



Agenda

CITY BUSINESS & QUALITY OF LIFE COMMITTEE

City Council Chambers
City Hall, 200 Lincoln Avenue
Tuesday, November 8, 2011
11:00 am – 1:00 pm

I. PROCEDURES

- A. Roll Call
- B. Approval of Minutes – September 13, 2011
- C. Approval of Agenda
- D. Approval of Consent Agenda

II. INFORMATIONAL ITEMS

- A. "When Baby Boomers Bail" - ED Presentation - (Mark Lautman)

III. CONSENT AGENDA

- A. REQUEST FOR APPROVAL OF RODEO DE SANTA FE INDOOR ARENA FEASIBILITY STUDY PROPOSAL (FABIAN TRUJILLO)
- B. A RESOLUTION SUPPORTING FILM AND MEDIA INDUSTRY ECONOMIC DEVELOPMENT ACTIVITIES IN THE CITY OF SANTA FE AS A MEANS TOWARDS ACHIEVING A SUSTAINABLE LOCAL ECONOMY AND STIMULATING LOCAL JOB CREATION AND RETENTION; AND WORKING WITH SANTA FE COUNTY IN AN EFFORT TO COMBINE CITY AND COUNTY RESOURCES TO DEVELOP AND PRODUCE A COMPREHENSIVE MARKETING STRATEGY THAT WILL BRING FILMS TO SANTA FE. (Councilor Wurzbarger, Mayor Coss and Councilors Calvert, Dominguez and Bushee) (Kate Noble)
- C. A RESOLUTION JOINING SANTA FE COUNTY TO STRONGLY URGE THE NEW MEXICO STATE LEGISLATURE TO AMEND THE LOCAL LIQUOR EXCISE TAX ACT TO INCLUDE NEW MEXICO COUNTIES WITH A POPULATION AND NET TAXABLE VALUE SIMILAR TO SANTA FE COUNTY THE OPTION TO IMPOSE A LOCAL LIQUOR EXCISE TAX, UPON APPROVAL BY SANTA FE COUNTY VOTERS; AND TO AUTHORIZE THE USE OF THE TAX PROCEEDS TO FUND SOCIAL SERVICE PROGRAMS TO SERVE PERSONS IMPACTED BY ALCOHOL AND DRUG ABUSE. (Councilor Bushee) (Terrie Rodriguez)
- D. FORT MARCY BALLPARK BEER GARDEN (BEER ONLY) AT PROFESSIONAL BASEBALL GAMES (COUNCILOR TRUJILLO) (ROBERT ROMERO)
 - 1. REQUEST FOR APPROVAL OF AN ORDINANCE AMENDING ARTICLE 23-6 SFCC 1987 TO PERMIT THE LIMITED SALE AND CONSUMPTION OF ALCOHOLIC BEVERAGES AT FORT MARCY BALL PARK FOR PROFESSIONAL BASEBALL GAMES
 - 2. REQUEST FOR APPROVAL OF A RESOLUTION AUTHORIZING THE CITY MANAGER TO SUPERVISE AND DIRECT THE PLACEMENT AND OPERATION OF A BEER GARDEN AT FORT MARCY BALLPARK FOR SERVICE AND CONSUMPTION OF BEER ONLY AT PROFESSIONAL BASEBALL GAMES; AND TO ENSURE THAT THE CITY COMPLIES WITH THE DIRECTIVES OF THIS RESOLUTION, AND THE LAWS OF THE CITY OF SANTA FE AND THE STATE OF NEW MEXICO

