



# Agenda

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## CITY BUSINESS & QUALITY OF LIFE COMMITTEE

City Hall

Council Chambers

Tuesday, June 14, 2011

11:00 am – 12:30 pm

- I. PROCEDURES
  - A. Roll Call
  - B. Approval of Minutes – May 10, 2011 Meeting
  - C. Approval of Agenda
  - D. Approval of Consent Agenda
- II. CONSENT AGENDA
- III. UNFINISHED BUSINESS (none)
- IV. NEW BUSINESS AND ACTION ITEMS
  - A. China Tourism Work Group (Councilor Wurzbarger)
- V. INFORMATIONAL ITEMS
  - A. Update on Economic Development Work Plan (Lillian Montoya-Real)
  - B. Update on Sunshine Portal (Carla Lopez)
  - C. Update on Communications Brainstorming (Kate Noble)
  - D. STAFF UPDATE - INFRASTRUCTURE: Broadband Project (Juan Torres)
  - E. RDC Activity Update (Kathy Keith)
- VI. ITEMS FROM THE FLOOR
- VII. ITEMS FROM THE COMMITTEE
- VIII. ITEMS FROM STAFF
- IX. NEXT MEETING DATE – **July 12, 2011 at 11:00 am**
- X. ADJOURN

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June 14, 2011

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**CITY OF SANTA FE  
CITY BUSINESS & QUALITY OF LIFE COMMITTEE  
City Council Chambers**

**June 14, 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 Council Chambers, City Hall, 200 Lincoln Avenue, Santa Fe, New Mexico.

**A. Roll Call**

Roll call indicated the presence of a quorum as follows:

**Members Present:**

Councilor Rebecca Wurzbarger  
Dena Aquilina  
Diane Karp  
Kathy Keith  
Buddy Roybal  
Luca Ceccarelli  
Kathy Jahner

**Members Absent:**

Mayor David Coss  
Alan Austin  
Stephen Guerin  
Fred Cisneros

**Staff Present**

Kate Noble  
Nick Schiavo  
Juan Torres  
Jessica Sandoval

**Others Present**

Lillian Montoya-Real  
Carla López

**B. APPROVAL OF MINUTES**

May 10, 2011 Meeting

**Minutes of May 10, 2011 were approved by motion, second and it passed by unanimous voice vote.**

Staff apologized for not sending out the packet ahead of time and noted that all it contained was the agenda and the minutes of the previous meeting.

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

**Agenda was approved by motion, second and passed by unanimous voice vote.**

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

There were no items on the Consent Agenda to be approved.

## **II. CONSENT AGENDA**

There were no items on the Consent Agenda.

## **III. UNFINISHED BUSINESS**

There was no unfinished business to be considered at this meeting.

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

There were no new business and action items to be considered at this meeting.

## **V. INFORMATIONAL ITEMS**

### **A. UPDATE ON ECONOMIC DEVELOPMENT WORK PLAN (Lillian Montoya-Rael)**

Ms. Montoya-Rael presented an update on the Economic Development work plan verbally to the Committee. Last month she went through a fairly comprehensive presentation on the work plan. It included a summary of various reports. They had a section on recurring themes and had indicated their priorities. So far they had stuck fairly close to the plan's priorities. There were incremental investments but had not yet had significant achievements from them yet.

They were incorporating other people from the community in addressing networking in the plan. The work of staff was given to her last Friday and she was still going through that. The group would come up with alternatives in the work plan with the help of staff and would identify the alternative activities in which they could be involved including internal and external activities that would be required to achieve the priority.

She said staff would come up with three month, six month, nine month milestones with deliverables to be achieved for the plan that would be presented later to the Committee. They expected to meet in the

next couple of weeks to update the priorities and from then on they would have a monthly update on the plan that would include recruitment strategies and communication activities.

Chair Wurzburger asked that they prepare a report two weeks ahead of the next meeting for inclusion in the Committee packet. One of the key ingredients would be questions they had for staff and ideas for staff to follow up on.

Ms. Montoya-Rael agreed that would be helpful. She said they were working to achieve a single unified vision for the economic development plan and were identifying what it would take to clearly accomplish it. They were taking directives from the community and engaging them to identify the issues and decide what it would take to get that vision.

She said they were all busy people involved in this work. She mentioned some meeting they had with a very small task force to focus on opportunities for the recruitment activities. She also said they were working on some strategies for business relationships with Israel to the Santa Fé - Albuquerque corridor and opportunities that could be identified as well as with China for proactive recruitment. They would be pulling together a small task force to work on that in July and decide what they needed as a local strategy that made sense for Santa Fé.

She explained that she shared that as an example of the fact that they were not waiting until the Economic Development Plan was completed to begin working on it. They were trying to keep the ball rolling on it as the plan was being completed.

Mr. Roybal made a comment about an activity that was taking place from 7:30 to 4:30 for work on a project. The details of his comment were not audible. He did say that he felt it was excellent work they had done.

Staff agreed to take on the project and help with publicity. It was a challenge to take on other things and keep going what was in progress.

