



# Agenda

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## CITY BUSINESS & QUALITY OF LIFE COMMITTEE

City Council Chambers

City Hall, 200 Lincoln Avenue

Tuesday, May 10, 2011

11:00 am – 12:30 pm

### I. PROCEDURES

- A. Roll Call
- B. Approval of Minutes – February 8, 2011 Meeting  
October 20, 2009 Meeting
- C. Approval of Agenda
- D. Approval of Consent Agenda

### II. CONSENT AGENDA

- A. A RESOLUTION DIRECTING STAFF TO WORK WITH RODEO DE SANTA FE IN ORDER TO LOCATE FUNDING SOURCES FOR THE PURPOSE OF EXPLORING AND DEVELOPING AN INDOOR ARENA DEVELOPMENT COMPLEX AT THE RODEO GROUNDS. (Mayor Coss, Councilors Trujillo, Ortiz and Dominguez) (Fabian Trujillo)

#### Committee Review:

City Business & Quality of Life (cancelled)	4/12/11
Public Works (Approved)	4/25/11
Finance (Approved)	5/2/11
City Business & Quality of Life (scheduled)	5/10/11
Council (scheduled)	5/11/11

Fiscal Impact – No

- B. AN ORDINANCE AMENDING SECTION 14-8.11(F) SFCC 1987 TO TEMPORARILY REDUCE THE PERCENTAGE REQUIREMENTS OF THE SANTA FE HOMES PROGRAM (SFHP); AND AMENDING SECTION 26-1.15 SFCC 1987 TO TEMPORARILY REDUCE THE PERCENTAGE OF THE REQUIRED NUMBER OF FOR SALE SFHP HOMES IN A DEVELOPMENT. (Councilors Wurzbarger, Ortiz, Trujillo and Dominguez) (Melisa Dailey)

- 1. A RESOLUTION AMENDING THE ADMINISTRATIVE PROCEDURES FOR THE SANTA FE HOMES PROGRAM (SFHP) TO TEMPORARILY REDUCE THE PERCENTAGE REQUIREMENTS OF THE SANTA FE HOMES PROGRAM. (Councilors Wurzbarger, Ortiz, Trujillo and Dominguez) (Melisa Dailey)

- (a) Change from 30% to 15%
- (b) Fee in lieu

- C. Update on Final Report from Challenge 2011: Beyond Survival Roundtable (Juan Torres)
- III. UNFINISHED BUSINESS (none)
- IV. NEW BUSINESS AND ACTION ITEMS
  - A. Introduction of new members, role of CBQL – 5 minutes
  - B. Santa Fe Complex Presentation – 10 minutes
- V. INFORMATIONAL ITEMS
  - A. Update on Economic Development - history, priorities and next steps (Lillian Montoya-Rael)  
45 minutes
- VI. ITEMS FROM THE FLOOR
- VII. ITEMS FROM THE COMMITTEE
- VIII. ITEMS FROM STAFF
- IX. NEXT MEETING DATE – **June 14, 2011 at 11:00 am**
- X. ADJOURN

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

**MAY 10, 2011**

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C. Approval of Agenda	Approved	2
II. CONSENT AGENDA		
A. A Resolution for Staff to Work with Rodeo de Santa Fe for funding to explore/develop an indoor arena at the Rodeo grounds.	Approved	2
<b>Committee Review:</b>		
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Public Works (approved)	4/25/11	
Finance (approved)	5/2/11	
City Business & Quality Of Life (scheduled)	5/10/11	
Council (scheduled)	5/11/11	
Fiscal impact – none		
B. An Ordinance to Amend Section 14-8.11(f) SFCC 1987 to Temporarily Reduce the Percentage Requirements of the Santa Fe Homes Program (SFHP); and Amend Section 26-1.15 SFCC 1987.	Approved	2-3
1. A Resolution Amending the Administrative Procedures for the Santa Fe Homes Program (SFHP)		
(a) Change from 30% to 15%		
(b) Fee in lieu		
C. Update on Final Report from Challenge 2011: Beyond Survival Roundtable (Juan Torres)	Not Discussed	
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V. INFORMATIONAL ITEMS		
A. Update on Economic Development –Next Step.	Discussed	6-9
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X. ADJOURNMENT	Adjourned at 12:18 p.m.	9

