



# Agenda

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## CITY BUSINESS & QUALITY OF LIFE COMMITTEE

City Council Chambers  
City Hall, 200 Lincoln Avenue  
Tuesday, February 14, 2012  
11:00 am – 1:00 pm

### I. PROCEDURES

- A. Roll Call
- B. Approval of Minutes – January 10, 2012
- C. Approval of Agenda
- D. Approval of Consent Agenda

### II. INFORMATIONAL ITEMS

- A. Northern New Mexico 20/20 Campaign, Power Point Presentation and Video (6 min.)  
Kathy Keith, Executive Director, Regional Development Corporation.
- C. Update on Asia Working Group (Kate Noble)
- B. Business Development Strategy Update (Kate Noble)

### III. CONSENT AGENDA

- A. Santa Fe Regional Telecommunications Coalition Memorandum of Agreement, Amendment #1, expanding the membership of the Coalition to include the Santa Fe Indian School and the Institute of American Indian Arts (Juan Torres)

### IV. UNFINISHED BUSINESS (none)

### V. ACTION ITEMS

- A. A Resolution supporting the efforts of the Santa Fe Innovation Park and Santa Fe community college to establish a micro-grid research, development, demonstration, and deployment laboratory in Santa Fe, New Mexico. (Councilor Calvert) (Juan Torres)
- B. A Resolution directing staff to prepare amendments to the city of Santa Fe procurement code to expand section 15.2 in order to establish a “buy American” procurement policy. (Councilor Chavez) (Robert Rodarte)
- C. An Ordinance creating a new subsection 28.8 of the City of Santa Fe Purchasing Manual (“Purchasing Manual”) to establish provisions for community workforce agreements pursuant to article 9.02 of the City Charter and Section 11-13 SFCC 1987. (Mayor Coss and Councilors Dominguez, Romero and Trujillo) (Robert Rodarte and Judith Amer)

- D. A Resolution directing staff to prepare amendments to the City of Santa Fe procurement code relating to the establishment of a sweat-free procurement policy. (Councilor Trujillo) (Robert Rodarte)
  
- E. A Resolution directing staff to investigate developing an Overlay District as part of continuing work on a community development process for the St. Michael's Drive area that will result in a vibrant community-centered streetscape and affiliated enhancements for the surrounding area. (Councilors Romero, Wurzburger and Bushee) (Kate Noble)

VI. ITEMS FROM THE PUBLIC

VII. ITEMS FROM THE COMMITTEE

VIII. ITEMS FROM THE CHAIR

- A. Report on Sundance Film Festival Results

IX. ITEMS FROM STAFF

X. NEXT MEETING DATE – **March 13, 2012 at 11:00 am**

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**

**February 14, 2012**

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

**February 14, 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  
Dena Aquilina  
Alan Austin  
Luca Ceccarelli  
Fred Cisneros  
Mayor David Coss (arrived later)  
Diane Karp (arrived later)  
Kathy Keith  
Buddy Roybal  
Frederick Warhanek

**Members Absent:**

Stephen Guerin  
Kathy Jahner (excused)

**Staff Present**

Kate Nobel  
Lillian Montoya Rael  
Nick Schiavo  
Juan Torres

**Others Present**

Robert Rodarte  
Charmaine Clair, Stenographer

**B. Approval of Minutes- January 10, 2012**

The reference to John Henry and Mr. Henry (page 2) should have been Jon Hendry.  
Page 4, reference to Collective Works should have been Collected Works.

**Mr. Warhanek moved to approve the minutes of January 10, 2012 as amended. Mr. Roybal seconded the motion and the motion passed by unanimous voice vote.**

### **C. Approval of the Agenda**

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

### **D. Approval of the Consent Agenda**

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

## **II. INFORMATIONAL ITEMS**

- A. Northern New Mexico 20/20 Campaign, Power Point Presentation and Video (6 min.)  
Kathy Keith, Executive Director, Regional Development Corporation.

A video on the Northern New Mexico 20/20 Campaign was shown.

Ms. Keith said the campaign is in its initial and the campaign goal is to create 20 new high-growth companies in northern New Mexico by the year 2020. The hope is a venue for everyone to promote the successful companies, know which companies are creating new jobs and together support the companies as they grow.

Ms. Keith said this is also a mechanism to align the infrastructure in New Mexico to support high growth businesses in their region. She said they have a lot of partners and would welcome more. She wants to ensure the high-growth businesses that work with a technical assistance provider have everything needed and could call someone if the technical assistance provider couldn't provide something.

