



Agenda

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SANTA FE SISTER CITIES COMMITTEE – SPECIAL MEETING

Santa Fe Community Convention Center

201 W. Marcy Street

Tesuque Room – 2nd Floor

Monday, May 16, 2011

1:00 – 4:00pm

- I. Call to Order
 - A. Roll Call
- II. Approval of Agenda
- III. Approval of Minutes
- V. Financial Report
- IV. Discussion Items
 - a. 2011 Overview: Review of Mission and Goals
 - b. Fundraising Goals and Opportunities
 - c. Public Relations: Marketing strategy; brochures: website
 - d. Collaborations with local organizations
 - e. Sister Cities Committee relationship w/ Sister Cities Association w/ International
 - f. 2011-12 Committee Goals
- V. Other Business
- VI. Adjournment

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Santa Fe Sister Cities Committee

Retreat -Minutes

INDEX – May 16, 2011

Topic	Action	Page #
Call To Order/Roll Call	The Chair called the meeting to order. Roll call constitutes a quorum, three excused absences.	2
Approval of Agenda	Ms. Lopez moved to approve the agenda as presented, second by Mr. Rubenstein, motion carried by unanimous voice vote	2
Approval of Minutes Last name for Saul: Landau	Mr. Rubenstein moved to approve the minutes as amended, second by Ms. Lopez, motion carried by unanimous voice vote.	2
Financial Report	Informational: Julie Bystrom, no formal action taken.	3
Discussion Items: a. 2011 Overview: Review of Mission and Goals b. Fundraising Goals and Opportunities c. Public Relations: Marketing strategy – brochures – website d. Collaborations with local organizations e. Sister Cities Committee relationship with Sister Cities Association with International f. 2011-2012 Community Goals	Interactive discussion, no formal action was taken.	3-10
Other Business	Informational	10
Adjournment	Mr. Rubenstein moved to adjourn at 3:25 pm, second by Mr. Fernandez, motion carried by unanimous voice vote.	11

**SANTA FE SISTER CITIES COMMITTEE
MINUTES
(Retreat/Special Meeting)
Monday, May 16, 2011**

- I. Roll Call - The meeting was called to order by Chair Delgado at 1:07 pm at the Santa Fe Convention Center, 201 West Marcy St., 2nd Floor, SFNM

Roll Call constituted a quorum

Present:

Gilbert L. Delgado, Chair
Rudy Fernandez
Bernard Rubenstein
Carol Robertson-Lopez

Excused:

Daniel P. Anthony
Arthur Olivas
Gilbert A. Romero

Alternates were not present:

Roque Garcia
Sharon D. Maloof
Ling Tong

Others Present:

Julie Bystrom
Sabrina Pratt

Anna Serrano (Recorder) for Fran Lucero, Stenographer

- II. Agenda

Ms. Lopez moved to approve the agenda as presented, second by Mr. Rubenstein, motion carried by unanimous voice vote.

- III. Approval of Minutes

Corrections: grammatical corrections to be noted

Page 4: Cuba Section: The complete name of the filmmaker. Saul Landau

Mr. Rubenstein moved to approve the minutes as amended, second by Ms. Lopez, motion carried by unanimous voice vote.

IV. Financial Report - Julie Bystrom

Julie reported that she asked that the budget be carried over to the new FY with a balance of \$21,000. The Chair said that the committee needs to look at the Purchase Orders and asked what does the purchasing office need from the committee.

Julie reported that she and the Chair will work together to prepare a (Professional Services Agreement) PSA contract which is what the city is doing with the Association. Sister Cities Committee will enter in to a contract with the Association to fulfill the goals/mission for the new year. In that contract the committee can specify what those activities will be. Once that has been put together, Julie will encumber \$10,000 to \$15,000 for activities from this point on and leave some discretionary funds should someone come up during the year. The present contract will expire in June, 2011. Once the new contract is approved she will process with the PO to start using that money. Mr. Delgado said that the financial status at this point is looking good and that \$15,000 for a year is a very generous starting amount. Mr. Delgado is in hopes that the committee can add to the budget through fund raisers and show the city good reciprocation.

