



Agenda

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CITY BUSINESS & QUALITY OF LIFE COMMITTEE

City Council Chambers
City Hall, 200 Lincoln Avenue
Tuesday, August 9, 2011
11:00 am – 12:30 pm

I. PROCEDURES

- A. Roll Call
- B. Approval of Minutes – January 10, 2010
June 14, 2011

- C. Approval of Agenda
- D. Approval of Consent Agenda

II. CONSENT AGENDA (none)

III. UNFINISHED BUSINESS (none)

IV. NEW BUSINESS AND ACTION ITEMS

- A. REQUEST FOR APPROVAL OF AMENDMENT NO. 4 TO PROFESSIONAL SERVICES AGREEMENT - BUSINESS INNOVATION PROJECT (RFP #09/02/P); SANTA FE COMPLEX (KATE NOBLE)
- B. REQUEST FOR APPROVAL OF AN ORDINANCE AMENDING ARTICLE 18-4 SFCC 1987 TO REQUIRE CORE RECYCLERS, PRECIOUS METALS DEALERS AND TRANSIENT PRECIOUS METALS DEALERS TO OBTAIN A CITY BUSINESS LICENSE; AND TO REQUIRE PERSONS LICENSED UNDER ARTICLE 18-4 SFCC 1987 TO COMPLY WITH REGULATIONS REGARDING THE SALE OR PLEDGE OF COPPER, CATALYTIC CONVERTERS, PRECIOUS METALS AND OTHER ITEMS AS MAY BE DESIGNATED BY RESOLUTION OF THE GOVERNING BODY. (Councilor Calvert)
(Melissa Byers)

V. INFORMATIONAL ITEMS

- A. Update on Economic Development Work Plan - Analysis (Lillian Montoya-Real)
- B. South Side Merchant's Association Update – Resolution 2011-15 (Fabian Trujillo)

VI. ITEMS FROM THE FLOOR

VII. ITEMS FROM THE COMMITTEE

VIII. ITEMS FROM THE CHAIR

IX. ITEMS FROM STAFF

X. NEXT MEETING DATE – September 13, 2011 at 11:00 am

XI. ADJOURN

Persons with disabilities in need of accommodations, contact the City Clerk's office at (505) 955-6520, five (5) working days prior to meeting date.

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

AUGUST 09, 2011

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XI. ADJOURNMENT	Adjourned at 12:20 p.m.	12

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

August 09, 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 established quorum as follows:

Members Present:

Councilor Rebecca Wurzbarger, Chair
Luca Ceccarelli
Dena Aquilina
Kathy Jahner
Alan Austin (arrived later)
Stephen Guerin
Fred Cisneros
Diane Karp
Kathy Keith
Buddy Roybal

Members Absent:

Mayor David Coss
Frederick Warhanek

Staff Present

Kate Nobel
Nick Schiavo
Fabian Trujillo

Others Present

Lillian Montoya-Rael
Charmaine Clair, Stenographer

B. APPROVAL OF MINUTES

January 12, 2010 Meeting

Mr. Roybal moved to approve the Minutes of January 12, 2010 as presented. Ms. Keith seconded the motion and it passed by unanimous voice vote.

June 14, 2011 Meeting

Mr. Roybal moved to approve the minutes of June 2011 as presented. Ms. Keith 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. Keith seconded the motion and it passed by unanimous voice vote.

II. CONSENT AGENDA

There were no items on the Consent Agenda.

III. UNFINISHED BUSINESS

There was no unfinished business.

IV. NEW BUSINESS AND ACTION ITEMS

A. Request for Approval of Amendment No. 4 to Professional Services Agreement - Business Innovation Project (RFP #09/02/P); Santa Fe Complex (Kate Noble)

Mr. Austin entered the meeting at this time.

Ms. Noble said in the packet was a renewal of the contract with the Santa Fe Complex approved initially through an RFP process in 2008. The contract was for \$100,000 for the next 12 months. The contract amount was a 40% reduction from the original contract. It was decided that after the first six months, staff would evaluate the progress on the contract to determine whether to proceed with the second half of the contract. The Complex was projected to be self sustaining by the end of the contract period.