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

**May 10, 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 Council Chambers, 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  
Stephen Guerin  
Fred Cisneros  
Mayor David Coss  
Diane Karp (arrived later)  
Kathy Keith  
Buddy Roybal  
Frederick Warhanek

**Members Absent:**

Luca Ceccarelli  
Kathy Jahner

**Staff Present**

Jessica Sandoval  
Kate Nobel  
Nick Schiavo

**Others Present**

Charmaine Clair, Stenographer

**B. APPROVAL OF MINUTES**

February 8, 2011 Meeting

**Mr. Roybal moved to approve the Minutes of February 8, 2011 as presented. Mr. Austin seconded the motion and it passed by unanimous voice vote.**

October 20, 2009 Meeting

Mr. Guerin moved to approve the minutes of October 20, 2009 as presented. Mr. Roybal seconded the motion and it passed by unanimous voice vote.

### **C. APPROVAL OF THE AGENDA**

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

### **D. APPROVAL OF THE CONSENT AGENDA**

## **II. CONSENT AGENDA**

- A. A Resolution Directing Staff To Work With Rodeo De Santa Fe In Order To Locate Funding Sources For The Purpose Of Exploring And Developing An Indoor Arena Development Complex At The Rodeo Grounds.  
(Mayor Coss, Councilors Trujillo, Ortiz and Dominguez) (Fabian Trujillo)

#### **Committee Review:**

City Business & Quality of Life (cancelled)	4/12/11
Public Works (Approved)	4/25/11
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Fiscal Impact – None

Mayor Coss asked to pull Item B. from the Consent Agenda for discussion.

**Mr. Austin moved to approve the Consent Agenda as amended. Mr. Cisneros seconded the motion and it passed by unanimous voice vote.**

- B. An Ordinance Amending Section 14-8.11(F) SFCC 1987 To Temporarily Reduce The Percentage Requirements Of The Santa Fe Homes Program (SFHP); And Amending Section 26-1.15 SFCC 1987 To Temporarily Reduce The Percentage Of The Required Number Of For Sale SFHP Homes In A Development. (Councilors Wurzbarger, Ortiz, Trujillo and Dominguez) (Melisa Dailey)
1. A Resolution Amending The Administrative Procedures For The Santa Fe Homes Program (SFHP) To Temporarily Reduce The Percentage Requirements Of The Santa Fe Homes Program. (Councilors Wurzbarger, Ortiz, Trujillo and Dominguez) (Melisa Dailey)
- (a) Change from 30% to 15%
  - (b) Fee in lieu

Mayor Coss said he pulled this item because he wasn't sure he supported it yet. He said the reason the affordable housing ordinance was set at 30% was that it was the percentage of new homes the City needs to be affordable for working class citizens if Santa Fe is to maintain its percentage of home ownership.

Mayor Coss said it was a signature piece of legislation, up there with the living wage and it made Santa Fe a special place. Mayor Coss said he has talked to bankers and the City was limited in what could be done to make the banking community lend money now. He said he wants to look at banks that increased the City's partnership around affordable housing and how the City could make projects pencil out for builders.

Mayor Coss said he was told often that the top 10% tier is marketing now and that portion of the market was converging on Rio Rancho market prices. He said they could knock that back to 20% and give credit for selling at market and let the builders decide if they want to be in the program or just sell at market and not have as many requirements. He said he appreciated that the Committee kept working on the matter.

Chair Wurzbarger said as a sponsor of the original legislation, she understood the importance. She said the reason this was done and included a sunset clause for two years was to look at moving from 0% of 30% and that was what they were getting right now. The Committee was trying to put together a package that could be used as stimulus and also looked at other modifications for legislation. She looked forward to continuing work on it with Mayor Coss.