Mr. Rubenstein said he would like clarity regarding revenue received from activities; would it go in to the association or back to the city. Julie recommended that this be discussed later in the meeting.

V. Discussion Items

a. 2011 Overview: Review of Mission and Goals

The Chair reiterated the importance of the mission statement, goals and long range plan. Mr. Delgado proceeded to read the statement verbally.

"The Santa Fe Sister Cities program serves _____ through mutual respect, cooperation, understanding and goodwill, one individual, one community at a time."

Julie said that in the recent past someone had asked, "what does Sister Cities do anyway, they are just an old program that came out of the 50's?" My question to you is does anyone have any idea how we are perceived? How do we project our mission to the community?

Mr. Rubenstein said that one very important aspect is the idea of cultural exchange The question was posed; "I don't know whether cultural exchange is reflected enough in the mission statement, but certainly the idea of cultural exchange is very important."

Mr. Delgado said that in the long range plan and goals it does talk about

cultural exchange. The mission statement doesn't necessarily have to reflect the actions of what you do but it should be a precise statement followed by the goals and the long range plan should identify the more specific needs.

Ms. Lopez said they needed to focus on expanding the summary to promote the cultural and educational exchange. A big accomplishment was the sister schools and Mr. Fernandez had the cultural exchange with Parral and would like to see it be extended to educational. Comments will be added in the summary of the long range plan.

Julie said that the Sister Cities Committee has accomplished a lot in the last year as reflected in the general overview. *(add to the report as presented)*

- Bukhara Event on Plaza/Cuba, exchange of Mayoral letters (Multi-cultural)
- Official re-signing with Mexico and included presentation from the Mayor of Parral, Mexico
- Hosted Bukhara event on Plaza

Message from the Mayor: Very happy with the job being done by the committee and proud of all of the accomplishment. Good luck in planning and looks forward to what comes forward this year. Ms. Lopez expressed her thanks to Marge; her support from the Mayor's office is very much appreciated. Ms. Lopez said that in reporting back we should state that Marge has accommodate the Sister City Committee requests with honesty and complete discretion. The Chair said that Mage has also accommodated the processing of the letters from the Mayor and the proclamations were done both in Spanish and English. In addition to staff thank you it was requested that a card be purchased and circulated for signature amongst the committee.

Mission and Goals

The Chair stated that he did not want to start on a negative note, yet the challenges are existent and mentioned how difficult it is to create a quorum. The Chair stated that it results in the same situation, last meeting there were only 4 people and it remains to be the same people in most cases, alternates have not made a difference in attendance. The Chair feels strongly that the committee can be more productive.

Mr. Rubenstein asked for clarification as to who the Alternates are: Roque Garcia, Sharon Maloof and Ling Tong. Mr. Rubenstein said that he has an official Cuban alternate and asked if this person's name needed to be submitted to the Mayor for approval. Mr. Rubenstein said that it would be good for each member to have an alternate. The Chair explained that he had spoken to the Mayor about proxies, but this was not the direction the Mayor would like to go in. Julie said she would check on this question and respond to the Chair for next meeting. Mr. Rubenstein would like to know if the alternate would have voting privileges. Julie said that this topic in general is a

good topic but not one to discuss at the retreat. This topic will require more time to assure that proper designation and work flow is planned for absences and who would contact the alternate in the absence of the regular member. Julie shared that the Alternate designees are also gone a lot. The Chair expressed his sincerest of thanks for those members who are so dedicated and always available to work on the committee's mission and goals. He would like to see a very cohesive membership be created for the Sister Cities committee. Mr. Pratt said that in the present city structure it is hard to discuss Alternate appointments. Julie reiterated that the present membership is composed of 7 members.

