a government entity to a for profit entity. She said REDI represents Taos, Los Alamos, Santa Fe and Rio Arriba Counties

Ms. Keith said at the time REDI started paying GRT (Gross Receipts Tax) to New Mexico and the County of Los Alamos the profits received from the GRT was invested in a long term strategy for regional economic growth.

Ms. Keith introduced her colleagues; Scott Beckman, Manager of the REDI Program and Monica Abeyta, in charge of the REDI-Net Program.

Mr. Beckman said REDI was a partnership between 7 governments in northern New Mexico. He said RDC was directed to implement an economic development plan with four strategic focus areas; infrastructure, developing coordinating business development services with an emphasis on supporting industry, cluster development in 4 areas of economic growth: value added agriculture, renewable energy, technology and the new media. Human capital was another.

Mr. Beckman said his comments would focus on new media because it related to access to broadband.

He said the plan states that the State Film Tax Credit was essential and a primary driver of the activity. Several bills were in the legislature that both support and oppose the tax credit. REDI strongly supports the tax credit and wants to preserve the film industry in the community.

Mr. Beckman said BQL sponsored some media oriented initiatives in the community and supported the Santa Fe Alliance for outreach. He said REDI also recognizes the value of that work and was a financial partner in connecting local businesses to that sector's opportunities.

Mr. Beckman said he was appointed the designee for the Santa Fe City/County to the northern area Local Development Corps. He said that was the first step to connect the link to the interests of economic and workforce development so REDI could directly impact that and it could become integrated.

Mr. Beckman mentioned the success of Innovate Educate New Mexico in the access of Kellogg Foundation funds and work programs in New Mexico. He said REDI would target and prioritize that.

Ms. Abeyta said she would give an overview of the broadband project and let the Committee ask questions.

She said the initiative to look at high speed broadband started with the Santa Fe Regional Telecom Coalition in 2006. She said several initiatives were under way; Los Alamos County had a fiber network and Kit Carson Electronic looked at deployment of broadband. She said there was no planning in place for the Espanola Valley and everyone would try to coordinate the regional efforts so all of the plans interconnect.

Ms. Abeyta said two rounds of stimulus funding in 2008 became available for broadband. In August 2009

only one region was successful and that funded San Ildefonso Pueblo. She said round two in March 2010 funded Kit Carson Electronic in Taos that connected homes and businesses and REDI-Net (\$10.6 million) connected major community facilities like schools, governments, hospitals but not homes.

Ms. Abeyta said the Federal government had an aggressive schedule; two-thirds completion was required in 24 months and completion in 36 months. She said an EA (Environmental Assessment) was submitted January 31, 2011 with the hope to have a FONZI (Finding of No Significant Impact) in April, 2011 to move ahead.

*Mayor Coss entered the meeting at this time.*

Ms. Abeyta pointed out the project migrated from REDI and the RDC to the North-Central New Mexico Economic Development district, the cog for the region. She said four local governments and five tribes were covered in the application. She said the COG was a good applicant because they had a large budget and representatives from all of the four governments on their board.

Chair Wurzbarger asked Ms. Keith to clarify Santa Fe's portion of the \$75 million grant.

Ms. Keith said Santa Fe was applied for separately and the \$10.6 million grant would not cover Santa Fe. She said there was more work to do in Santa Fe and Espanola wants to go to the homes.

Mr. Schiavo asked if Kit Carson Electric made use of the utility poles or was sending over utility lines. He was told it was separate fiber optic cables and some areas used wireless.

Mr. Ceccarelli asked where the connectivity came from.

Ms. Abeyta said the three applications had to show connectivity separately. She said work was being done to secure an interconnection point in Santa Fe and she would meet with the City and County to see how infrastructure could be aligned in the City. She thought it would be with ENMR Plateau who had received stimulus money and could build in Santa Fe.

Mr. Ceccarelli asked if the infrastructure was scalable and capable of growing. He was told that was included in the plan.

Mayor Coss said he heard the project for broadband in Santa Fe cost was \$3 million.