Mr. Roybal said it was important to move forward to 15% because it showed the City was willing to work to modify things that were tough on the building community when they were hurting.

Ms. Aquilina asked when City Council would consider the legislation and why there was no date. Chair Wurzbarger replied the date was two years after the date of passage. City Council was scheduled on May 25, 2011.

**Mr. Roybal moved to approve the ordinance as presented. Mr. Cisneros seconded the motion and it passed by majority vote. Mayor Coss and Ms. Aquilina were opposed.**

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

### **III. UNFINISHED BUSINESS (None)**

### **IV. NEW BUSINESS AND ACTION ITEMS**

#### **A. Introduction of new members, role of CBQL**

Mayor Coss said it was a pleasure to have new members. He introduced Kathy Keith and said she has a wealth of experience and knowledge and is the Executive Director of the Regional Development Corporation (RDC) and served on the transition team for Lt. Governor Diane Denish.

Mayor Coss introduced Fred Cisneros and said Mr. Cisneros was the incoming president for the Chamber of Commerce and well known for his design business and was a friend from the College of Santa Fe.

Mayor Coss said Kathy Jahner couldn't make the meeting but was also a new member and was known for her years of experience in business; human resources, accounting and sales.

He said the BQL attracted people who could help advise the City on economic and business policy and the City welcomes them and appreciates that they agreed to serve.

Chair Wurzburger welcomed the new members as well and said this was a good meeting to join. The meeting was about things the Committee has done and has items on the Future Economy Committee. She said the purpose of the advisory committee was first to implement the City's development plan and a more business friendly attitude with city government. The Committee makes recommendations to the Governing Body on applications for assistance for projects for economic development and industrial revenue bonds.

Secondly the Committee assisted the Governing Body in understanding the potential impact, including benefits, of proposed actions, ordinances and regulations.

Chair Wurzburger said that Item C was to predict unanticipated impact and tied to items B and C and provides the community businesses with the opportunity to review and comment on proposed actions, ordinances and regulations at an early stage.

Chair Wurzburger said a key project for over two years was the Santa Fe Complex who would do a presentation on how they would proceed.

#### B. Santa Fe Complex Presentation

Ms. Noble said the Santa Fe Complex is one of the Committee's economic development projects and renewal of the contract was being considered as the project went into its third year. She said Roy Wroth; the Executive Director of the Santa Fe Complex would outline some of the Santa Fe Complex accomplishments and future plans. She looked to the Committee for input on the renewal of the contract and how to move forward. Mr. Wroth was introduced.

Mr. Wroth said he would show a day to day side of the Complex to balance some of the blockbuster events in the newspapers. The following is a summary of Mr. Wroth's presentation:

- The Complex is an investment of project based technology. Explicit measures were used which the Complex exceeded and the Complex was on track to be self-sustaining after the third year.
- An overview of the source of funds was shown. The City was a significant part of the budget for the early years with the revenue more balanced in 2011. Non-grant revenues were roughly a third each of project's revenues, memberships and traditional donations with a bigger emphasis on project revenues.
- Over the last few years the rent was consistently decreased and with the same amount of funding more was now used for salaries and the work.
- The Complex work/ "mission" is: 1) to diversify the economy by connecting people 2) develop businesses and create jobs, 3) support practitioners in project based work, 4) train the workforce and area students 5) and attract global attention to Santa Fe niche expertise.
- Different processes were used to get people into the room together to develop ideas that might become projects. The immediate outcome was \$1.2 million per year in new economic development activity; 24 projects hosted and 10 companies founded or spun off. One company, SIMMs Table started three years ago and has sold 15 or more units of the simulation technique they developed.
- Support practitioners were another part of the Complex. The Complex has a large variety of activities to keep the attention of young professionals. The previous year the Complex hosted or was involved in 260 events, 41 workshops and 43 lectures and 3 conferences and over 100 people work on Complex projects.

