



Agenda

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SANTA FE SISTER CITIES COMMITTEE

Wednesday, June 15, 2011

City Councilors' Conference Room

200 Lincoln Avenue

4:00 p.m.

955-6707

- I. Call to Order
 - A. Roll Call
- II. Approval of Agenda
- III. Approval of Minutes
 - a. May 15, 2011
- IV. Financial Reports
 - a. Julie Bystrom, City of Santa Fe Liaison
 - b. Rudy Fernandez, Sister Cities Association Treasurer
- V. Report of Chair
 - a. Retreat Follow-up
- VI. Committees Reports
 - a. Bernie Rubenstein – Report on Cuba
 - b. Carol Robertson-Lopez – Report on Uzbekistan
 - c. Arthur Olivas – Report on Japan
 - d. Dan Anthony – Report on Italy trip
- VII. Other Business
- VI. Adjournment

* Persons with disabilities in need of accommodations, contact the City Clerk's Office at 955-6520, five (5) working days prior to meeting date.

**Index Summary of Minutes
Santa Fe Sister Cities Committee
June 15, 2010**

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Roll Call	Roll call indicated a quorum, 2 excused absences, 3 unexcused absences.	2
Approval of the Agenda	<i>Mr. Rubenstein moved to approve the agenda as presented, second by Ms. Lopez, motion carried by unanimous voice vote.</i>	2
Approval of Minutes	<p><i>The Chair explained that there are two sets of minutes from 2009 in which apparently were signed off but they don’t show that they were approved.</i></p> <p><i>Mr. Rubenstein moved to approve the two sets of meetings from 2009 be approved, second by Ms. Lopez, motion carried by unanimous voice vote.</i></p> <p><i>Mr. Rubenstein moved to approve the Retreat minutes, second by Mr. Anthony, motion carried by unanimous voice vote.</i></p>	2-3
Financial Report	Informational	3-5
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Committee Reports Report on Cuba Report on Bukhara Report on Japan Report on Italy	Informational	5-6
Discussion Items	None	7
Other Business	None	7
Adjournment	Adjourned at 5:20 pm	7

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MINUTES

June 15, 2011

4:00 pm – 5:20 pm

The meeting was held at the City Councilor's Conference Room and called to order by the Chair at 4:05 pm. A quorum was declared.

1. Call to Order - Roll Call

Present

Gilbert L. Delgado, Chair
Daniel R. Anthony
Bernard Rubenstein
Carol Robertson Lopez
Arthur Olivas

Excused Absence

Rudy Fernandez
Ling Tong

Absent

Gilbert Romero
Roque Garcia, Alternate
Sharon Maloof, Alternate

Others Present:

Julie Bystrom, Staff Liaison
Fran Lucero, Stenographer

The Chair asked who do the members call and who excuses them? The Chair did not feel that we should mark excused if they have not been officially excused. Ms. Bystrom said that if someone calls in and says they can't be there, they are excused. Ms. Bystrom said that the Alternates should be named during the roll call.

2. Approval of Agenda

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

3. Approval of Minutes, May 15, 2011

The Chair explained that there are two sets of minutes from 2009 in which apparently were signed off but they don't show that they were approved.

Mr. Rubenstein moved to approve the two sets of meetings from 2009 be approved, second by Ms. Lopez, motion carried by unanimous voice vote.

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Mr. Rubenstein moved to approve the Retreat minutes, second by Mr. Anthony, motion carried by unanimous voice vote.

4. Financial Reports

Julie Bystrom, City of Santa Fe Liaison

Chair Delgado and Ms. Bystrom worked on a professional agreement for Sister Cities Committee so they could encumber some of the money that they have in their fund for Sister Cities. That special agreement is with the City Clerk and once it has been entered Ms. Bystrom will be able to put the PO in place to reimburse Sister Cities for the events that are in the planning stages. The amount of that PO is \$15,000 which when encumbered will leave a balance of \$6,000 to be used at the Mayor's discretion for something that would involve Sister Cities.

The Chair stated that they also took out a new license as an organization that does business for and with the city.

Ms. Bystrom said that in the future she will provide a 1-page synopsis on how the professional agreement and the encumbering of money works for the Committee. This will be used as an educational tool for the members of the committee for clarity.

The Chair reported on Mr. Fernandez' behalf: The association stands about the same, there is about \$7000 in the account and about \$1500 in expenses for the sister city schools. Mr. Fernandez and Ms. Bystrom will work together to reconcile the account and match receipts.

