



Agenda

CITY CLERK'S OFFICE

DATE 12-5-11 TIME 10:05 am

SERVED BY Fabian Trujillo

RECEIVED BY [Signature]

CITY BUSINESS & QUALITY OF LIFE COMMITTEE

City Council Chambers

City Hall, 200 Lincoln Avenue

Tuesday, December 13, 2011

11:00 am – 1:00 pm

I. PROCEDURES

- A. Roll Call
- B. Approval of Minutes – November 8, 2011
- C. Approval of Agenda
- D. Approval of Consent Agenda

II. INFORMATIONAL ITEMS

- A. DISCUSSION OF 2012 CBQL INFORMATIONAL ITEM TOPICS (Juan Torres)
- B. UPDATE ON WORKPLAN PROGRESS AND PRIORITIES FOR 2012. (Nick Schiavo and Kate Noble).

III. CONSENT AGENDA

- A. REQUEST FOR APPROVAL OF THE 2012 MEETING DATES FOR THE CITY BUSINESS AND QUALITY OF LIFE COMMITTEE (Juan Torres)
- B. REQUEST FOR APPROVAL OF A RESOLUTION SUPPORTING THE EFFORTS OF THE COMMUNITY, LABOR AND FAITH ORGANIZATIONS, THE NM ATTORNEY GENERAL, THE NM DEPARTMENT OF WORKFORCE SOLUTIONS AND THE US DEPARTMENT OF LABOR TO ELIMINATE THE PRACTICE OF WAGE THEFT IN NM (Mayor Coss) (Nick Schiavo)
- C. REQUEST FOR APPROVAL OF THE RODEO DE SANTA FE PROJECT PARTICIPATION AGREEMENT (Mayor Coss) (Fabian Trujillo)

IV. UNFINISHED BUSINESS (none)

V. ACTION ITEMS

- A. REQUEST FOR APPROVAL OF A RESOLUTION DIRECTING STAFF TO REVIEW THE POSSIBILITY OF ENTERING INTO A PUBLIC-PRIVATE PARTNERSHIP WITH NEW ENERGY ECONOMY TO FUND AND CONSTRUCT A PHOTOVOLTAIC SYSTEM AT FIRE STATION NO. 3. (Councilor Calvert) (Nick Schiavo)
- B. REQUEST FOR APPROVAL OF A RESOLUTION ADOPTING THE 2011 IRB POLICY (Councilor Bushee) (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 – **January 10, 2012 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.

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

December 13, 2011

ITEM	ACTION	PAGE
I. PROCEDURES		
A. Roll Call	Quorum	1
B. Approval of Minutes-November 08, 2011	Approved	1
C. Approval of Agenda	Approved	2
D. Approval of Consent Agenda	Approved	2
II. INFORMATIONAL ITEMS		
A. Discussion of 2012 CBQL Informational Topics(Juan Torres)	Discussed	2
B. Progress Update and Priorities for 2012(N. Schiavo/K. Noble)	Discussed	3-6
III. CONSENT AGENDA		
A. Approval of the 2012 Meeting Dates (Juan Torres)	Approved	2
B. A Resolution to Eliminate the Practice of Wage Theft (Mayor Mayor Coss/Nick Schiavo)	Approved	2
C. Request for Approval of the Rodeo De Santa Fe Project Participation Agreement (Mayor Coss) (Fabian Trujillo)	Approved	2
IV. UNFINISHED BUSINESS	None	6
V. ACTION ITEMS		
A. Approval of a Resolution Directing Staff Review a Partnership to Fund/Construct a Photovoltaic System at Fire Station No. 3. (Councilor Calvert) (Nick Schiavo)	Discussed	6-7
B. A Resolution Adopting 2011 LRB Policy	Discussed	7
VI. ITEMS FROM THE FLOOR	None	7
VII. ITEMS FROM THE COMMITTEE	Discussed	7
VIII. ITEMS FROM THE CHAIR	Discussed	7-8
IX. ITEMS FROM STAFF	None	8
X. NEXT MEETING	January 10, 2012	8
XI. ADJOURNMENT	Adjourned at 12:03 p.m.	8

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

December 13, 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 11:10 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
Dena Aquilina
Alan Austin
Luca Ceccarelli
Kathy Keith
Buddy Roybal
Frederick Warhanek

Members Absent:

Mayor David Mayor Coss (excused)
Fred Cisneros (excused)
Stephen Guerin
Diane Karp
Kathy Jahner

Staff Present

Kate Nobel
Nick Schiavo
Juan Torres
Fabian Trujillo

Others Present

Charmaine Clair, Stenographer

B. APPROVAL OF MINUTES- November, 2011

Page 11 at the end of the paragraph under Items from the Committee: "Chair Wurzbarger said this is a direction from a Committee member and she, as Chair is in disagreement, should have been "*as Chair is in agreement*".