Ms. Noble offered to answer questions for the committee as did the co-executive directors, Mr. Wroth and Mr. Guerin.

Chair Wurzbarger asked with respect to the evaluation, what kind of changes to the last half of the contract Ms. Noble would expect.

Ms. Noble said the project was initially funded as a start up and had some growing pains in areas that moved in a different direction. Over time the central mission and focus to cultivate the project to the economy remained with the idea that through projects people come together and work on something and get to know each other but it wasn't as structured as a traditional business.

It was more like the free base economy and the model used was the way movies come together, people work on a movie and then break up but key people come together for the next movie, the director, cinematographer, etc.

Ms. Noble said the Complex had a formalized leadership with Stephen Guerin and Roy Wroth. Mr. Guerin focused on the project piece and Mr. Wroth worked on the community development piece and day to day operations. The leadership team had not been in place officially before and as part of the contract the formalized structure would be reviewed for how that was working before payment was made. This was a recommendation to look at the organizational capacity and function.

Chair Wurzbarger thought the primary criteria would be toward self sufficiency. She was told that was key.

Mr. Guerin and Ms. Aquilina recused themselves from both further discussion and the action taken but didn't leave the bench.

Ms. Keith moved to approve the amendment #4 to the PSA. Mr. Austin seconded the motion and it passed by a vote of seven in favor, none against and two recusals.

B. Request for Approval of an Ordinance Amending Article 18-4 SFCC 1987 to Require Core Recyclers, Precious Metals Dealers and Transient Precious Metals Dealers to Obtain A City Business License; and to Require Persons Licensed Under Article 18-4 SFCC 1987 to Comply with Regulations Regarding the Sale or Pledge of Copper, Catalytic Converters, Precious Metals and Other Items as may be Designated by Resolution of the Governing Body.(Councilor Calvert) (Melissa Byers)

Ms. Byers said this bill was initially introduced by Councilor Calvert to regulate core recyclers. As the bill evolved, the precious metal dealers and transient precious metal dealers were added as part of the regulation. Councilor Trujillo had also signed the bill and Councilor Calvert co-sponsored the bill.

The purpose was to deter crime, burglary and fraud in Santa Fe and the bill would establish requirements for this type of business to follow. They were listed in the packet. The police department did outreach regarding the bill to the local businesses that purchased precious metals and catalytic converters. The feedback provided two main concerns. The first was that the requirement to obtain license plate numbers for individuals selling the items was considered too burdensome. So Councilor Calvert requested to delete that portion of the bill.

There was also a concern about the requirement in the initial draft of the bill for local businesses to either mail a check to the person's address or wait five days per the ordinance and the seller could come back for the cash. She said Councilor Calvert proposed that the requirement be deleted and allow all of the businesses to be paid by cash or check on the day they sold the item.

Ms. Byers had spoken with Councilor Calvert the previous day and he proposed two additional amendments that were included in the packet. The ordinance required the business to take the date of birth or social security number from the seller and Councilor Calvert asked to remove the social security requirement.

The bill in the packet did not propose a license for that type of business and the Finance staff recommended a \$250 fee for that type of license per calendar year except the transient businesses which would be \$250 per event with the location identified on their license application.

Lastly, Ms. Byers said Councilor Calvert proposed the ordinance be considered for renewal one year from the date of adoption.

Ms. Keith asked if statistics were available on the various problems associated with this type business.

Ms. Byers said she didn't but invited Deputy Chief Alessio, who had organized the outreach to local businesses, to respond.

Deputy Chief Alessio said there wasn't an exact number to quantify. There were several issues with the catalytic converters and businesses buying those. The biggest issue was with the transient precious metal dealers who rented a hotel room and allowed people to come in to sell their jewelry. The business used cash only transactions and there were no records. They found this often to be a fence for stolen goods because they weren't required to keep records.

The Police department received feedback from businesses that were keeping the required records and they agreed that for the most part the transients were buying stolen property.

She said legitimate businesses were already keeping records and checking the buyers and they would like to get these transient buyers under control. She said the ordinance would require transient buyers to get a business license first and the second part of the amendment was that there had to be a method that would accomplish stringent record keeping.

Chair Wurzbarger asked for clarification that this business license would apply only to transients.