Chair Delgado said that Public Relations/Press involvement needs help. The Sister Cities Committee needs the press coverage. Chair Delgado said that as individuals they might not be able to get the press coverage for events but would solicit all help from the City. Ms. Pratt said that it is important to cultivate a reporter and provide them with articles of interest. Ms. Lopez said that we should see individual interviews with the press on activities of interest and again said that getting a Facebook page is very important. Once we get people signed up on Facebook we could be effective and use our friends on Facebook for our functions. It is free. Ms. Lopez said that she would be happy to set up a Facebook Page for Santa Fe Sister Cities. Julie said that the City is not able to access any Facebook page so it would need to be navigated by the membership.

The Chair asked how many hits we have gotten on the website page. Julie said that she would need to get this information from Carla Lopez and she would report back to the Chair and the committee members. You can get to the page by going to the city website and entering Sister Cities Committee. Ms. Lopez suggested that the Sister Cities Committee web page have a hot button to the Mayor's Office. Julie will follow up with Carla Lopez to research the options. Ms. Pratt said that we should make sure that Sister Cities is listed under the A-Z index.

b. Fundraising Goals and Opportunities

The Chair said that the discussion has all been had regarding committees, fund raising, collaboration with other local organizations, public relations, the Sister Cities Committee and its relationship to the International and to the State and it seems like we assign different people a particular theme and feedback is never presented. The Chair asked Mr. Rubenstein, for example if he remembered what committee he was to chair. Mr. Rubenstein said; Fund Raising committee. The Chair said that the protocol should be to have a short report at every regular meeting from committee chairs. Ms. Lopez said her committee is Collaboration and she would be better at it if it was a standing report every month.

The Chair said the other topic of discussion was Public Relations and he was happy to hear the suggestions today to improve that so that people aren't asking, what does Sister City do. The Chair reiterated having good public relations collateral to distribute say for example at Community Day. The Chair wants to see the committee assignments be true committee commitments.

Julie provided a short re-cap; 1) we want to have positive and consistent committee assignments and a true commitment for reports to be done at every meeting, 2) press coverage and public relations and 3) define our brochure.

Mr. Fernandez asked the chair if the intent is to have may sub-committees. The Chair said that if they strengthen the membership and interested participants in Sister Cities they could then possibly use the back of the brochure request form to build up an outside membership.

The Chair elaborated on the individual cards for each sister city and how valuable the tailor made cards can be. Ms. Lopez said that identify in the community is so important and it helps build interest and membership to committees when they see who is involved.

Ms. Lopez said that at a future meeting it might be beneficial to have someone come to the meeting who is familiar with Facebook and show how beneficial it is for business use. It is how the world communicates now.

The Chair reported that he had attended a meeting with the St. Mike's Committee to Spain and they are still very excited. There is a lady from Spain who is a faculty member who is going to become the Chair of that Committee and they are planning from a group to come from Spain to Santa Fe in October. The Chair said that the St. Mike's Committee will be responsible for the financial commitment to make this happen.

Mr. Rubenstein listed on the discussion board:

- 1) Identify the Goals. Why are we raising money?
- 2) What types of projects need financing?
- 3) To whom are these projects directed?
- 4) To whom will these projects appeal?
- 5) Do we need to make an annual budget?
- 6) Do we have any conflicts within the Sister City groups as far as their individual fund raising needs.

Mr. Rubenstein said that these are items that need to be clarified in the event we have a big project that we are able to answer all of the above. Mr. Rubenstein welcomed input from the committee.

Mr. Fernandez said that in the area of education we might need some money

to host some of the kids that would like to come to school here in Santa Fe.