Mr. Roybal moved to approve the minutes of November 11, 2011 as amended. Mr. Austin seconded the motion and the motion passed by unanimous voice vote.

C. Approval of the Agenda

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

D. Approval of the Consent Agenda

Item C was pulled for possible amendment.

Mr. Ceccarelli moved to approve the Consent Agenda as amended. Mr. Warhanek seconded the motion and it passed by unanimous voice vote.

II. INFORMATIONAL ITEMS

A. Discussion of 2012 CBQL Informational Topics (Juan Torres)

Mr. Torres said the packets had a list of potential topic presentations for 2012 and it would be up to the Committee to decide if these were the right topics.

Chair Wurzburger asked the Committee if anything stood out that they shouldn't do, etc. She thought it was late to have #5 the film initiative.

Mr. Ceccarelli said his initial reaction was it should be sooner. He said June would give time to go to some of the events.

Chair Wurzburger said she wanted the Committee to have time to hear the short term strategy. She suggested a short report now and as a formal item on the next agenda.

Mr. Torres provided update on the film committee's work. The committee met November 2 and December 6 and identified the need for marketing materials and a website and a presence at the Sundance Film Festival and South by Southwest.

He said the county and city currently looked at how to fund those activities and they were working cooperatively with them. He said the short term goal was to get the materials out to let everyone know that Santa Fe is open for film business.

Chair Wurzburger said there is a resolution stating that Santa Fe is in the business of film and wants to welcome people back from across the country. The resolution was also done at the county level.

She noted that the committee was actually a *workgroup* that she and Mayor Coss put together in conjunction with others from CBQL concerned about the feedback of people not coming to Santa Fe.

Mr. Ceccarelli added the resolution was critical the last decade since New Mexico pushed for film in the area. He said for the first time in a long while he felt the resurgence and enthusiasm in the film and multimedia industries and how they would service the region.

Mr. Torres mentioned that the working group works within the REDI initiative and would follow up on the Existing (Committee) initiatives.

Chair Wurzbarger asked for a motion to revise the agenda to move the Rodeo Project first.

Mr. Austin moved that the Agenda be revised to move Item C, Rodeo Project up. Mr. Roybal seconded the motion and it passed by unanimous voice vote.

III. CONSENT AGENDA (Revised Agenda Order)

- C. Request for Approval of the Rodeo De Santa Fe Project Participation Agreement (Mayor Coss)
(Fabian Trujillo)

Mr. Schiavo said he heard concerns from another CBQL member about feedback from the Rodeo Project to CBQL. He suggested the Project return in six months or a year to give an update.

Ms. Keith moved that the Rodeo Project return to the CBQL in June/July to give a feasibility study. Mr. Roybal seconded the motion and it passed by unanimous voice vote.

II. INFORMATIONAL ITEMS (Continued)

- B. Work plan Progress Update and Priorities for 2012 (Nick Schiavo and Kate Noble).

Mr. Schiavo said the Committee's packet had a list of accomplishments and he would highlight a few.

Mr. Schiavo said the need for an ombudsman was filled and Fabian Trujillo would be full-time in that position. He said Mr. Trujillo had the knowledge, skills and abilities that were needed and would assist businesses. He said a business license renewal and new business inquiries could be done online and most important, a business owner wouldn't have to speak through glass.

Mr. Schiavo said funding was a success for broadband, the solar initiative and affordable housing. He thanked Chair Wurzbarger for her help getting that through the process.

Mr. Roybal asked if Mr. Trujillo would still be part of economic development. His concern was who would cover the loss of work done by Mr. Trujillo.

Mr. Schiavo said Mr. Trujillo was still in economic development but part of his role would be to facilitate business licensing for the city. He said Sean Moody now helps with Santa Fe University of Art and Design and has been working on TAC (Telecommunications Advisory Committee) and the broadband initiative. He said with Mr. Trujillo's help they could head off licensing problems usually not heard about until a boiling point was reached.

Mr. Schiavo said another highlight is that MIX continues to be a model for programs and could leverage a tremendous amount of community support with minimal financial input. He noted the Smart Phone apps and the Made by MIX challenges were successful. Mr. Schiavo thanked Ms. Noble for her hard work.

Mr. Schiavo noted the first page had an overview of the economic development goals and target industries and the ongoing projects were on the second page. He provided a review:

- The Villa Real Program intent was to not only continue but make the program better. An integrated continuum of business development services would be developed to target businesses that facilitate the creation and retention of jobs.
- As previously mentioned, Sean Moody is giving them a hand.
- A priority of the Existing and Future Economy (Committees) is to tell the story of economic development in Santa Fe. Ms. Noble worked on communication strategy videos and video interns are working on profiles of innovative organizations in their target industries to help celebrate their success stories. The videos would air on the city channel and would be posted on the website and YouTube.