The Chair asked the committee members for available dates and times to have an association meeting as one has not been held yet.

5. Report of Chair

The Chair asked the Committee members to review the Retreat Minutes as there are many valuable ideas and suggestions that came up at the meeting. One of the weaknesses of retreats is that everyone has nice, positive ideas but they are not followed through on. The Chair referred to the following:

- The Mission Statement (Chair will review and incorporate some of the suggestions) from the minutes.
- Comments on cultural and education aspects of the committee, sister cities and school relationships. F/U: Long Range Plan, Goals and strategic placement within the Mission Statement.
- Message from the Mayor: Thank you card to Marge for all of her help and the proclamations. **It was done at the meeting but it disappeared, it will be done again.**

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- **Alternate Members:** Concerns and attendance of meetings. Alternates will not have voting privileges at the meetings. It also brings up the question on proxies; this topic needs follow-up. The question again is that proxies also do not have voting privileges. Ms. Bystrom said that legal has sent her a ruling and that the city does not have proxies, an alternate should fill that position and if they are not fulfilling what their role is they should be replaced. Mr. Rubenstein said that this item requires immediate action and recommendations should be sent to the Mayor. It was also recommended that the alternates should be talked to and let them know if they 3 non-excused absences they will be asked to resign. It was also discussed that both Roque Garcia and Sharon Maloof do not call in and they may be at different places in their life at this time. The second step is to get at least three other alternates say in the case where Mr. Rubenstein might have an alternate from the Cuba Group who would be interested in attending. That alternate would not only represent as an example, the Cuba group they would be a part of the full committee. The alternates vote would count if the full member is absent. The Chair said that possibly he should notify the Mayor of the alternates that the committee does not want for them to continue and ask for new appointments. Also to let him know that in the next two weeks the committee would suggest the new recommendations. Mr. Rubenstein said that in particular to the Cuba Group they would have two alternates to recommend. Ms. Lopez said that before anyone goes to the Mayor it is important to follow protocol and contact the Alternates and find out what their interest is. Ms. Bystrom will create a letter based on this subject and ask what their future interest and commitment is to the Sister City Committee. The chair asked the committee members to submit bio's and names of the individuals that are being suggested as future alternates.
- **Facebook – Carol Robertson Lopez**
Santa Fe Sister Cities Association now has a facebook page. Social networking and many organizations are utilizing this method of communication for awareness and for marketing. The chair said this is a conflict since there is an association and a committee and we need to be clear on how we are listed.
- **Carla Lopez** said that the Sister Cities Committee is listed on the A-Z directory for the city website. Ms. Lopez will talk to the Mayor and fine tune the A-Z option to assure it is easier to find the Sister Cities page. Ms. Bystrom said that anytime we do a press release or any marketing material we can now put the Facebook logo and the web address for the city.
- **Chair** discussed follow up on the Letter to the Editor. Ms. Bystrom said that the positive way is to make friends with people on the paper and we should develop a relationship. Ms. Carla Lopez knows them all but again she is submitting hundreds of press releases. The Chair would still like to get someone from the press interested in the Sister Cities. Ms. Lopez said she is willing to go to the New Mexican and possibly talk about the Cuban Caravan

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and then talk about Sister Cities. Mr. Rubenstein said that he has a contact from LaVoz and we need coverage to be more universal besides the Spanish speaking population. Mr. Rubenstein said let's wait until we have a full press release and go at it full throttle to see how much interest we can get. We should also partner with the schools or with the appropriate associations to be informative on what the Sister Cities Committee is involved in.

- Mr. Rubenstein's list for the discussion board: ***This item to be placed on next month meeting agenda.***
- Sources for funding:
 - Continued work from the Sister Cities Committee and committee chairs. The list should be dissected and assigned for reporting at monthly meetings. The list includes, fund raising, public relations, relationships with other organizations, and more. The Chair said we need to make sure that we have a report at each meeting. Mr. Anthony said that we need to be very clear about what question we ask or message we deliver and why we need money. Ms. Bystrom said this is one thing that merits future discussion now that we are going to have a professional agreement. We might create a clear proposal that anyone who goes to an entity for a donation will have to present and so it is clear as to what their money will be used for. Mr. Olivas touched briefly on some of their fund raising endeavors in the past and his experience with the sources asking how much was the city going to match if they gave a donation? Comments were, "when the city puts in money we will know they are serious and you can come back and we will match." At that time the city did not match any contributions and it might be different now that Sister Cities Association is a 501C3. The Chair said that the next type of activity and/or function needs to be identified for a future fund raiser.
- Page 10: Ms. Bystrom said that all members have staggered terms and she will get an up-to-date list for the next meeting.