## **B. UPDATE ON SUNSHINE PORTAL (Carla López)**

Ms. López provided a handout on the New Mexico Sunshine Portal. She said she was managing the city's web site and had called Albuquerque because they had a portal for their website and they referred her to the New Mexico Sunshine portal. Through it people could access anything on the web site.

She handed out a copy of the web page that showed all that the City was including on their web site. She said they also had a search feature for any of the existing data. Anything they had data on could be accessed through the search feature. She noted that Albuquerque had spent six months with three full time staff to get their portal up and running. But Santa Fé did not have that kind of staffing.

Mr. Torres spoke briefly to the project and what it entailed.

Chair Wurzburger asked a question about finding information on the web site.

Mr. Torres provided information and direction. He explained they were concentrating on sharing the resources and information that were available.

Ms. López explained that a major service was providing links to other resources. The City had a contract with an organization called Civic Quest that provided services for the web site. She explained that there was not a way to search through the existing databases and it would be very costly to get that capability. She said she did a lot of the legwork but related organizations did their own management of their part of the city's web site.

She said she was doing a survey on the web site that had just three questions and invited everyone to participate in it.

### **C. UPDATE ON COMMUNICATIONS BRAINSTORMING (Kate Noble)**

Ms. Noble provided an update on communications brainstorming. They had a working group for addressing communications issues and brainstorming how they could address the issues for things that came up. The recommendations were in the packet. She reviewed the recommendations briefly with the Committee. She said they needed to keep working closely with the City's Public Information Officer and provide communication improvements through the City's web site. They would continue to work to improve their capabilities.

Ms. Karp urged them to focus on arts and culture as well as economic development - culture as well as business.

### **D. STAFF UPDATE - INFRASTRUCTURE: BROADBAND PROJECT (Juan Torres)**

Mr. Torres provided an update on the infrastructure broadband project. This started about three and a half years ago with a coalition of local agencies and government. They had prepared a grant application they had been trying to get funded over the last few years. The coalition would meet later in the summer to establish a working group. They would publish an RFQ and then an RFP for it. They were actively engaged in discussions to figure out how to extend broadband to a large portion of the City.

Currently they were looking for a framework of fiber that would go into a conduit and be installed by a contractor. He didn't know how much it would cost. They would have further discussions on that later this week.

They were also working on a consolidated federal grant opportunity that would require a partnership be established to work on it. The proposal was due in thirty days. They were talking with the County on it and would meet with them later this week about the actual proposal.

He commented on conversations with the Santa Fé Public Schools on a technology program that would allow them to connect up all the schools at some point.

Ms. Keith mentioned a set of guidelines from Workforce Development they could utilize in furthering the broadband project.

Mr. Torres said there seemed to be some flexibility and would work on leveraging some funding already available for broadband.

Ms. Rael-Montoya reminded the Committee of one of the priorities for the year which was on broadband.

#### **E. RDC ACTIVITY UPDATE (Kathy Keith)**

Ms. Keith provided a handout with a written update on the RDC Activity. She briefly reviewed it for the Committee. They used an apprenticeship model. The region included Los Alamos and Rio Arriba Counties.

She mentioned a draft for cooperation among local governments, United Way and others. The work was to provide a structure for working to enhance the economy in the region. The network was expanding and hopefully Santa Fé County could help with the structure. They were working on a two year strategic plan at present. She also mentioned a technology cluster to work out what the city was developing. They were working on funding for promoting technology in local businesses.

The Green Cluster was working with the Santa Fé Business Incubator and working together to promote local business. They would be convening in mid July.

She agreed to provide more information as things developed.

She also reported on a consortium of six colleges that were operating a stipend program utilizing about \$50,000 to help residents to receive education to improve their conditions.

She mentioned several other activities being undertaken by the RDC.

#### **F. CHINA TOURISM WORK GROUP (Councilor Wurzburger)**

Chair Wurzburger provided a brief update on the China Tourism Work Group to the Committee but it was not audible enough to provide details.

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

There were no items from the floor.

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

Mr. Royal announced the Buckaroo Ball fund raising event which would be held this coming weekend. He felt it was very worthwhile and encouraged people to attend.

Chair Wurzburger reminded the Committee of several issues that needed their attention. They included Insider Magazine, Beckman Diversion and Affordable Housing.

Ms. Karp mentioned the National Endowment for the Arts and a program being worked on locally.

## **VIII. ITEMS FROM STAFF**

There were no items from Staff.

## **IX. NEXT MEETING DATE – July 12, 2011 at 11:00 a.m.**

## **X. ADJOURN**

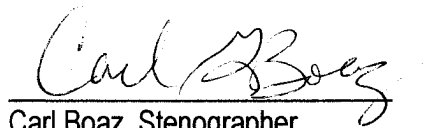
Having completed the agenda and with no further business to come before the Committee, the meeting was adjourned at 12:01 p.m.

Approved by:

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Rebecca Wurzburger, Chair

Submitted by:



Carl Boaz, Stenographer