Mr. Schiavo commended staff for the quality and amount of work they accomplished in the last six months and thanked the CBQL Committee for their guidance.

Mr. Roybal said the previous year a lot of time and work was put into the development of the Future and current Committees and he didn't see anything on those in the information. He asked if the Committees would continue and what had happened to the information gathered from the Committees.

Chair Wurzbarger said she saw it throughout the information. She asked Ms. Montoya-Rael to tie the report to the work that came out of the meeting a year ago with respect to the long and short term; particularly where the short term is.

Ms. Montoya-Rael said staff did a snapshot of their accomplishments in the last two quarters. The Committee approved the work plan for 2011 and the beginning of 2012 to stay within the clusters identified and priority areas were identified.

Ms. Montoya Rael said staff worked to address the priorities and accomplished more than the items that were shown. She noted the ombudsman recommendation had been there since the Angelou Report.

Chair Wurzbarger recollected the brainstorming for the Existing Economy meeting was for two priorities; the ombudsman for better relations and supporting the smaller business communities and second as the number one priority was broadband. She said she worked hard to ensure the broadband initiative was funded under a current CIP program other than the one going to the public that may or may not be approved.

Ms. Montoya-Rael said Ms. Noble would talk about how the ten priorities would take a more comprehensive look at business development and how to ensure the efforts of time and money were integrated across all of the priorities.

Ms. Montoya-Rael said from the brainstorming came the importance of the focus on entrepreneurial communities and how to build on innovation within the city and MIX continues to do that.

Ms. Montoya Rael said staff had managed a workload far more encompassing than shown. She said she gives them credit for sticking to the core priorities.

Ms. Noble said on the business development; a key recommendation of the Existing Economy Committee was to scale up the Villa Real program. She said Ms. Montoya-Rael's work identified the common elements from the Angelou strategy and the work of the Future and Existing Economy Committees.

She said the plan is to take the recommendations of the Existing Economy Committee on Villa Real, in complement to the Future Economy Committee direction on the entrepreneurial ecosystem development concepts and integrate that with the contract with the Business Incubator, the pre-entrepreneurial activities of MIX and the innovation grants.

Ms. Noble said she was doing key interviews with service providers and others in the business development activity to facilitate a fluid referral system for business development and an entire continuum and spectrum of care for businesses, so the hand offs were smoother.

Ms. Noble said the RFP was set to go out in January and would be brought to the Committee.

Chair Wurzbarger said it would be helpful to look at the background information once the Committee has the RFP and have a matrix that shows duplication and how the continuum was being built.

Mr. Roybal said he liked that these would be combined; it made more sense than everyone doing their own thing.

Chair Wurzbarger said before the communication strategy went out, it should be brought to CBQL for comment.

Ms. Noble said it was more a method than a strategy and the key portion was to highlight their successes. She said Caterpillar was an example of a story that could be told to celebrate the entrepreneurial in Santa Fe and Ms. Keith and RDC had incredible things in the works to integrate.

Chair Wurzbarger said the CBQL Committee should be in the loop for the communication strategy and should know what stories would be promoted.

Ms. Noble said a press release would go out that day. She said she would hope each of the members would play a role if they had a relationship with reporters, etc. She said for the communication strategy a more direct-to-business and building their own communication channels would be done.

Chair Wurzbarger said the press release should go out simultaneously through the Chamber of Commerce e-mail.

Mr. Simon Brackley, President of the Santa Fe Chamber of Commerce said the improvement of business services with the city is something he has talked about for a long time. He thanked Chair Wurzbarger and the Committee and staff for making it happen and moving it forward.

He said the Chamber of Commerce would help spread the word and appreciated the Committee's prioritization of the issue.

Ms. Aquilina asked Ms. Noble what the completion of the Made by MIX was.

Ms. Noble said there was a presentation at the last Council meeting of winners and Muchas Gracias Awards were given to business partners. There were 35 submissions for products to be in Santa Fe stores before the holiday season and five winners. The grand prize was a teaching tool for music theory that is available in Collective Works in the Children's Museum Gift Shop and High Desert Guitar.

Ms. Noble said 3 of the 5 winners were actively worked with to help them get into stores. The Children's Museum and Moon Rabbit, a downtown retailer, would also sell a mathematical puzzle after the New Year.

Ms. Noble said another winner was a silk screener named 5♥5 who does clothing design; children's clothes, aprons, bags, T-shirts, tank tops and hoodies that would be sold in the Children's Museum Gift Shops and other tourist oriented gift shops.

Chair Wurzburger said it would be good if the Committee could see a show and tell of the items. She asked Ms. Noble to work on that.

Mr. Ceccarelli said he found the document exciting and commendable. He said the second item of goals; *"Santa Fe would be the water conservation, clean energy capital of the US"* is one of the most timely statements he has seen. He said that would start the next crusade and the intention could be next to film.