IV. UNFINISHED BUSINESS (none)

V. NEW BUSINESS AND ACTION ITEMS

- A. REQUEST FOR APPROVAL OF A RESOLUTION CALLING ON THE CITY OF SANTA FE AND THE COMMUNITY TO SUPPORT FUNDING IN THE AMOUNT OF THIRTY MILLION DOLLARS (\$30,000,000) FOR MUNICIPAL CAPITAL PROJECTS THAT WILL CREATE JOBS, PROVIDE FOR ECONOMIC DEVELOPMENT OPPORTUNITIES, IMPROVE WATER SECURITY, ENHANCE PUBLIC SAFETY, AND PROMOTE A HIGH QUALITY OF LIFE FOR THE RESIDENTS OF THE CITY OF SANTA FE; AND PROPOSING A \$30,000,000 GENERAL OBLIGATION BOND ISSUE FOR APPROVAL BY THE VOTERS OF THE CITY OF SANTA FE AT A SPECIAL MUNICIPAL ELECTION TO BE HELD IN CONJUNCTION WITH THE MARCH 6, 2012 REGULAR MUNICIPAL ELECTION (Councilor Dominguez) (Robert Romero)
- B. REQUEST FOR APPROVAL OF A RESOLUTION AUTHORIZING TWENTY MILLION DOLLAR (\$20,000,000) GROSS RECEIPTS TAX REVENUE BOND ISSUE FOR MUNICIPAL CAPITAL PROJECTS THAT WILL CREATE JOBS, DESIGN AND IMPROVE INFRASTRUCTURE, PROVIDE FOR ECONOMIC DEVELOPMENT OPPORTUNITIES; IMPROVE WATER SECURITY; ENHANCE PUBLIC SAFETY; AND PROMOTE A HIGH QUALITY OF LIFE FOR THE RESIDENTS OF THE CITY OF SANTA FE (Councilor Dominguez) (Robert Romero)

VI. ITEMS FROM THE FLOOR

VII. ITEMS FROM THE COMMITTEE

VIII. ITEMS FROM THE CHAIR

IX. ITEMS FROM STAFF

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

XI. ADJOURN

Interpreter for hearing impaired is available through the City Clerk's Office upon 5 days notice.

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

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

November 8, 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
Mayor David Coss
Dena Aquilina
Fred Cisneros
Stephen Guerin
Kathy Jahner
Kathy Keith
Frederick Warhanek

Members Absent:

Alan Austin (excused)
Luca Ceccarelli
Diane Karp (excused)
Buddy Roybal

Staff Present

Kate Nobel
Nick Schiavo
Fabian Trujillo

Others Present

Mark Lautman
Charmaine Clair, Stenographer

B. Approval of Minutes- September 13, 2011

Ms. Jahner moved to approve the minutes of September 13, 2011 as presented. Ms. Keith seconded the motion and the motion passed by unanimous voice vote.

C. Approval of the Agenda

Mayor Coss moved to approve the Agenda as presented. Mr. Guerin seconded the motion and it passed by unanimous voice vote.

D. Approval of the Consent Agenda.

Ms. Aquilina asked to remove Item D from the Consent Agenda.

Mr. Warhanek moved to approve Items A, B and C of the Consent Agenda. Ms. Aquilina seconded the motion and it passed by unanimous voice vote.

II. INFORMATIONAL ITEMS

A. "When Baby Boomers Bail" - Mark Lautman

Chair Wurzburger thanked everyone for attending and said she was pleased to have a presentation by Mr. Lautman on his book. She said the intent was for the Committee to have better context when looking at what to do to promote the economy in Santa Fe.

Mr. Lautman thanked the Committee for inviting him and provided his background information as an Economic Developer in New Mexico for 30 years.

Mr. Lautman said in his last two years at Mesa del Sol it was obvious there was a labor problem. A labor study was the premise of his book and the bottom line was there were not enough kids to replace the workforce and half of those were not educated. He said skilled labor that would be needed to staff local economy could run out in the next 25 years.

He said things had changed in how to think about and manage local economy and they were in a new paradigm. The economy twenty years ago was more ordered and economic developers would not be able to do things now at the same rate.

He said economy has to grow faster than the population ($E > P$) for everyone; households, businesses etc. to have more money than the year before. If the economy grew slower than the population, more people had to be served with less money.

Mr. Lautman said the economic base theory is there are two types of jobs for economic activity; products of services produced are sold outside of the economy and brings in new money. The economy can't grow unless the economic base is grown and if lost, has to be replaced quickly with jobs of equal value or the economy would contract.

He said on the economy side is the economic base service sector net worth and there are four quadrants on the population side: qualified and not qualified workers (people who can't earn one and a half times the poverty rate) and two classes of dependents- too old to work and too young to work.

Mr. Lautman said another problem is the "boomers" were done with buying and the "eco boomers" were the next wave that would start the economy growth and is still 10 years out. He said that is a huge problem if coupled with no local capital; the banking system is dysfunctional and not making loans and there is almost no capital under local control.