Ms. Byers said the business registration fee was \$35 and the business license was different from annual licenses and would be issued for businesses that the city had to follow up with to ensure they followed the city's requirements.

Chair Wurzbarger asked what the criteria separated the regular business license from this business registration.

Ms. Garcia from Finance replied that business registration was regulated by the state statute and was only \$35. The City business license was in addition to that and had special criteria and different fees.

Mr. Cisneros had asked if the fee was a one-time fee or an annual fee and was told it was annual.

Ms. Aquilina said she was unclear about what identification the sellers needed to provide.

Ms. Byers said a photo ID with an address, date of birth, etc.

Ms. Aquilina moved to accept the motion to recommend approval of an ordinance amending article 18-4 SFCC. Mr. Austin seconded the motion and it passed by unanimous voice vote.

Chair Wurzburger allowed the owner of Santa Fe Jewelry Supply to comment.

The owner said she represented a small part of the business community. Her business sold some metals but they took scrap from their customers and said they would be penalized by this. They tracked their transactions well and agreed with the \$250 fee for transients but for her business she was already taxed heavily and this would be one more fee to pay. Regarding the waiting period she knew her customers would just go to Albuquerque to sell if they had to wait. Many of the people that sold to her were hand to mouth and having the funds right away was important to them.

Another business owner said this was key to his business and he had agreements with refiners that he would turn in merchandise and if he had to sit on it for five days that would make it less profitable.

Chair Wurzburger suggested the owners attend the City Council meeting since this was not a public hearing and it would be on the agenda there.

Mr. Simon Brackley agreed to attend the City Council meeting but thought the different issues were being confused; one gold and silver and precious metals and the other was stolen catalytic converters. He had no affinity with the transient dealers and agreed there should be enforcement but thought there should be voluntary cooperation from scrap metal yards that dealt with catalytic converters and avoid the onerous additional regulation on existing businesses.

Chair Wurzburger respectfully requested he contact Councilor Calvert and attend the City Council meeting the following night.

V. INFORMATIONAL ITEMS

A. Update on Economic Development Work Plan – Analysis (Lillian Montoya-Real)

Ms. Montoya-Rael recalled that a few meetings ago they talked about how they started with the Angelou Plan and staff and city had maintained the commitment to follow the plan with that economic development strategy. The challenges were that the city was the only entity to drive the Angelou Plan and the impact had been incremental because the City had limited financial and human capital. They discussed that the next few months were to be used to prioritize staff's efforts and identify priorities. She and Mr. Schiavo sat with staff to develop individual work plans for each project.

She had the template staff used to lay out a purpose statement and what risks were associated with issues for a particular project and the risks staff would mitigate over time such as politics to financials to failure of

partnerships; deliverables and time lines and specific tasks within that time line, reports and feedback loops.

Ms. Montoya-Rael said the strategy was twofold around the document; if they couldn't cover it in two pages perhaps she should not do it. Secondly it was to force them to think more strategically about what they were doing and why take the time to assess what it would require to be successful.

She said that allowed the staff to layer their work so it made sense. The detailed plans weren't supplied to the committee but she did add a column for deliverables that staff would achieve in the third and fourth quarter of this year. She shared 3-4 main deliverables for examples. For the Villa Real the opportunity was to step back and look at the standards and procedures to ensure consistency. Quarterly reports on program activity; an update of information of the services available to businesses today; and a written training manual so everyone involved was doing it the same way.

For recruitment they needed to take time to do due diligence within the community. Part of the conversation was to bring together a small group from the business community to talk about how it should look and things they should be aware of as well as areas where they could be helpful to the city.

Ms. Montoya-Rael said this was an opportunity to ensure that those present weren't the only voices heard and to see what cities comparable to Santa Fe were doing to recruit.

As they moved into MIX the young professionals were showing up in droves and this was being used as an opportunity to add other programs around it to make it even better. She gave the Mobile Apps Challenge as an example where the young professionals were encouraged to develop an application for mobile technology.

The next couple of quarters were to do more of the same and to develop a fund raising strategy. This was an area that would bring in financial resources to make it happen and not just rely on the city's investment. There were many individuals and businesses in the game.