Ms. Keith described the process is to have annual nominations using an agreed set of criteria. A class of nominees would be selected of 20/20 companies that would be looked at in 2020 for how the company grew in revenue and created jobs in northern New Mexico.

Ms. Keith said she has talked with community groups about joining their partnership and the website is up and running with the purpose to promote the companies in northern New Mexico. The website would provide links to all of the technical resources and a small business or startup could find resources available to help with a marketing or business plan or where to obtain capital.

*Ms. Karp entered the meeting at this time.*

Ms. Keith said press releases would be done once the companies are selected. Economic news from the 20/20 Campaign would talk about what their communities are doing and have news about the chosen companies.

Ms. Keith said the criteria for nominating companies should be adopted by the end of the week with a call for nominations of the first class of 20/20 companies in March and selections made in April-May. A one day intensive seminar is planned in August from both the private and public sectors supporting the companies and experts would be brought in from around the country if needed. Local capital providers would be

introduced to the 20/20 class and could provide technical assistance, including meeting local elected officials.

Chair Wurzbarger asked who would select the businesses.

Ms. Keith said it would be a special committee with a representative of all the technical service providers that are partners. A recommendation was that business people be involved because a criteria was that the company be viable. They want strong, healthy companies to be nominated.

Mr. Ceccarelli asked how the campaign would define high growth; what the parameters were.

Ms. Keith said there are many definitions and the one put to the partners was a company who could double their employees or their revenue over four years.

#### C. Update on Asia Working Group (Kate Noble)

Ms. Noble said the Asia Working group has been meeting for over a month in large group and sub group meetings.

*Mayor Coss entered the meeting at this time.*

The Working Group is focused on actions in two areas; to get visitors (tourism) to Santa Fe from Asian countries and to attract investments from Asian companies to Santa Fe. Three sub groups were formed; one to work on tourism from Korea, another to focus on tourism from China and a third group is focused on foreign direct investments.

Ms. Noble said the Foreign Investment Group is looking at available resources (officials from the Treasury Department and Commerce Department etc.) and connections and where there are good connections, such as in Korea.

Ms. Keith said she also talked with a gentleman doing a study for the RDC who is looking at workforce and other issues in terms of growth and companies that could be targeted. She said he highlighted the deep resources and talent pool in technical and scientific expertise.

Chair Wurzbarger said not only the trip she and the Mayor took to Korea and the one she took to Qinchuanzhen played a major role in what might be outside of Santa Fe and New Mexico; it started with the Creative Cities effort that is now 31 cities worldwide.

She said also it built on her self-nomination to go to a meeting in Seattle by the National League of Cities where 7 mayors and 19 venture capitalists were interested in investing. She said the Foreign Direct Investment Committee would be following up on those contacts as well.

#### B. Business Development Strategy Update (Kate Noble)

Ms. Noble said this is fed by the work done by the Asia Workgroup but also goes hand in glove with the 20/20 Campaign initiative and is an important partner with many of the same themes. She said it is

important to recognize there is a real opportunity in 2012 for a number of reasons; they are coming out of economic recession and a lot of service providers, organizations etc. have let go of old ways.

Ms. Noble said she conducted hours of key interviews of service providers, entrepreneurs and others in business development and has come up with new pilot ways of doing business development.

Ms. Noble said she and Ms. Keith attended the presentation of Grace Brill at the Santa Fe Incubator. She said Ms. Brill's presentation echoed her work to map the business development universe. She said Ms. Brill brought out the Kaufman Index and Innovation New Economy Index. New Mexico was low (32 out of 50) on most measures but is #10 in innovation capacity.

She said the visual aid puzzle pieces (Exhibit 1) were key to what she would talk about in the Business Development Plan-2012. (Exhibit 2) She explained the four pieces of the 2012 Business Development Plan:

#1-Perform cluster information gathering and mapping- the data available, how to get it, who the entrepreneurs are and the clusters that are growing and jobs being added.

#2- Facilitating source connections; the business ombudsman provided by Mr. Chavez in City Hall with active referrals as a resource for businesses to learn about service providers and integrate with the website and 20/20 Campaign etc. An RFP for the Business Visitation Program would focus on economic development-based companies.

#3-Taking into account the lessons learned and the needs identified by the Existing and Future Economy subcommittees. A key part is telling the stories of the entrepreneurs and the entrepreneurial fellows were a way to do that. Entrepreneurs from the community would be asked to commit to active business development for a period of time and be hand-in-hand with the 20/20 Campaign.