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6. Committee Reports

Mr. Robertson said that International Folk Art has already placed their ad in the newspaper and we have missed that deadline. Ms. Robertson advised that Sister Cities cannot have a table there because there is no space.

Mr. Fernandez is also going to check on Speakers Bureau.

Mr. Anthony said that some Sister Cities groups, if they do a trip some part of the fee goes in to the fund.

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- a. Bernie Rubenstein – Report on Cuba
Wednesday, June 29th – Images from Cuba and will have a short annual meeting. The other item on the agenda is the July 11th Caravan, they will be at the plaza at 2:00 pm. The Mayor and City Councilors have been invited. A reception will be held at Westminster Presbyterian church at 7:00 pm and a Speaker from the Cuba Caravan. Notices will be sent out and donations will be requested.
- b. Carol Robertson Lopez – Went to Bukhara and met with the Mayor who is appointed by the President. What was a 10 minute meeting resulted in a 40 minute meeting. They were very cordial and invited them back, the proclamations were wonderful. They have a number of sister cities in Bukhara, they are very active with their sister cities in France and also with Germany. In celebration of their 25 years a plaque was presented in commemoration. A sample of the card she printed and took with her was circulated amongst the members. The committee members liked the card. She met with the head of the public information office and as a result of that they are going to send members of their international program to Santa Fe. Ms. Lopez presented them with an Eisenhower dollar. She had many gifts and it was a great relationship to nourish. Mr. Rubenstein asked if they have western music. Ms. Lopez said, violin.

Ms. Lopez said that Uzbekistan is very important to the United States. She said there is a strong family relationship; you don't see anyone begging in the streets. She said we are fortunate to have a sister city relationship with them. They had a great conversation about the Navajo weaving and they talked about carpet trades. Ms. Lopez will take the letters to the Mayor and she also has someone from CIR who will help translate letters into Russian to send best regards and thank you.

- c. Arthur Olivas – Report on Japan
Mr. Olivas received a copy of a letter from Julie for Japan. It hasn't been translated at this time but it was related to the earthquake in Japan and not being able to get out of the airport. The details weren't very clear. One of Mr. Olivas' friends put up the money to get the kids back to the US. The school sent an acknowledgement and said that they wanted to reciprocate for his help in getting the children back to the US. It was sad to say that the Mayor did not show up, but again, Mr. Olivas said he did not have all of the specifics. Ms. Lopez said that she encouraged the Mayor to write a letter of apology, this is not acceptable. Direction was given to Ms. Bystrom to draft a letter for the Mayor; date of his visit was April 19-20th.
- d. Dan Anthony – Report on Italy trip.
Mr. Anthony said that he received a date from the Mayor in Sorrento for October 7th. He is organizing a group of 20 people for this trip; they will meet with the Mayor and go to Rome. The people in this organization, the Mayor and City Council would also get first option to go on this trip. He wasn't too sure as in the

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past, Mr. Anthony serves as the interpreter and as an honorarium they have paid for his air fare. Mr. Anthony said that he felt he should pay his own way. It is important to tell Mayor Coss about the itinerary and see which part he would like to participate in. They will leave on September 27th and return on October 11th. Mr. Anthony has also booked 15 seats on Delta. Information will be sent to Ms. Bystrom for the Mayor and City Council. Ms. Lopez said that the couple that was at the statewide meeting want to go on this trip. Mr. Anthony said it use to be approximately \$3000 but he is working on the cost at this time.

7. Discussion Items

8. Other Business

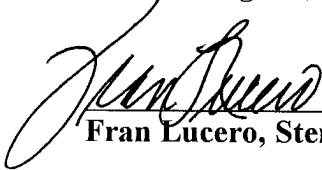
None

9. Adjournment

There being no further business to come before the Santa Fe Sister Cities Committee, Mr. Rubenstein moved to adjourn at 5:15 pm, second by Mr. Anthony, motion carried by unanimous voice vote.

Signature Page:

Gilbert Delgado, Chair



Fran Lucero, Stenographer