Ms. Montoya-Rael said for broadband, Quan was doing a great job but a challenge the city faced was many of the partners they worked with had financial resources to further their broadband initiative that the city didn't have. The city's opportunity was to stay actively engaged and where the city saw an overlap that Quan made sure the city's interests were at the table.

She said the summary report showed what resources would bring others to the table and discussing what they should be doing strategically. Now it was time to step back to reevaluate what the city needed.

Ms. Montoya-Rael said the Communication strategy came from current and new economy discussions and had come up in every report since the Angelou report. This was an ongoing opportunity to tell the success stories about what was working and what could be done better and also to describe things the same way to look like it was one city strategy. The entire team led by Ms. Noble had to be involved and it could look at everything from re-examining the resource guide to re-thinking the content and delivery and linking it appropriately with the website and looking at the database as a tool.

The overall outreach strategy was recognizing that they needed different pieces to tell the story; a flyer, a resource guide, etc. Staff would decide what was reasonably affordable for the number and quality of materials and language and if the pieces could be used in every one of those spaces. Part of the conversations with RDC was around regional messaging and what they could share about the region and fine tune the document to share what Santa Fe could do for businesses. Ms. Noble would spend the majority of her time on the work and would keep the Committee informed.

Staff would stay engaged on a number of projects. They would develop a work plan for the issuance of an RFP to look at business assistance and use that as an opportunity to see if there were community resources that could provide business assistance. Staff thought they could issue an RFP to find out who was willing to provide assistance and build within the scope of work, a requirement for partnering and leveraging. They were more thoughtful about linking the investments and capturing them as deliverables. Mr. Trujillo would lead that and hoped to have new contracts in place in 2012.

Mr. Schiavo thanked Ms. Montoya-Rael and said she kept him organized and had been very thorough.

Ms. Karp said she would like to see the template work plan. She asked that they think not just about print material but virtual communication that was more fluid and porous so they didn't have all the details and the website would be the portal. They should elevate some of that support for entrepreneurial interest.

Mr. Roybal asked where the existing economy roundtable information worked into the report and interacted with city government.

Ms. Montoya-Rael said there were two areas. One was the targeted use of the database. City staff had a rich database of businesses in the community. They could use that more effectively to get people's input, to do surveys and target meetings. Second was the opportunity to respond to issues that came up at the roundtable and other venues where the city brought people together. The city needed to do a better job of closing the feedback loop. She knew staff had tackled several of the roundtable issues one on one.

Mr. Roybal was concerned about the ability to move forward when there was not enough support given and staff was limited. He didn't want the Committee sitting here a year from now talking about the same things.

Mr. Guerin said recruitment meant recruiting individuals; it's personal not business. He saw the need for a centralized place but especially on the creative side. As an example, Mr. Ceccarelli was trying to build a post production industry and might need five creative professionals. He asked how they could empower Mr. Ceccarelli to bring them in and have a package to move to Santa Fe or come to some workshops, etc. and leverage the natural contacts the professionals had.

Ms. Montoya-Rael said when the tasks force was talked about, that was what they tried to get at - at what level the business people wanted to be engaged and how the framework could be established for what they wanted to recruit and retain. That was the conversation the task force needed to have. Before they presumed they wanted to be proactive, parameters should be established to determine what would work in Santa Fe and where there was collective readiness.

Chair Wurzbarger couldn't imagine a strategy that wouldn't work. They had to connect with the people, whether in China, Kansas or wherever. But they couldn't do everything. This committee shouldn't take a lot of time and say let's target and recruit in this area.

Mr. Roybal said his concern was the existing conditions and they were really suffering. His business was down about 20% more because of the construction on Cerrillos Road and there were real issues that should be addressed; especially this committee. If there wasn't an existing healthy community, there wouldn't be anything else.

Ms. Keith commended Ms. Montoya Rael and staff and said the plan was clear, concise and measureable.

Mr. Cisneros said previously the idea was discussed to represent this to the community and show the progress made. He asked if there were any further thoughts on that.

Ms. Montoya-Rael said it was still out there and something they should address.

Chair Wurzbarger said that should be early fall before Christmas to discuss how to do that. She also wanted to move the ombudsman from TBD and figure out how to get them not TBD. She said there had to be a way to assign that responsibility to someone.