- Santa Fe lacks a technical university in Santa Fe where people could stay close to the field and the Complex fills that gap. In part because of participation and training at the Complex, at least twenty people ended up with full time jobs in the technical, scientific and educational fields.
- In the category of Education, the Complex works with 16 educational partners from elementary to college level (in Santa Fe); visited 18 classrooms last year and supported 4 college courses this semester (mostly at Santa Fe University of Art and Design.) The Complex now offers their second for-credit course taught at the Complex; GUTSy girls (Growing Up Thinking Scientifically) was instituted by Santa Fe Institute to reach a specific age and gender group that might not have found their way into science otherwise.
- Initiatives for 2011 in business development would bring funding within reach of the size, scale and speed of the classic project teams. The Complex would work with partners to make that happen and would add to their practitioners to ensure they were learning.
- In Education the Complex would support Capital High School in digital design and Santa Fe High School in their engineering program and match them with professionals to do projects for the community together.

Mr. Wroth said the Complex would like the contract to be renewed and they were proud they reduced facility costs and were on track to achieve sustainability by April 2012. He said the City's investment in the Complex would get the most for their dollar in the final year and the Complex was set to deliver.

Chair Wurzburger said the Santa Fe Complex would be an action item on the next agenda to provide time to meet with Staff. She asked that the financial reports be included in the packet with the recommendation.

Mr. Austin asked if the revenues generated were through people that do the projects.

Mr. Wroth said generally that was correct; there were different types of projects. He said in some the contracting entity wanted to work with a nonprofit and others would work with a member of the Complex who would then pay a hosting fee.

Chair Wurzburger asked that Mr. Wroth inform the Committee of the next session of GUTSy girls.

Ms. Keith asked for an example of a project that currently was up and going that has the most promise to generate a high growth business.

Mr. Wroth said most projects don't automatically become businesses but one of the projects he would name was Sensor Dunloff; a pun on Myer Dunloff. He said this was a platform of use that collects the ton of data generated by mobile phones and other devices and made sense of it and makes the data available as a data stream.

Chair Wurzburger introduced Ms. Montoya-Rael and acknowledged her role in creating the economy and innovation portion of the Committee's work last year. She said Ms. Montoya Rael's years of experience with economic development were important in helping the City go to the next step.



## V. INFORMATIONAL ITEMS

### A. Update on Economic Development - History, Priorities and Next Steps (Lillian Montoya-Rael)

Ms. Montoya-Rael said she was honored to sit on the Committee for 10 years, including the years that the Angelou Project was developed.

She would work with Staff on the next phase through June to develop work plans. She said she was struck by the recurring themes while reviewing the report and more importantly, was proud of what had been achieved. She said she has heard a number of times that the Angelou Plan was just gathering dust but the City has really stuck to the plan and their investment of City dollars and Staff time has been in alignment with the Angelou Plan.

Ms. Montoya Rael said the economic development recommendations had focused on six goals: Workforce Development and Education, Entrepreneurship, Sites and Infrastructure, Community Development, Marketing and Public Relations.

Staff identified cluster areas suited for Santa Fe to strengthen the Santa Fe economy: Technology, Arts and Culture, Green and Renewable, Media and Knowledge Based Businesses and the City made investments in those areas. Feedback from the job growth forum hosted by the Committee was also captured and recurring themes were there as well. The Future Economy, Existing Economy and the Roundtable findings were also all reflected in the same document.

Ms. Montoya Rael said the Comparison of Economic Development Recommendations was the easiest way for Staff to see where the City's time and money was spent and there were five recurring themes:

- 1) Entrepreneurship Development- to create opportunities for young professionals to be educated and secure jobs in Santa Fe and create clean industries.
- 2) Small business support and assistance.
- 3) Business Licensing and Friendliness.
- 4) Sites and Infrastructures-specifically broad band opportunities.
- 5) Communication and Strategy. The City doesn't share their successes of entrepreneurs and doesn't brand the success as an initiative funded by the City.

Ms. Montoya Rael said the recommendations were broken into five columns and each Staff member was asked what projects they were engaged in together or with community leaders, etc.