#4-Existing contracts and services-the City has significant investments in the Santa Fe Business Incubator, Youthworks and SCORE and MIX that would be watched to ensure alignment with the economic development goals. All of those contracts would be renewed this year or have another RFP.

Ms. Noble said that MIX would launch a business plan competition on March 15 with the Chamber of Commerce with winners announced in early June. The hope is for this to be the first step to identify the entrepreneurial fellows and have smoother referrals between service providers, the government and those working with the Chamber and the entrepreneurs.

Ms. Noble asked the Committee members to look for people with entrepreneurial ideas and drive, even if not currently entrepreneurs and send her or Ms. Keith the information.

Mr. Roybal said this was excellent and he was pleased to see it. He was concerned with the statement that the worst economy was over and thought that wasn't quite true. He said this was great for the new businesses but there were still a lot of existing businesses that should have another avenue to move forward, reorganize and regroup.

Ms. Noble said in terms of the economic indicators a lot had started to improve but they could easily slip back and that needs to be watched. She said the business ombudsman service is key and with the daily conversations magic could develop in how businesses get services in City Hall.

Mr. Austin said in response to Mr. Roybal's comments, he believed the best way to help existing businesses grow is to bring new business to Santa Fe. If the economy is grown it brings new people and jobs to town and they would spend money. He said it is a good defense as well as a good offense measure.

Mayor Coss said it seemed a good program for economic development. He said in another meeting it came up that the manufacturing sector in Santa Fe is often overlooked. He said Santa Fe has Caterpillar and furniture makers and a significant manufacturing sector that could bring money to Santa Fe.

Chair Wurzbarger said she looked forward to the results of the target industry strengths that would come from REDI and the consultants.

Mr. Ceccarelli asked if Mr. Chavez's service is used a lot by the community.

Chair Wurzbarger said she sees Mr. Chavez talking with people in the hall and he is connecting. She asked that Mr. Chavez be on the next agenda and provide a report on how things were going.

Ms. Aquilina said she read that businesses would be offered free rent. She asked if that would be through the places the City already invests in, like the Incubator or the Complex.

Ms. Noble said that was a possibility but was still to be developed. She said they want the respondents to the RFP to come forward with leveraged connections of their own in the community. The idea was for that to be one of the menus for qualifications in a menu of services and the review committee could then weigh those.

Ms. Noble said there are two RFPs; one for the business participation program and the other for the entrepreneurial fellowship program.

Chair Wurzbarger commended Ms. Noble and the team for their work.

### **III. APPROVAL OF CONSENT AGENDA- Previously approved.**

- A. Santa Fe Regional Telecommunications Coalition Memorandum of Agreement, Amendment #1, expanding the membership of the Coalition to include the Santa Fe Indian School and the Institute of American Indian Arts (Juan Torres)

### **IV. UNFINISHED BUSINESS- None**

### **V. ACTION ITEMS**

- A. A Resolution supporting the efforts of the Santa Fe Innovation Park and Santa Fe Community College for a micro-grid research, development, demonstration, and deployment laboratory in Santa Fe, New Mexico. (Councilor Calvert) (Juan Torres)

Mr. Torres said the Santa Fe Innovation Park is partnering with the Santa Fe Community College to explore a research development three Ds: development, demonstration and deployment, that would be located at the Community College. The resolution supports those efforts and is consistent with the Sustainable Santa



Fe Plan, the Angelou Plan and the Plan for Implementation.

The Santa Fe Innovation Park has a Santa Fe County resolution that passed in support of their project as well as a congressional delegation letter of support. The current funding possibilities are being explored through the Economic Development Administration and other mechanisms.

Mr. Ceccarelli said this is one of the most important and critical resolutions that every municipality should explore and the work is very important.

**Mr. Ceccarelli moved to approve the resolution as presented. Mr. Warhanek seconded the motion and it passed by unanimous voice vote.**

- B. A Resolution directing staff to prepare amendments to the city of Santa Fe procurement code to expand section 15.2 in order to establish a “buy American” procurement policy. (Councilor Chavez) (Robert Rodarte)

Mr. Rodarte said there was a lot in this resolution and all of it tied to the upcoming bond. He was directed by the Governing Body to find ways to keep local as much of the bond money and the City transactions as possible. He said two *whereas* statements in the resolution are very important.