Mr. Torres said the City applied for a \$10 million grant with a \$3 million reserve for last mile build out. He said currently a possible public/private partnership was discussed. He explained the proposal for Santa Fe, was consistent from Santa Fe to Taos with 144 strands of fiber optic cable that would have a 20 year life span.

Chair Wurzbarger asked for specifics of how St. Michael's, the College, etc, would fit into that.

Mr. Torres said if they had the \$10 million, they would connect to the network. He said 109 anchor institutions include all of the schools, the City buildings, fire and police. He said still being discussed with City IT was how to continue the plan with limited resources and that involved discussions with ENMR

Plateau for part of the build out.

Chair Wurzbarger asked what the next step was to access federal money.

Mr. Torres said there was discussion of money at the federal level but they were waiting until the next fiscal period.

Mayor Coss said he was interested to know from the business and academic community if Santa Fe needs broadband. He said he saw broadband going to Tres Piedras and Santa Fe, the largest economy in northern New Mexico, was without broadband.

He asked if that was a problem for the City and if so, he thought bond money should be allocated to it.

Mr. Torres said the results of the Business Roundtable showed the lack of broadband was one of the top identified problems of businesses.

Mayor Coss said as a City and a community they need to focus and realize that the Federal government spent \$75 million of which Santa Fe hadn't received any. He said Santa Fe had to get things done themselves and focus or they would be left in the dust.

Ms. Abeyta explained Tres Piedras area was applied for as one application, not town by town. She said the funding was under a different program with a different criteria and pot of money whose interest was to fund people who had borrowed from them in the past. She said the program was specific to rural areas.

Chair Wurzbarger thanked Ms. Abeyta for their work. She said she hoped to capitalize on their expertise.

Mr. Dettelbach asked if a system could be set up for businesses to be educated in Santa Fe.

Mr. Torres suggested he start with SFRTC.org (Santa Fe Regional Telecommunications Coalition.) He said the website identified the regional plan and explained the technical pieces and had more detail.

Ms. Abeyta said REDI-Net planned a couple of public education events that would be a good opportunity for education.

Chair Wurzbarger said as part of the follow up to the Roundtable she thought it appropriate to go to the next step to clarify. She said that could be a basis for reviewing the plan they were thinking about.

Mr. Ceccarelli asked to confirm that Santa Fe was part of the initiative but was not part of the funding.

Duncan Sill, with the County of Santa Fe said that was true with the exception of northern Santa Fe County as the recipient of the grant. He said a portion of the Santa Fe County was a part of the entire network and would get developed over time.

Mr. Sill added that Kit Carson Electric wanted to create a smart grid and Taos could eventually become energy independent. He said that was a primary reason they were funded.

Ms. Jenkins said she understood some fiber backbone of Qwest infrastructure was in Santa Fe. She asked what the existing status of broadband was in the City.

Mr. Torres said Qwest would say they had infrastructure but others would say they don't. He said the inability for businesses to get cost-effective reliable broadband service was what prompted the regional plan, specifically the City plan. He gave an example of a business at the airport being quoted a cost for service from Qwest of \$50,000.

Ms. Karp said she heard Comcast looked at placing cable down St. Francis Drive. She was told that a formal application for franchise agreements had not been made.

Chair Wurzbarger suggested an update on the plan with the City at future meetings.

#### B. Update on Challenge 2011: Beyond Survival Roundtable

Mr. Torres said the packets included the compiled notes from days one and two, a matrix and the evaluation forms from the response on Survey Monkey.

Mr. Torres reviewed the highlights: 69 people attended on day one; approximately 40 people returned on day two. \$5000 was allocated and \$4,265 was spent. Secretary John Barela made brief comments and answered questions.

He said in the responses; of the 29% of attendees that filled out the evaluation, 89% rated good or excellent on meeting their expectations; 90% rated the content as good or excellent; 93% asked to be notified of update and future activities and 62% were interested in getting involved.

Mr. Torres said one immediate result was the resolution for the film incentive. He said the Mayor asked Fabian Trujillo to draft a resolution in support of the film initiative. He said that was passed by City Council on January 26 and presented in opposition to House Bill 19.