Ms. Montoya Rael said Staff time was divided into priorities with 60% focused on key projects, 25% on administrative and 15% for general functions and emergencies. Success measures were incorporated and Staff would keep track of their progress.

Ms. Montoya Rael reviewed the goals around Entrepreneurship Development and the recommendations by the EDRC:

- 1- To expand the Villa Real program.
- 2- To create a City ombudsman position. This was an opportunity to improve the area of business licensing and how that process should be navigated and play a role in procurement.
- 3- For the City to become proactive about recruitment strategies of businesses and develop a strategy to take advantage of opportunities to relocate businesses that integrate with the types of existing companies. The commercial realtors in Santa Fe expressed interest in being a part of the task force to identify a recruitment strategy.

- 4- To support MIX and activities that would bring entrepreneurs and young professionals together. A series of activities were planned to include a mobile apps challenge. Another priority was a parcel called Lot O. An MOU (Memorandum of Understanding) would define and describe parameters for the economic development activity at the Santa Fe University of Arts and Design. The MOU would set up a group of 5 to develop how the space would be used and would align with the City's goals in economic development. Chair Wurzburger added a meeting with Secretary Barela would take place within 2 weeks.
- 5- To conduct funding opportunities for innovative proposals.
- 6- To find a BTI facility and assist the bicycle parts wholesaler who needs a facility in order to grow.

Mr. Schiavo said broadband is the Sites and Infrastructure priority for the year. PNMR Plateau, a company that received federal funding for broadband work, would put broadband throughout the City and expressed interest in a triangular area in the City. A partnership was in negotiation with the City and would be the best way to get some of the needed infrastructure for broadband access for businesses and residents.

Ms. Montoya Rael said in Communications and Outreach the recommendation was for the City to be more proactive and develop a comprehensive strategy to communicate what they were doing, why and with whom and to claim success when done well. Ms. Noble would lead in that area.

Chair Wurzburger said the priority also linked to recruitment. She said she found she had nothing to take when she decided at the last minute to attend the Seattle National League of Cities meeting and that triggered the need for recruitment material. She thanked Ms. Noble for her work in getting together a two page description of Santa Fe and why companies would be interested within 24-hours.

A list of ongoing activities Staff was engaged in was provided on page four; Staff is meeting initiatives, facilitating efforts, and managing a number of contracts. Staff was engaged in conversations within the City and with parties outside of the City government and partnered with the Chamber of Commerce.

In Workforce Development there were no priorities because the City could influence but not own the success outcome. The best way to influence was through contracts and five were listed.

Ms. Montoya Rael suggested that when someone said to a member that the Angelou Plan was gathering dust they should say that wasn't true. The City continues to invest resources and Staff time to address the plan. She also recommended that Staff and the City identify local partners with shared interests; such as with the Chamber of Commerce, RDC and LANL.

Mr. Roybal said the information was wonderful. He said one concern was that the business community wasn't talked about as economic development, yet when the Roundtables were brought together there was a great source that the business community could bring to the table. He hoped to have roundtables again and diversify into specific industries. He said the City hasn't gone far enough and the diversification for the Chamber or the Alliance wasn't strong enough for the whole community and was important for the Roundtable to continue to engage the business community through a separate vehicle.

Ms. Montoya Rael said that was a great point. She said cluster conversations should be on the list and would be important when looking at the recruitment strategy.

Mr. Guerin said on recruitment, he would engage local businesses. He could think of a couple of people he would approach to come to Santa Fe instead of approaching the different clusters. He said as they think about what is in the packet and talk small businesses, where job creation is, they talk about "it isn't business, it's personal." He asked how individuals could be attracted to Santa Fe and how do they get the creative people and attract them to the quality of life and business and make it personal.

Ms. Montoya Rael said people were aware of MIX when the story ran on CNN but the City has to tell their own story and use that to propel an external message.

Ms. Aquilina said the Lensic was filled when the Angelou report was presented and it was phenomenal to see the energy created. She said she served on the marketing committee and the things to recommend Santa Fe they developed were infinite; the recreation, the outdoors, the arts, the culture. She said one goal was to do internal marketing and another external and that thread should be picked up. She said she loved to see the things that were accomplished in the report and thanked Ms. Montoya Rael for her work and said it was very encouraging.