Mr. Lautman said it was reported that 40% of the economic base for New Mexico is federal government and the state is exposed on the government austerity scenario in a way few other states were.

Mr. Lautman said the most qualified productive workers in the economy would retire in the next 15 years and the school systems were dumping huge numbers into the “too young” and the “unqualified” class categories. The two quadrants that should grow are not and the two quadrants that should shrink are growing.

He said unless talent could be taken from another community or mined and people trained from the qualified sector, the economy would stop growing. He said that would change the power relationship of the employer and the employee and would become about where the qualified workers want to live.

Mr. Lautman listed the paradigm issues; the economy is shrinking instead of growing, the workforce is less educated than those leaving, capital will be very expensive and unavailable; the government will not only not grow but contract; instead of a shortage of jobs there would be a shortage of qualified workers and where workers want to live would be a factor instead of where a CEO wants to be. He said the economic development business would kill the rural communities

He said factors that drive a winning place versus a losing place would be about where a person wants to live; the economy was growing faster than the population. He said if the economic system was getting worse or running out of water, or polluting the air or the eco system was getting worse and crime was going up, education wasn't growing, housing was unaffordable or the health care system is compromised; you would be on the loser list.

Mr. Lautman said a new paradigm was to get the demographics because the data doesn't exist and that would require new business models. With demand flat and in an L there were fewer opportunities for employers to grow and costs to create a job went up and those who used to fund economic development such as local government, builders, contractors, developers, commercial banks, was retracting.

He said the process was to determine leadership; how many jobs had to be created and what part of the population was in trouble and how to measure that; what industry sectors and talent they want to attract and develop. A strategy and a plan and fundraising would be needed and then the execution has to be organized and they need to find a way to manage the population in the school system to emerge a winner.

Mr. Lautman said the last thing was about leadership. He said he was blown away by a group of leaders that look at the problem that have been encouraged by others to do things they weren't sure they could and to set goals. The presumption is they have control over how their life turns out and if they plan; the chances of reaching their goal go up dramatically.

He talked about his work in the Gaston School District in Santa Teresa teaching goal setting to teachers, parents and kids. He said the people who were successful in their families and businesses and community couldn't accept that they could design and build a new economic base and they couldn't transfer their confidence of how they influenced their personal future, to civic affairs.

Chair Wurzbarger asked Mr. Lautman to go back to the conditions under which a person could have influence.

Mr. Lautman said with a place with no confidence the first thing would be to visit areas where the design of the new economic base was an art form and talk to them. Mr. Lautman said the process starts with what is

missing and the population; how big the population would be; how many jobs were needed and how many jobs had to be economic based.

Mr. Lautman said those numbers decide the industry sectors wanted and what could be done to drive the economic activities in those sectors to come to Santa Fe instead of going somewhere else. The result was a target list of companies or employers to talk to and ask what their needs were and what would get them to Santa Fe.

He said the same thing could be done with the school system and people who changed careers in the community and pointing the talent to the economic base sectors needed to grow.

Chair Wurzburger allowed time for questions at this time and noted that Mr. Lautman had agreed to stay after the meeting for further discussion.

She the slides of the black neuron and the person sitting alone on the rock was her editorial comment; no more stimulus from the federal government, nothing from the state.

Mayor Coss said first, it was not tenable to see half the population of the United States or half of the cities or communities fail. He said no matter what Santa Fe does, if Española was failing that wouldn't work for Santa Fe. He said he wouldn't be too hasty to write off the city, state or federal government.

He said that left out of the analysis of the federal government closing its deficits is wealth has been transferred upwards in the country for 30 years. He said 1% of the population has 40% of the wealth but was saying the country is broke and he doesn't think so.

Mayor Coss said as a citizen of this country, the city/state model where we are affluent and everyone else is barbarian, doesn't work in this world. He said Santa Fe should focus more on education; half of the potential workforce was not graduating from high school. He said that wasn't just a public school problem it was everyone's problem and it was tough because the city isn't allowed to raise taxes to put into schools. He said all of the issues need to be addressed together.

Mayor Coss said when the population was saying more workers were needed, perhaps there shouldn't be such a ridiculous immigration policy in the country and people who try to come to the US shouldn't be penalized.