Mr. Torres said overall responses indicated the City should do a better job of what was done to improve the business climate; business licensing, procurement, contracting, etc. He said the good part was that those things were being done by the City but the City hadn't communicated that to the public. He said that could be worked on immediately with the Public Information Office.

Chair Wurzbarger directed Staff hold a onetime Subcommittee meeting and include a few people from BQL on how best to get the message out. She said she wanted other opinions and mechanisms on how that could be done.

Mr. Roybal volunteered. He said one caption asked "what do they want to take to the Council" and he thought that should be added. He said important issues came out on that segment.

Ms. Karp and Mr. Simon Brackley volunteered.

Chair Wurzbarger asked that everyone who participated be sent an e-mail that explains what BQL did that day to learn more about broadband and the next steps with the RDC and that it be put on the agenda.



Mr. Roybal asked Mr. Dettelbach to talk about the Business Roundtable.

Mr. Dettelbach said he had been involved with a lot of roundtables and was impressed with the attendance and the involvement. He said he saw this as the beginning of collaboration. He said ideas were being formed on how to extend that to more businesses.

He said regarding communication tools, the website (SantaFeBiz4Biz.com) is growing. He said the communication tool was opened on Friday and over 200 messages were collaborated between businesses and it wasn't even marketed yet.

Mr. Dettelbach announced that Ristra a new restaurant would open a second restaurant and would employ a considerable number of people. He said that was done collaboratively but not through the website and took about 45-60 days. He said it could have been done with collaborative tools in 24 hours.

Chair Wurzbarger asked how the website moved forward with the 501 3c application.

Mr. Dettelbach said they filed the Corporation with New Mexico nonprofit. He said he met this morning with those who worked on the website.

Mr. Dettelbach said he would meet that afternoon with a group with 250 businesses who was interested in using a website as a communication collaboration tool.

Mr. Roybal said it was important for BQL to look at the notes and information. He said as they look at issues with business that made a difference if they went with a roundtable industry-specific or if they should look at how to help the City improve relationships.

Chair Wurzbarger said they would work through Staff to suggest a priority list for the BQL.

Mr. Warhanek said in addition to the industry (specific) it was also discussed to do by economic area.

Mr. Austin thanked Mr. Roybal and everyone involved for their efforts. He said the Subcommittee faces the same challenge as the Future Economy Subcommittee; what would be the next best steps. He said it would be a challenge to get momentum and they had to be focused going forward.

Mr. Roybal complimented Mr. Torres and said it couldn't have been done without him. Mr. Austin said he seconded that and added Ms. Noble was also invaluable in the Future Economy work.

Ms. Karp said there were many similarities and convergences and asked that BQL determine where the mutual self interests were. She said they had to act on the work and galvanize the community.

Ms. Karp said clear from the presentation was that Federal grants pursued by layered partnerships had enormously greater clout than from one governmental entity.

#### **IV. ITEMS FROM THE FLOOR**

There were none.

## **V. ITEMS FROM THE COMMITTEE**

Mr. Dettelbach passed out a brochure for SantaFeBiz4Biz.com that was distributed at the Roundtable.

Chair Wurzburger said individually the Committee should look at the question of convergence. She would allow time to brainstorm around that at the next meeting.

Mr. Austin added for the Committee to think about who should be on the team. He said a team was needed to make it happen.

Mr. Ceccarelli said that February 16 was Film Media Day at the Round House. He said the day was a celebration and statement of film media and he encouraged everyone to attend.

## **VIII. ITEMS FROM STAFF**

There were none.

## **IX. NEXT MEETING DATE- March 8, 2011 at 11 a.m.**

Chair Wurzburger reminded the Committee the next meeting could run from 11:00 a.m. to 12:30 p.m.

## **X. ADJOURN**

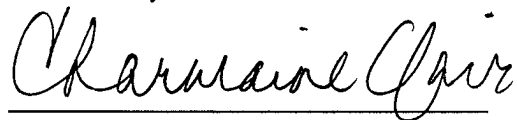
*Having no further business to discuss the meeting adjourned at 12:04 a.m.*

Approved by:

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Rebecca Wurzburger, Chair

Submitted by:



Chamaine Clair, Stenographer