Chair Wurzbarger suggested the City do another Lensic event and target September.

Ms. Keith said it was refreshing that Santa Fe had a lot of great things going on, especially in the area of entrepreneurship. She said from Santa Fe to Taos, all of the communities throughout northern New Mexico were interested in entrepreneurship.

Ms. Keith said recently she met with the County of Los Alamos and had the same conversation about recruitment. She said Los Alamos County is interested in talking with regional leaders about a joint recruiting campaign and the advantage was the money could be pooled and combined to brand a region.

Ms. Keith said the RDC would meet in July in TAOS around the REDI initiative and on the platform would be if communities were interested in a joint venture.

Mayor Coss thanked Ms. Montoya-Rael and the Staff for an excellent report. He noted that half of the Staff was eliminated by the recession and made their work that much harder. He said it would be great to go to the Lensic again and asked if the Villa Real was the way to do that.

Mr. Roybal said Villa Real was an important program but because of the lack of Staff time, the program could be more successful with five or six more contractors; the limitation in the economic development program hurt everything. He said City Council needs to see that money would have to be put into economic development to get out of the recession.

Ms. Montoya-Rael said one priority was to expand the Villa Real program to get the word out on existing Santa Fe companies.

Mayor Coss said it would be good to start a local and regional recruitment strategy. He said he talked with the Mayor Berry of Albuquerque about a corridor around the Rail Runner and partnership to reach out to the rest of the business community. He said the Chamber and the Santa Fe Alliance was important.

Mr. Roybal said he was concerned that the Chamber doesn't reach enough of the business community.

The businesses were hungry to work together and with the City and that should be expanded.

Chair Wurzbarger said the question was how to do it. She said the intent was to wait until there was a framework for priorities and a roundtable on marketing/recruitment made sense as a mechanism rather than just for ongoing dialogue. She said the Committee has to decide how to structure that and the question was which piece it should be tied into in terms of Staff's work and recommendations.

Mr. Roybal said the two things could happen at the same time; the Roundtable needs Staff time but the Committee could do the Roundtable that wouldn't require as much Staff time. He said his committee could move to the next step with the blessing of the BQL to proceed.

Mr. Austin said historically the business community hadn't seen opportunity for growing the economy in participating in recruitment and that has changed. He said it was time to educate and support the business communities but they shouldn't be counted on for funding. He said since there wasn't a large corporate presence the City would continue to face that challenge.

Chair Wurzbarger said that was why a focused, strategic plan was needed.

Mayor Coss said some of the City offices would be moved to the Rail Yard and that would be an opportunity to make City Hall more business friendly.

#### **VI. ITEMS FROM THE FLOOR**

There were none.

#### **VII. ITEMS FROM THE COMMITTEE**

Chair Wurzbarger said the Committee should explore having a project report for 10 minutes each meeting to provide a status update.

She asked to meet prior to the next meeting with the new members regarding more detail on money that could be allocated and what was previously funded.

Chair Wurzbarger asked for a one page summary on the WPI students work with the Santa Fe Complex. Mr. Wroth said he could provide that as background in the next meeting.

#### **VIII. ITEMS FROM STAFF**

There were none.

#### **IX. NEXT MEETING DATE- June 14, 2011 at 11 a.m.**

#### **X. ADJOURN**

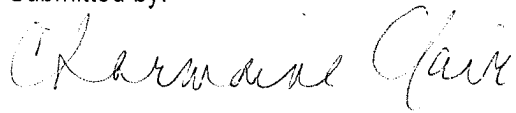
*Having no further business to discuss the meeting adjourned at 12:18 a.m.*

Approved by:

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Rebecca Wurzburger, Chair

Submitted by:

A handwritten signature in cursive script, reading "Chamaine Clair". The signature is written in dark ink and is positioned above a horizontal line.

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Chamaine Clair, Stenographer