Mayor Coss said Santa Fe needs to ensure their children succeed in school and provide hope that if they succeed that could control what they do. He said people shouldn't think they were citizens of New Mexico or the United States and that Santa Fe is an island unto themselves; that won't work.

Ms. Aquilina said the discussions always come back to education. She said a recent story in the Reporter was about Santa Fe Public Schools being abysmal. She said the discussion seemed to always return to the public schools. She said it must be solvable but it wasn't obvious to her where they should go.

Ms. Aquilina said what Mr. Lautman presented she found sobering and she hated the feeling of despair once again about the Santa Fe Public Schools.

Mr. Lautman said at the economic level they stayed away from state and federal level issues and looked at what they could do if on City Council or in an economic group. He said a problem was the polarized world view between people who tried to make the economy work such as employers, economic development officials, etc. and another class of people who think and care about human beings; healthcare and social workers, teachers, etc. He said many of them have never taken an economics class and have no idea how the economy works.

He said on the business side it was the same thing; contempt for people who have run the school district into the ground, ruined education and wasted tax money. He said the separate world views have been allowed to develop as opponents at the local level and the attempts to reform the school or the economic system ends up with two adversarial groups fighting over what they believe to be the same pie.

Mr. Lautman said they need to admit that every dime of tax revenue comes from a private/commercial transaction between a buyer and seller. People have a vested interest in understanding how the economy works and to get it growing again, whether trying to help people be healthier or help people out of poverty. He said that couldn't be done without increasing resources.

Mr. Cisneros said what came to his mind was that every economy is dependent upon the business community and a thriving business community was ideal. He said in order to thrive there has to be cooperation and partnership from the community and government to remove barriers and help businesses grow and to grow economies to support the communities.

Mr. Lautman said that was important and many think government shouldn't be involved. He said that was wishful thinking and they had to work together.

Ms. Keith addressed Ms. Aquilina's comments on education and said it came up time and again. She believed they could make a difference in the education system and cited Albuquerque as an example. She said Albuquerque made a strategic decision to be involved in education because of the same issues. The business community executive director spent 30-60 days at the state legislature to work proactively on education issues that business leaders care about.

She said the State Workforce Committee was chaired to align the community colleges and businesses to turn out a workforce needed by businesses. She said it was a conscious effort by the Albuquerque business community to realize they could be part of the solution and proactively do something.

Ms. Keith said she applauded the leadership and said it would be good for Santa Fe to look at that and realize they could make a difference.

She said on the other side; she is a parent of children in the Santa Fe Public School system and she believes that each person could make a difference. In the last two years her group has recruited volunteers who help students with their homework in a homework club. The chess club provides critical thinking and math skills for students and there is a Lego club; large-scale projects, etc. She said everyone could do that and it could be as simple as two hours after school once a week or once a month.

Chair Wurzbarger said she observed a new program with David Miller at Crenshaw called Choices. She said there were so many positive pieces that started with the universities and the idea of not just non-

graduates but whatever was necessary to help graduates come back. She said the University of Art and Design and the community college program vision was a way to give opportunities to students and bring them back.

Mr. Guerin asked what communities Santa Fe should look at when doing spec workforces; which communities were developing workforces in that way.

Mr. Lautman said New Mexico has two or three good examples of new economic sectors. He said the film industry has up to six crews now. He said at the lab the emphasis shifted from economic to population and they would have two programs in Albuquerque they think groundbreaking. One is called Circles; a mentorship program that takes hard to employ, chronically poor candidates and surrounds them with people from the community, gets them a job and neutralizes the barriers.

Another is the A School; architecture, construction and engineering companies saw the labor market for construction and architecture going down and based a project on that.

Mr. Warhanek said regarding education; in Sausalito California, the single public school was populated by people in the projects. He said businesses could help and he had encouraged and gave time off to his staff that wanted to tutor and it worked well.

Chair Wurzbarger said there is more work to be done. She thanked Mr. Lautman for his presentation.

