



# Agenda

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## CITY BUSINESS & QUALITY OF LIFE COMMITTEE

City Council Chambers

City Hall, 200 Lincoln Avenue

Tuesday, January 10, 2012

11:00 am – 1:00 pm

### I. PROCEDURES

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

### II. INFORMATIONAL ITEMS

- A. Film Industry Working Group report, Luca Ceccarelli
- B. “Show and Tell” on the Makers MIX items, and MIX video (Kate Noble)

### III. CONSENT AGENDA

- A. No Items

### IV. UNFINISHED BUSINESS (none)

### V. ACTION ITEMS

- A. Approval of Amendment No. 4 to the Economic Development Professional Services Agreement - Youthworks! (RFP# 09/02/P) – (Kate Noble)

### VI. ITEMS FROM THE PUBLIC

### VII. ITEMS FROM THE COMMITTEE

### VIII. ITEMS FROM THE CHAIR

### IX. ITEMS FROM STAFF

### X. NEXT MEETING DATE – February 14, 2012 at 11:00 am

### XI. ADJOURN

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

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

**January 10, 2012**

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B. Approval of Minutes-December 13, 2011	Approved	1
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D. Approval of Consent Agenda	None	2
II. INFORMATIONAL ITEMS		
A. Film Industry Working Group report (Luca Ceccarelli)	Discussed	2-3
B. "Show & Tell" -Makers MIX and MIX video (Kate Noble)	Discussed	3-5
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V. ACTION ITEMS		
A. Amendment #4 to the PSA Youthworks (RIFP# 09/02/P- Kate Noble)	Discussed	5
VI. ITEMS FROM THE PUBLIC	None	5
VII. ITEMS FROM THE COMMITTEE	Discussed	5-6
VIII. ITEMS FROM THE CHAIR	None	6
IX. ITEMS FROM STAFF	None	6
X. NEXT MEETING	February 14, 2012	6
XI. ADJOURNMENT	Adjourned at 11:45 a.m.	6

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

**January 10, 2012**

**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 Wurzburger, 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 Wurzburger, Chair  
Mayor David Mayor Coss (arrived later)  
Dena Aquilina  
Alan Austin  
Luca Ceccarelli  
Fred Cisneros  
Kathy Jahner  
Diane Karp  
Kathy Keith  
Buddy Roybal (arrived later)  
Frederick Warhanek

**Members Absent:**

Stephen Guerin (excused)

**Staff Present**

Kate Nobel  
Nick Schiavo  
Juan Torres

**Others Present**

Charmaine Clair, Stenographer

**B. APPROVAL OF MINUTES- December 13, 2011**

**Mr. Warhanek moved to approve the minutes of December 13, 2011 as presented. Ms. Keith seconded the motion and the motion passed by unanimous voice vote.**

### C. Approval of the Agenda

**Mr. Austin moved to approve the Agenda as presented. Ms. Aquilina seconded the motion and it passed by unanimous voice vote.**

### D. Approval of the Consent Agenda

There was none.

## II. INFORMATIONAL ITEMS

### A. Film Industry Working Group Report (Luca Ceccarelli)

Chair Wurzburger explained that the city and county came together on this initiative to turn around the message that New Mexico was no longer in the film business.

Mr. Ceccarelli passed out the duotone "Shoot Santa Fe" logo. He gave the newest statistics with the film industry in New Mexico for 2011: direct spending was \$276.7 million and almost \$900 million of economic activity (with a three time multiplier), there were 21 major productions, \$55 million approved for tax credits and a total of \$96 million paid out.

Mr. Ceccarelli said thus far in 2012 the New Mexico film industry had spent \$80 million in direct spending and the effort was to bring as much of that as possible into the Santa Fe area and Santa Fe County. He said the film office has no marketing budget so the City and County of Santa Fe and members of RED! Northern New Mexico put together their own marketing PR campaign. The campaign targets specifically filmmakers; independent and major of the kind that would attend Sundance, South by Southwest, AFM, local tradeshow and places Santa Fe had been active in 2005.

He said the film office is ecstatic about the initiative and provided their touch screen panel which looked great in a trade show environment.