Ms. Karp said Mr. Schiavo was an example of where that was at work; it was dealing with the younger community and entrepreneurs that were getting engaged in the realities of the economic development structure in a creative way. When it was said this wasn't Dallas or LA those were the models they should embrace. They should find a similar vehicle for the young entrepreneurs.

Ms. Aquilina thought that the "Made by MIX" was exciting and limitless.

B. South Side Merchant's Association Update – Resolution 2011-15 (Fabian Trujillo)

Mr. Trujillo spoke of the project out of Resolution 2011-15 to promote a healthy and safe community. He was tasked to explore forming a Merchant's Association on the south side. The project was in progress and slated to be completed October 1 and a steering committee had been formed. The members belonged to the Santa Fe Chamber of Commerce, Guadalupe Credit Union, Gateway Marketing and Val Alonzo from the Santa Fe Community College.

The committee would develop a needs assessment survey to locate champions and find common reasons to start this association. The survey was being done with about 100 businesses and identified about 300 businesses as part of the resolution that would be contacted to form this association. He expected the formation meeting would be in late September.

Part of the effort was to make the businesses aware of the Villa Real program and they were being asked if they would like someone from Villa Real to visit them.

A report would be done to the BQL and City Council in October/November.

Mr. Roybal said he was a merchant on Cerrillos Road and knew very little about this. It was under the radar.

Mr. Trujillo said a press release was sent out Friday that was picked up by the Journal North. The Santa Fe New Mexican would be with them and they had increased the profile. Parameters were specific in the resolution and would start with Santa Fe Place mall on the east side; NM 599 on the Westside; Agua Fria to the north and Jaguar Drive on the south side.

He welcomed Mr. Roybal to complete the survey.

Chair Wurzbarger said the resolution was developed by Councilor Dominguez for his district and his concern was that businesses on that side of town that didn't have organization. As they discussed at City Council it could be a model to look at other cities.

Mr. Austin said he read that a similar organization was contemplated for the St. Mike's area.

Mr. Trujillo had not heard of it. Chair Wurzbarger said there was planning under Land Use and issues of the university looking at the corridor.

Chair Wurzbarger hoped that a merchants' association would occur.

VI. ITEMS FROM THE FLOOR

There were no items from the floor.

VII. ITEMS FROM THE COMMITTEE

Mr. Austin said to follow up on Mr. Roybal concern, it was critical to build the future economy now. Without that he didn't see how they could sustain the existing businesses.

Ms. Keith reminded the Committee that on Friday there would be a regional meeting of elected officials to talk about how to move forward as a region in economic development. The agenda included a joint recruiting initiative and opportunities for business...

Mr. Ceccarelli informed the committee he was trying to bolster the film community. Santa Fe Film Festival would take place in October and planned in conjunction with a Run For The Cure marathon event.

They would bring all of the organizations in film together; women in film, New Mexico post alliance, Santa Fe film festival (October 22), as well as individual companies to create an event around October 10 Run for the Cure. He thought it would be great to have a presence from the City, especially at the film festival. The community was hurting and even the film community was stagnating and many were out of work. It was up to the homegrown film makers to bring that aspect of the community back.

VIII. ITEMS FROM CHAIR

Chair Wurzbarger announced that broadband discussion would be held on the CIP. A budget for CIP was put in for \$20 million and a priority for that was broadband and they needed to clarify that in the next couple of months.

IX. ITEMS FROM STAFF

Ms. Noble addressed Mr. Roybal's earlier comment on Cerrillos Road businesses and wanted the committee to be aware of the partnership with the New Mexican. Every Monday for 13 weeks the newspaper would run advertising for businesses affected by Cerrillos Road to bring attention that they were open for business. The decision was suggested by the Land Use Director and approved by the City Manager that the City would allow banner advertising that they usually don't allow.

At City Council there was a consideration to spend money from the contingency fund to get the project back on the original schedule. It was delayed because the gas line needed to be lowered.

Mr. Roybal said it bothered him that money would be spent for something that should have been originally bid correctly. Cerrillos Road could have been done in three or four months if the original contract was read properly. He had concerns for the future why there wasn't input from the business community of the consequences of how project could be shortened.