III. CONSENT AGENDA

D. Fort Marcy Ballpark Beer Garden (Beer Only) At Professional Baseball Games (Councilor Trujillo) (Robert Romero)

1. Request for approval of an ordinance amending article 23-6 SFCC 1987 to permit the limited sale and consumption of alcoholic beverages at Fort Marcy Ball Park for professional baseball games
2. Request for approval of a resolution authorizing the city manager to supervise and direct the placement and operation of a beer garden at Fort Marcy Ballpark for service and consumption of beer only at professional baseball games; and to ensure that the city complies with the directives of this resolution, and the laws of the City of Santa Fe and the state of New Mexico

PUBLIC COMMENT (Exhibit 1- additional written comments provided for the record)

Tom Agard thanked the Committee for their time and provided his background. He said he lived and operated a business in Santa Fe for the past 15 years. He loves baseball and is a youth coach, on the board of directors of a local league and active in other youth sports programs.

He said he would love to see minor ball in Santa Fe but felt strongly that it should be approached slowly and deliberately and with a strong business plan. He said that Ft. Marcy as a site for minor league baseball was not adequate; beer sales are a major part of the balance sheet for a strong minor league baseball

team.

Mr. Agard asked if feasibility studies were conducted for minor league baseball and if the city had reached out to other small market cities that have partnered with minor-league baseball. He said there are successful models to examine; he noted Ripken Baseball as an example. He said they were a baseball franchise with a strong business plan that owned three minor league franchises in three separate cities and all were affiliated with major league teams. He said they have strong player development contracts which were an important component of minor league baseball.

He provided other examples; the Aberdeen Iron Birds in Aberdeen Maryland with a strong corporate and local business partners and who play in Ripken Field with strong youth and amateur programs and internationally recognized for their quality. Helena Montana another example was affiliated with the Milwaukee Brewers and Amarillo Texas was an example of an independent league.

Mr. Agard said in closing, he had owned a business in Madison Wisconsin that had a small minor league team that operated on a shoestring. He said they started strong but ended badly and he doesn't want to see that in Santa Fe.

Marg Veneklasen said she lives on William Street and that was left field for Fort Marcy Ballpark. She said fingers had been pointed that the North side doesn't want this and the North side is old and the North side is rich. She said she wasn't sure how the divisiveness happened and hated it.

Ms. Veneklasen said she has a property management company with a lot of rental houses located immediately around the park and this would adversely affect her business. She said not one client would want to come to Santa Fe and hear or attend a ball game every night. She said Fort Marcy Park is not the right place to put this and there wasn't a good business plan.

She thanked the Committee for their work on the financial end and for making it transparent.

Barbara Harrelson, Old Taos Highway said she lived across the street from Fort Marcy and said she wanted to thank Chair Wurzbarger for her efforts also. She asked that the Committee consider the many questions, the costs and the benefits and alternate ways community goals could be achieved.

She said those in favor of bringing the Texas-based Pecos League to Santa Fe, even with beer, say that would unite the community and help their economy. She said those opposed object to the city sponsoring alcohol in a city park meant for safe, residential not commercial, recreation.

Ms. Harrelson said the local Fort Marcy residents don't want either. She said the end-all alcohol argument went beyond community values and had economic impact as well. She asked the Committee how serious they were about their stated values if they would be willing to toss (out) a two year old law that had been unanimously enacted.

Ms. Harrelson said serving beer on a city property is not the same as the Santa Fe Opera serving alcohol. A baseball beer is 16 ounces opposed to a can of beer that is 12 and three baseball beers could make a 180 pound man legally drunk. She said it was suggested to bring kids to the game and then drive them home.

She said valid questions were raised about Fort Marcy suitability. She asked what would happen when fire engines and emergency vehicles were dispatched during the mass exodus of 300 to 400 baseball fans on streets that were backed up normally. She asked about the impact on Fort Marcy facilities to play 40 home games at night and an undetermined amount of practice sessions.

Ms. Harrelson said the Parks and Open Spaces Advisory Commission considered for Fort Marcy's existing capabilities and had concluded a month ago the facilities were not adequate for what is proposed.

Ms. Harrelson summarized by quoting the Albuquerque Journal: "We wouldn't like to see the ball field improvements on the upcoming list of capital projects the city considered financing through a property tax hike" and the New Mexican: "Santa Fe's job is making sure this proposal is good for the city, for neighbors and even for Fort Marcy, which is not necessarily equipped to handle the fans needed to support the team."