Mr. Ceccarelli provided an overview of what the workgroup planned for the festival. The group would be really loud and have big yellow ponchos with the "Shoot Santa Fe" logo and Chap sticks with a lanyard with the logo that listed the Santa Fe studios who contributed for advertising space.

*Mayor Coss entered the meeting at this time.*

Mr. Ceccarelli said two events would be hosted; a three day VIP lounge where meetings could be held and a private party. The expectation for the lounge was that about 500 celebrities; filmmakers and actors would go through and the private parties would be mostly private corporations.

Mr. Ceccarelli acknowledged John Henry. He said Mr. Henry was exceptional in leveraging contacts and it was miraculous that the workgroup would represent a municipality for under \$8800 (the government raised \$7000.)

*Mr. Roybal entered the meeting at this time.*

Chair Wurzbarger added that Rio Arriba and Espanola came to the table, Santa Fe City and County had matched each other's contributions and there were private donations.

Mr. Ceccarelli talked about a document that was prepared to change the perceived fear of New Mexico not being film friendly. The document stated that New Mexico is film friendly and open for business and invited film makers to check out Santa Fe and northern New Mexico.

Mr. Roybal asked what the involvement of Santa Fe Studios was compared to other states.

Mr. Ceccarelli said Santa Fe Studio would be promoted as the most exciting, green, new construction studio in the country and compared by volume, height and accessibility and had the amenities expected from a world-class sound stage.

Ms. Karp asked if the Santa Fe University Art and Design was involved. She was told the workgroup worked closely with Paula who would attend, as well as the new chairperson.

Mr. Austin asked the current cap for annual rebates. He was told it was a rolling cap of \$50 million, after which it would depend on the size of the rebate. Large-scale productions would have a rebate scaled over three years.

Mr. Austin thought the numbers were for the full 12 months but said the \$80 million was more like what has happened in the last half of 2011. Mr. Ceccarelli said he would follow-up on that.

The Committee gave Mr. Ceccarelli a round of applause.

Chair Wurzbarger said she and Mayor Coss would attend with at least 10-12 from Santa Fe. She invited everyone who wished to attend to join them.

Chair Wurzbarger said in following months the Committee would discuss plans for South by Southwest. She invited anyone interested and said they would pull together as many people as possible to plan how the city could have a presence.

Chair Wurzbarger said the energy of the group was amazing. She praised John Henry for getting the price of the lounge down to \$2500. She said he had a portable stage and it was discussed to put the stage across from Whole Foods and have musicians from New Mexico on stage.

#### B. "Show & Tell" -Makers MIX and MIX video - Kate Noble

Ms. Noble said two of the winners were present. Images of the five winning products were passed around.

She said the contest through MIX was an effort to support young professionals in Santa Fe and asked for the best products to put into Santa Fe stores for the holiday season. The contest was another way to ask for a business plan and applicants were asked how the product would be wrapped, the price point, how it would be made, etc.

Ms. Noble said there were 35 entries with one grand prize winner. LANB contributed \$3500 for the grand prize and assisted with the publicity. MIX partnered with local businesses who participated with shaping the criteria and the judging and retail. Winners included two food service products of an electrolyte Popsicle and an energy drink.

Ms. Noble said two of the winners; Matthew Ellis and Ethan Boyer were present to talk about their products. Mr. Ellis's log bridge game was shown. The grand prize winner was a Scale Meter; a wheel that breaks down music theory and a visualization of music theory tool. The Meter retails for \$7.95 and was available in Collective Works, the Children's Museum Gift Shop and High Desert Guitar for the holiday season. The feedback from local musicians was that the Meter is a practice tool and works on a number of different levels.

Ms. Noble introduced Matthew Ellis, maker of the log bridge puzzle.

Mr. Ellis said his background was in design; he has an advertising degree and works in the arts marketing business. He said Santa Fe is known for its art community and therapy community and he considered the toy both art and therapy. He collects toys from different countries and has been making toys for years for his son. He said he made a toy for his son's school fundraiser and his son suggested they sell the toy, which he thought was a great idea. He saw the advertisement for the contest and took a shot.