Chair Wurzbarger said she wanted Robert Duarte to give an answer to that at the next meeting.

Mr. Schiavo said during construction a gas line was discovered and that was most of the delay.

Mr. Roybal noted that this contract was for six months and this project could have been accomplished two to three months less if they worked longer hours, rather than no Saturdays or Sundays.

Mr. Schiavo said when a contract had an end date the bids come in commensurate to what was being requested. He thought the original bid request had a six month time frame.

Chair Wurzbarger said the original contract wasn't clear. The point was how to minimize the community impact and they should have that conversation with Mr. Duarte to see what could have been done differently.

Mr. Schiavo said one thing could be to have it as an add alternate and could bring before City Council to make the decision if they wanted to pay more for overtime.

Chair Wurzbarger said there were tools that could be used to raise the questions. She asked that Mr. Schiavo discuss with her Mr. Duarte's ideas of how they could avoid the problem. Mr. Schiavo said he would follow up.

Mr. Ceccarelli said he was unclear if it was the city contingency fund or the state.

Ms. Noble said there was a contingency fund on every project such as this. The project was \$6.7 million and the City share was \$600,000. The balance was state and federal funds. The contingency fund came from the total funding pool.

Chair Wurzbarger said it was a matter of reallocating money where it needed to be applied.

Ms. Noble said the bigger picture was to carry more people to businesses on Cerrillos Road.

Ms. Noble said the next update was the Apps challenge and awards would be presented at the beginning of the City Council meeting. The winners were negotiated with to do further work on the development. One was a bus app to facilitate the GPS information being provided to the app developer. The app would tell in real time where the buses were at any time in Santa Fe.

Another app was based on creative tourism and film tourism; called Back Story Santa Fe. Information could be pulled up about locations and anecdotes from film crews.

Chair Wurzbarger said that was in the Creative Cities meeting and it was used everywhere in Asia.

Ms. Noble said the next challenge was trying to electrify the entrepreneurship and the technologies of app development. The app was called the Maker's Mix to draw people out who make things and electrify locally made goods and designs. This would be officially unveiled at the Children's Museum September 18.

In the process they were getting sponsorships for prize money to scale it up.

The challenge would be announced in August and a prototype in September and early October would present the winner with funds to have their goods available for sale by December.

Ms. Noble announced they were working with the gift fairs and looking for ideas and support in three areas: funds for scaling up - arranged about \$5,000 in sponsorship money.

They were looking for retail opportunities and the retailers would have a percentage. The third area was to work with existing organizations to draw out the makers making the goods that could have a great product ready by December to sell.

Chair Wurzbarger asked if prototypes were to be ready by September. She felt that was a short time.

Mr. Ceccarelli asked if the market was being scaled to Santa Fe, the region or statewide.

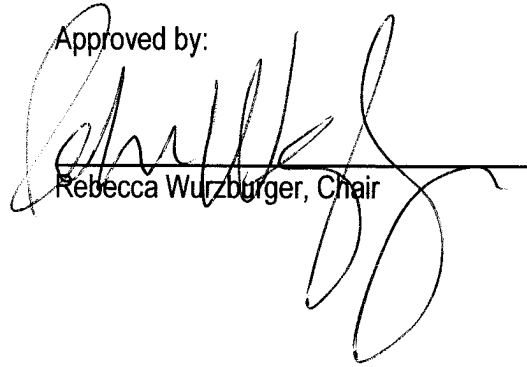
Ms. Noble said the criteria included a defined demographic the product appealed to but that had not been specified. Retail opportunities looked at were for Santa Fe and hadn't been identified whether local or tourist. They would like a broad appeal product but wanted to allow freedom of ideas.

X. NEXT MEETING DATE- September 13, 2011 at 11 a.m.

XI. ADJOURN

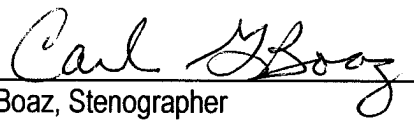
Having no further business to discuss the meeting adjourned at 12:19 a.m.

Approved by:



Rebecca Wurzbarger, Chair

Submitted by:



Carl Boaz, Stenographer