Councilor Ronald Trujillo said the proposal is black and white and he has been very open. He said the team needs the beer sales because they are a professional baseball team. He said what started with an issue with the beer has turned into lighting, noise, and traffic control. He said Ragle, Franklin Miles Park and the MRC, parks throughout the community, had no problems.

Councilor Trujillo said a lot of people ask why not move into Franklin Miles Park or Ragle that had been upgraded. He said he and Councilor Ortiz made sure the parks in their districts were upgraded. He has heard about all of the issues with ADA compliance and if that is such an issue then why wasn't that done.

He said Fort Marcy is the best baseball playing field in the city and ranks in the top three and it is underused for baseball. He said many think it a passive park; there are picnics and walking but it is a baseball park and the AABC's, a semi-pro team and high schools play there. The players want to interact with the kids and be part of the community.

Councilor Trujillo said he is trying to bring something to the community they don't have and never had. He said there is a lot to do in Santa Fe. He said there are galleries on Canyon Road but he goes to Albuquerque to watch the Isotopes and Lobos and he puts a lot of money into Albuquerque's economy. He said he wants to bring something to Santa Fe for the community to be proud of and sees it as a good thing.

He said that all taxpayers pay for the parks and the parks belong to everyone. He understood the alcohol issue and wants this to be as safe as possible, but to hear that children would be traumatized because beer would be sold, he couldn't buy.

Councilor Trujillo said he has been as transparent as possible. He asked that the Committee listen to the entire community. He said this is quality of life, not just for one district but for the entire City of Santa Fe.

Chair Wurzbarger said this is a complicated issue and many different dimensions have been heard. She wanted to make it clear that the two resolutions before the Committee were about the beer issue; not if they wanted baseball. She said as members of the Committee their role was to advise on the two questions of the two requests. She asked City Attorney Geno Zamora if he wanted to add anything.

Mr. Zamora said to put the legislation into context; the existing ordinance allows the sale of liquor on city property in limited circumstances and Fort Marcy Ballpark is not one of those locations. He said to provide

clarity to the current ordinance, it was best to articulate that this is for Fort Marcy Ball Park and alcohol sales at that ballpark, as the legislation before the Committee.

Ms. Jahner moved that the City Business Quality of Life Committee support the two resolutions. Mr. Warhanek seconded the motion.

Ms. Aquilina said every three to four years a horrible alcohol related accident happened and the community vowed to change things. She said their memories were very short.

She said she has a bad feeling about this and wonders about the assumptions in the business plan. She read there would be no fiscal impact to the City of Santa Fe and said that raises questions. She could not in good conscience approve the alcohol sale because of what she fears will happen in the future. She said people with digressive debilitating alcoholism will figure out ways to have more than three beers.

She said currently there are trained alcohol servers at businesses in Santa Fe and that hasn't prevented people from driving drunk and killing others and that happened over and over and over. She said the laws and all of the training do not protect them.

Ms. Jahner said she reviewed and discussed the issues before the Committee. She said it should be understood this wouldn't occur every night of the week for the entire summer; it was a limited number of events.

She said regarding alcohol consumption, people would drink whether they could buy it at a ballpark or in a bar. She said personally, a solution to when you take your kid to a baseball game and you plan to drink is to take a designated driver.

She said she spends a lot of time and money supporting baseball in Albuquerque and would rather take her family and friends and support the Santa Fe business community. She lives off of Old Taos Highway and has survived a number of Zozobras with a lot more people and no one has died because rescue couldn't get to them.

Ms. Jahner said it was important for the Committee to look at the requests realistically. She said this is a good decision for the City of Santa Fe.

The motion passed by majority voice vote. Ms. Aquilina voted against.