Mr. Ellis said the log toy is a simple puzzle and the idea is to get the rabbits from one side of the bridge and the foxes to the other side by jumping the opposite kind. The toy is made from Aspen and recycled birch ply and is sourced locally. The inks and finishes are non toxic and come from a local company. He noted that his long-term vision is to follow the philosophy of cradle to cradle design and for the toy to biodegrade.

Mr. Ellis said the toys were placed in the Children's Museum and he also has a website that has sold toys as far away as Ithaca, New York. He said if the business grows he would like to create half dozen jobs in the area. He wants to promote his designs and produce limited edition toys and create opportunities for other artists that make toys.

Mr. Ellis thanked the Committee for the invitation and Ms. Noble and MIX for fanning the flame of his initiative.

Ms. Aquilina asked the price of the toy and learned they sell for \$25 locally and \$45 on line.

Ms. Noble introduced Ethan Boyer, the winner for his clothing line series under the 5♥5 label.

Mr. Ethan Boyer said he is a graphic designer and a screen printer for many years. He came up with the 5♥5 design when MIX proposed the challenge. He said it was a local design that banked on local impact and tourists. He has thirty designs in the works and will focus on five or six. He explained the printing is mostly on American made products and organic.

Mr. Boyer showed his products and said they could be purchased at the Children's Museum, Collective Works and a local retail store.

Ms. Karp asked if Mr. Boyer had connected with Youthworks for youth to learn screen printing.

Mr. Boyer said he has worked at Warehouse 21 for over three years and teaches and mentors students that come in. He said Youthworks has talked about a putting together a screen printing shop but that is down the line and would love to help them set up the shop.

Ms. Noble said MIX is undergoing strategic planning for 2012 and the last session would be the following week. MIX would have three new challenges; one was another form of a business plan competition and money has been raised to support that.

Also a MIX starter event in the style of a science fair has been looked at, with projects in different areas like technology, social entrepreneurship etc. People would be asked to pledge a donation of \$20 or so and entrepreneurs would do pitches. The hope is to bring in a community who would be willing to do selective funding and receive certain things on certain levels like a tee shirt, in return.

Ms. Noble said the third MIX challenge was to ask people what challenge they would like to see. She said a lot of energy was around a longer event around St. Michaels Drive to experience revitalization; particularly around the University. She said MIX also has a new world in data collection and worked to get statistically significant data, asking the same questions over and over to understand if they were drawing the same people over and over or getting new people.

Mr. Ceccarelli said he wanted to explore how "Shoot Santa Fe" could work with MIX. He thought it would be great to take the products on the road and give them out at the booths.

### III. CONSENT AGENDA

There was none.

### IV. UNFINISHED BUSINESS

There was none.

### V. ACTION ITEMS

- A. Amendment #4 to the PSA Youthworks (RFP# 09/02/P- Kate Noble)

Ms. Karp said the notes were extraordinarily clear and she had no questions.

**Ms. Jahner moved to approve Amendment #4 to the PSA Youthworks. Ms. Karp seconded the motion and the motion passed by unanimous voice vote.**

### VI. ITEMS FROM THE PUBLIC

There was none.

### VII. ITEMS FROM COMMITTEE

Mr. Ceccarelli said he wanted to follow up with the fiscal year.

Ms. Karp apologized for having to miss the December meeting. She said it was nice to have economic

development plans and strategies happening within the city. She said the year had been one of action and action items and products and points of progress. She suggested the Committee work on making sure people know how many things have happened.

Chair Wurzburger said the centennial event was wonderful and was a great celebration.

**VIII. ITEMS FROM THE CHAIR**

There was none.

**IX. ITEMS FROM STAFF**

There were none.

**X. NEXT MEETING DATE- February 14, 2012 at 11:00 a.m.**

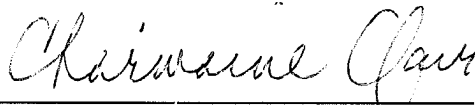
**XI. ADJOURN**

*Having no further business to discuss the meeting adjourned at 11:45 a.m.*

Approved by:

\_\_\_\_\_  
Rebecca Wurzburger, Chair

Submitted by:

  
\_\_\_\_\_  
Charmaine Clair, Stenographer