He said with projects like the rodeo he was concerned about a 10 year plan that called for a quarter of a million dollars of electricity and \$100,000 of natural gas. He said it was important to make sure all of the activities came together, especially a \$20 million construction project, if Santa Fe was to be on the map as a world leader or the capital of clean energy.

Chair Wurzburger asked if staff should work with CBQL to develop a resolution more specific in direction that could be taken to City Council; a concept of an environmental impact statement check-off list that would be addressed in the proposal.

Chair Wurzburger directed staff as an action item to return to the Committee with something like that that could be taken to City Council. She thanked staff for their work and said it was good and they were much more on track.

IV. UNFINISHED BUSINESS

There was none.

V. ACTION ITEMS

- A. Request For Approval Of A Resolution Directing Staff To Review The Possibility Of Entering Into A Public-Private Partnership With New Energy Economy To Fund And Construct A Photovoltaic System At Fire Station No. 3. (Councilor Calvert) (Nick Schiavo)

Mr. Schiavo said the new energy economy asked him if they came up with \$40,000 if he could find matching funds to put a photovoltaic system at Fire Station Three. He said he worked with several councilors to put a resolution together. He said if the city couldn't get the state or federal tax credit, the \$40,000 from a nonprofit could make up for that.

Chair Wurzbarger asked to be added on the resolution as a co-sponsor and Mr. Schiavo said he would make sure she was.

Mr. Ceccarelli asked if there were restrictions on Item 3 B regarding the PV to be located at Fire Station #3.

Mr. Schiavo said nothing was in the city ordinance that prevented it; the restriction was put in place by utility. He said utility has a standard that a greater than 15% renewable energy on a feeder line has to be reviewed. He said PNM would let them know if the amount was greater than 15% and they may or may not be able to do the system.

Mr. Austin moved to approve the resolution. Mr. Roybal seconded the motion and it passed by unanimous voice vote.

B. Request for Approval of A Resolution Adopting the 2011 IRB Policy Revisions (Councilor Bushee) (Fabian Trujillo)

Mr. Trujillo said the current policy was adopted in 1995 and legislature enacted changes to the IRB Act in 2002 and 2005. He said additional changes were made in 2006 to the Economic Development Plan Ordinance and that was amended in 2008.

He said the policy before the Committee was revised to reflect the changes in the IRB Act and the process for tax exempt projects that had been added. Staff recommended approval of the Resolution and the Policy Act.

Ms. Aquilina moved to approve the Resolution that adopted the 2011 IRB Policy revisions. Mr. Warhanek seconded the motion and it passed by unanimous voice vote.

VI. ITEMS FROM THE FLOOR

There was none.

VII. ITEMS FROM COMMITTEE

Mr. Ceccarelli asked to go back to the IRB policy revision. He said a friend talked about the environmental impact that proposals to an IRB had to go through. Mr. Ceccarelli asked who was preparing the report and if the criteria was rigid enough.

Chair Wurzbarger said that could be clarified on the next agenda.

VIII. ITEMS FROM THE CHAIR

Chair Wurzbarger said she and Mayor Coss went to Korea for eight days for the annual Creative Cities meeting of UNESCO. She said 26 of the 31 cities attended. She said the packet put together from Santa Fe was outstanding and addressed the topic of sustainability.

Chair Wurzbarger met with people from the US Embassy to explore how to create tourism opportunities. There were three different meetings including a referral to the Director of United Airlines in Korea. A couple of markets on Asia were identified through the working group and their first meeting was the previous day.

Chair Wurzbarger said the highlight of the meeting was the opportunity to go to Incheon, a city of ceramics. She said their vision was to be the ceramics capital of Korea and she talked about their effort to become that. A boarding school produced products by the students and was interested in taking Santa Fe students and sending some of their students to Santa Fe.

Chair Wurzbarger said the previous summer a delegation of seven people came to Santa Fe and were in and out of the Folk Art Market and each had expressed an interest in a long-term relationship. She said in Incheon they met several of the master artists and they have a fellowship. She said it might be possible to set up a competition for people who want to participate in an exchange.

Chair Wurzbarger said when the Mayors of Incheon and Seoul come, they would try to focus on bringing tour agents to Santa Fe.

IX. ITEMS FROM STAFF

There were none

X. NEXT MEETING DATE- January 10, 2012 at 11:00 a.m.

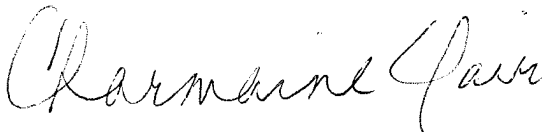
XI. ADJOURN

Having no further business to discuss the meeting adjourned at 12:03 p.m.

Approved by:

Rebecca Wurzbarger, Chair

Submitted by:



Chamaine Clair, Stenographer