Sources for fund raising:

- 1) Companies with international connections and who actually have business connections with our Sister Cities
- 2) Santa Fe may not be a big business city but there are banks, organizations and groups that do international trade.
- 3) We don't have a lot of foundations but some of our foundations may have interest in international relations.
- 4) Limited city funds, but possibly available funds for trade and promotions connected to our sister city work.
- 5) Private individuals who have interest in International issues, private people that travel, etc.
- 6) Any Consulates and Embassies with our sister cities that are interested in improving relationships.
- 7) Explore State of New Mexico resources and connections; they are limited but certainly worth investigating.
- 8) Joint projects with other sister city organizations.
- 9) This is an inherent conflict on whether we want to institute a system of dues and contributions from any of our constituent organizations. Then again, this is a conflict because our Cuba group tries to raise money when we have an event but whether we want to contribute 5% of our entire budget every year to the sister city fund would be one possibility.
- 10) Event ticket sales.
- 11) In-kind contributions. Maybe printers could help with posters, rack cards or event invitations. Hotels for entertainment, lodging or meeting rooms, etc.

No one likes to ask for money but all the sources listed above are opportunities for us to raise funds for Sister City. Also the consideration of an adjunct group to help in the fund raising measures.

Ms. Lopez said that the secret to success for Las Estella's was timing and orchestration of how the activity was planned. Ms. Lopez said that we should discuss now if this is a function we want to do next year. We now have new contacts in Spain. Ms. Lopez said we should piggy back with the Fiesta Council and get Gilbert Romero to chair this activity. If we started to plan now we could focus and talk about it at every meeting.

The Chair mentioned that Dan Anthony has talked about going to Italy. The Chair wanted to know if we should extend the invitation to the community and possibly look at it as a fund raiser working through a tour company that could do the coordination.

Mr. Rubenstein said that further discussion would need to take place to decide on who would actually benefit from the funding raised from this type of

endeavor, would it go to a 501C3 or to the Sister City group. FYI: When you get people to donate, it would have to go to a 501C3.

Ms. Pratt said that it would be a good idea to talk to Kathy O'Dell who coordinates the trips for the Chamber of Commerce, possibly get some guidance from her on how much they make. Mr. Fernandez has attended a trip through the Chamber and he paid one fee for air, hotel and meals and they did not provide a breakdown of cost.

Fund Raising Goals for 2011-2012

1. Educational Exchanges
2. Cultural Exchanges
3. Estrellas Event – Fiesta Council
4. International Trips – Fund raising possibility
5. Annual Conference researching what countries come to NM
6. Italy Week – Film Series, lecture series
7. Two fundraisers for the year should be identified and agreed upon.

Ms. Lopez said that she feels that the Santa Fe Sister Cities Committee should support the local sister city groups.

Mr. Fernandez coordinate a trip in the past to Spain for the Caballeros and to date people are asking when another trip is going to be planned. There are interested people in travelling.

Cuba Sister City meeting will be held on June 29th at 7pm, Santa Fe Prep Auditorium and past trips to Cuba will be viewed. There will also be information distributed on what is needed to travel to Cuba.

c. Public Relations: Marketing Strategy, Brochures, Website

Julie: How else can we market ourselves more effectively?

Ms. Lopez said that the brochure content and format has gotten better and she would like to do a newsletter. She still feels that Facebook is the best tool available right now.

The Chair said that there is still a need for help with the brochure. Ms. Pratt said that they have downsized in the graphics department. Ms. Lopez said that she likes the card that Mr. Olivas had brought forward as a sample for each sister city. This card could be a shell and put the current information in this card, possibly using an intern to get this process done. Julie said that she had a graphic designer work on it last year and that the cost was extremely expensive to print each individual card. Julie did not feel that this was a good use of spending our money. The design is done but it was never printed. Ms. Lopez would like to look at the drafts of the card and discuss at the next

meeting. Ms. Pratt said that she would recommend 1 Rack Card and it was cost effective. Ms. Lopez said she would like to have separate cards on each sister city. The Chair brought up the subject of the brochure. Julie discussed the printing individual business cards is expensive. Ms. Lopez said that Kinko's can print.

It was recommended that the Committee be pro-active and write letters to the editor on the activities they participate in.

FYI: Cuba Caravan Date: July 11, 2011

Chair requested a short report on all committees.