IV. UNFINISHED BUSINESS- None

V. NEW BUSINESS AND ACTION ITEMS-

- A. Request For Approval Of A Resolution Calling On The City Of Santa Fe And The Community To Support Funding In The Amount Of Thirty Million Dollars (\$30,000,000) For Municipal Capital Projects That Will Create Jobs, Provide For Economic Development Opportunities, Improve Water Security, Enhance Public Safety, And Promote A High Quality Of Life For The Residents Of The City Of Santa Fe; And Proposing A \$30,000,000

General Obligation Bond Issue For Approval By The Voters Of The City Of Santa Fe At A Special Municipal Election To Be Held In Conjunction With The March 6, 2012 Regular Municipal Election (Councilor Dominguez) (Robert Romero)

- B. Request For Approval Of A Resolution Authorizing Twenty Million Dollar (\$20,000,000) Gross Receipts Tax Revenue Bond Issue For Municipal Capital Projects That Will Create Jobs, Design And Improve Infrastructure, Provide For Economic Development Opportunities; Improve Water Security; Enhance Public Safety; And Promote A High Quality Of Life For The Residents Of The City Of Santa Fe (Councilor Dominguez/Robert Romero)

Ms. Noble explained the addendum (Exhibit 2) was updated since the Committee's packets. Public Works Committee approved the five questions on the front page as a draft version of what would be on the ballot. This is a General Obligation (GO) bond that would be on the ballot in March with the City Council election and the language was subject to City Council review and approval.

Chair Wurzbarger clarified that this would be subject to approval of the Finance Committee and City Council and they had not yet approved it.

Mayor Coss said he would comment and then stand for questions from the Committee.

Mayor Coss said the Committee that worked hard on the Angelou Plan would recognize some of the projects like affordable housing and alternative energy, etc.; things they said they would strive to make an investment in as a community and work toward.

He said Santa Fe is in competition for businesses and workers to want to be in Santa Fe and be successful. He said proposed is a portfolio of investments that address a lot of issues the Committee worked on; public safety, parks/trails and transportation as well and couldn't be categorized as one question.

He said the quality of life was primarily parks and trails. Economic development was categorized as solar energy, water security, affordable housing and broadband. He said now there were five questions for the GO Bond and a set of projects that primarily speak to improving infrastructure; not letting the roads go and keeping up with the IT etc.

Mayor Coss said it was proposed to move affordable housing from the GO Bond into the \$20 million because of the need to help people purchase the homes currently on the market. He said until that is addressed there would be no more building.

Chair Wurzbarger asked where affordable housing appeared in the memo.

Mayor Coss said it doesn't appear yet; this isn't the right time to make investments in buying land or building infrastructure.

Chair Wurzbarger clarified that the Public Works recommendation was not to do the broadband under the \$20 million but a recommendation was made to move the affordable housing into the \$20 million.

Ms. Noble explained that Legal determined that affordable housing was not an eligible use of GO bonds.

Chair Wurzbarger clarified for the Committee that affordable housing wouldn't be included in the \$20 million at this time and what would be voted on was to keep affordable housing and broadband in the \$30 million.

Mayor Coss said he wouldn't recommend doing something that the City Attorney said they shouldn't. He said the City Attorney said they could buy land or infrastructure for affordable housing with the \$30 million but testimony they have been getting is that the city should not make an investment in that right now.

Mr. Cisneros moved to approve both requests; A. and B. Ms. Keith seconded the motion and it passed by unanimous voice vote.

VI. ITEMS FROM THE FLOOR

There were none.

VII. ITEMS FROM THE COMMITTEE

Mr. Cisneros said in light of the 400th Anniversary logo being retired, he proposed that staff be instructed to consider unified branding for the city which would bring a consolidated activity to both the visitor aspect, or bring that into consideration with the operational aspect of the city.

Chair Wurzbarger said this is a direction from a Committee member that she as Chair was in disagreement. She said earlier in the week she expressed her dismay to Mayor Coss and those who revised the CVB website that they don't forget that Santa Fe is a UNESCO creative city. She said that is the only direction she would want to give staff in developing brand name. She wants to ensure the cultural industries are considered in branding.

VIII. ITEMS FROM CHAIR

There were none.

IX. ITEMS FROM STAFF

There were none.

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

XI. ADJOURN

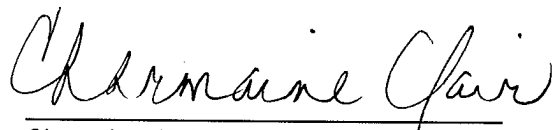
Mr. Cisneros moved to adjourn the meeting. Mr. Warhanek seconded the motion and it passed by unanimous voice vote.

Having no further business to discuss the meeting adjourned at 12:46 p.m.

Approved by:

Rebecca Wurzbarger, Chair

Submitted by:



Chamaine Clair, Stenographer