A thank you card was circulated for signature for Marge, Mayor's Assistant.

d. Collaborations with local organizations

Mr. Fernandez reported that his core group is his relationship with the Caballeros De Vargas who participates with Parral and Spain. Particularly with Spain due to the ties with the Caballeros De Vargas and the DeVargas family from Madrid, Spain. They have always been ready and willing to help with Mexico and have also helped with other visitors coming to Santa Fe. Mr. Fernandez said that he believes the Fiesta Council would be interested in doing something with the Spain group also. With that thought in mind we might look at organization's that have ties with a particular group or city that we have a sister city relationship with. Again, one of the questions asked is; "what do we do and what do we have to offer?" We need to be prepared to let them know what we do annually.

Mr. Rubenstein said that it would be nice if we could have something with the International Folk Art activity. Ms. Lopez said that she wasn't sure if they have done their publicity piece that goes in to the New Mexican on all the artists; it would be so nice if Santa Fe Sister Cities could have a small ad in conjunction with theirs. We could do something like: Sister Cities of Santa Fe Welcomes the Artist to Santa Fe ~ like to travel, like cultural and educational exchanges, sign up with us. Mr. Rubenstein said we also have to keep our strong ties with CIR. Ms. Lopez said that CIR as a result of a Sister City effort in world affairs, Monte del Sol brought five students to the lunch.

The Chair said that we should possibly look at Tsuyama after Italy.

Ms. Lopez said she would try to put the Facebook for Sister Cities up and she would list Mr. Rubenstein as an Administrator while she is gone.

Other collaborations, Chamber of Commerce, schools and other organizations. Mr. Fernandez said we should create our own speaker's bureau and offered ourselves to go speak to these groups and tell them what we do. Some civic

organizations names were Rotary, Civitan, Kiwanis, Travel Bug and the schools.

- e. Sister Cities Committee relationship with Sister Cities Association with International

Ms. Lopez reported that Sister Cities International is in search of a new Executive Director and she will serve on the interview board. She attended the statewide Sister Cities meeting in Farmington. Santa Fe brought the coffee for the morning meeting. Dan Anthony was asked to give an overview of each sister city committee and program; everyone was very interested in hearing about our involvement. Ms. Lopez said that another nice feature about Facebook is you can tag a picture and put it on their page. She made this mention as pictures from the meeting in Albuquerque are being circulated around.

Ms. Lopez said that the Regional Sister Cities Conference is September 29-30th in Riverside, California. The regional concept is being considered as an International Conference is too expensive. In the past when cities would send 5-6 representatives they now send 1 due to the cost. Ms. Lopez would like to have Santa Fe sponsor a state meeting. Mr. Delgado asked if anyone has gone to teleconferencing. Ms. Lopez said that it is mostly for training through Webinar.

- f. 2011-12 Committee Goals

Mr. Rubenstein said that it would merit discussion on the organization structure, i.e., whose term is up for renewal or expiration, etc. Julie will need to look at structure for reorganization opportunities. Julie explained that when some people came off the alternate list, some were renewed and she will advise the committee of the terms.

Ms. Lopez expressed her thanks to Julie for the meeting reminders which are very helpful to keep the committee on track. Thank you for all the meeting preparations. It was suggested that it is important to explain to the Alternates that their attendance is important. Julie asked if it would be possible to see the committee members schedule a month out as in planning the retreat she saw how busy everyone is. Chair Delgado agreed that the Alternates commitment needs to be reiterated.

VI. Other Business

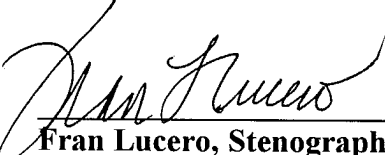
Sympathy extended to Daniel Anthony, death in the family.

VII. Adjournment

There being no further business to come before the Sister Cities Committee, Mr. Rubenstein moved for adjournment at 3:25 pm, second by Mr. Fernandez, motion carried by unanimous voice vote.

Signature Page:

Gilbert L. Delgado, Chair



Fran Lucero, Stenographer