Mr. Rodarte read the two statements; the first about local preferences to potential contractors. The second *whereas* was a resolution that directs Staff to expand the local preference section in the Santa Fe Purchasing Procurement Code. The preference would give businesses a greater opportunity when bidding on City capital improvement contracts and employ the unemployed and underemployed residents in construction.

Mr. Rodarte said language would be introduced that gives an opportunity for an allowance if local qualified subcontractors are hired. He said up to 10% allowance would be given on a bid proving a local certified company would do a percentage of the work. An example was provided of a large company in Albuquerque that could have an opportunity to get a percentage allowance (preference) to hire companies in Santa Fe.

He said changes were made to the veterans’ preference. Businesses that didn’t qualify for the local 10% might qualify for the 5% as a minority or a veteran owned business.

Chair Wurzbarger explained that it was being called an allowance but it was another numerical weighting that would give additional points to someone from out of town to hire people inside town.

Mr. Rodarte said the bidders would be prequalified. Projects would be publicly advertised and those who want to prequalify would identify the subcontractor list for approval before they are moved to the bid list.

Mr. Rodarte said changes have been made to the “buy America” policy. The City would try to recognize as much local business as possible and identify vendors in town that manufacture products. They want to encourage the Committee’s and the City departments to buy local when possible before going to other entities or agencies in the State or country.

Mr. Cisneros asked what assurance there was that local vendors on the list would be used.

Mr. Rodarte said the subcontractor on the bid couldn't be changed without City approval or there could be a penalty.

Mr. Cisneros asked if portions of each project or contract assigned to sub contractors would be specifically addressed.

Mr. Rodarte said the amount of work as well as the description of work would have to be identified.

Chair Wurzburger asked that a future meeting have a presentation on the changes of the rules.

Mayor Coss said the presentation about *buy local* is great and the City should keep working on that. He was hesitant about the "buy American" resolution and noted that the *whereas* only said to develop a policy.

He said it seemed like a great idea but there wasn't enough information. He said the focus of the CBQL and the City has been to buy locally and regionally and he would caution them. He wouldn't want to mess up efforts to do things in New Mexico or Santa Fe County and thought this opens a Pandora's Box.

Chair Wurzburger was concerned that this would tie the City's hands, particularly on the solar activities. She said the City has to be responsive to what is developed in other places. She was concerned how the City procurement process might be hampered and adding this is another layer.

Mr. Ceccarelli said he applauds the measure in that it might lead in the procurement process to investigate things the City otherwise wouldn't know about and encourage responsible purchasing.

Mr. Austin said the ultimate suggestion by Staff would need to be approved. He could see "buy American" with a preference if it has an option if something is more expensive.

Mr. Rodarte said in response to Mayor Coss' questions; the language that goes to the Finance Committee would clarify a lot of the Mayor's questions. Most of the language had passed legal.

Ms. Karp said her concern was a matter of conflict. She said people want to support regional and local, specifically Santa Fe businesses. She said if Santa Fe businesses thrive by importing from Mexico what then; how could they weigh the need to support local businesses in comparison to the desire to buy American-made products. She said it was a conundrum that needs to be laid out very clearly and no matter how it was done, they would find themselves sliding.

Mayor Coss said the ordinance would move to the Finance Committee on the 20<sup>th</sup> and address some of the issues. He was more comfortable in not making a recommendation.

**Mayor Coss moved that a recommendation be postponed and the ordinance brought back after the Finance Committee looked at it. Ms. Aquilina seconded the motion and it passed by unanimous voice vote.**

- C. An Ordinance creating a new subsection 28.8 of the City of Santa Fe Purchasing Manual ("Purchasing Manual") to establish provisions for community workforce agreements pursuant to article 9.02 of the City Charter and Section 11-13 SFCC 1987. (Mayor Coss and Councilors

Dominguez, Romero and Trujillo) (Robert Rodarte and Judith Amer)

Mr. Rodarte said the organizations offer the ability to have registered, licensed contractors with transactions over a half-million dollars and would help prevent labor strikes and problems. The majority of the City's business is under \$500,000 but this guarantees established companies would be hired under the umbrella of the Community Workforce Agreement.

Mr. Ray Baca was introduced. He said he is the Executive Director for the New Mexico Building and Construction Trades Council. He represents all of the construction labor unions in New Mexico and the hundreds of construction workers that live in Santa Fe or the immediate area.

He said the Community Workforce Agreements have a nationally proven track record of on-time, on budget and safe performance for all large-scale projects in the public and private sector. The Agreements could be customized for things such as apprenticeship or training opportunities along with being a gateway for long-term family sustaining jobs.

Mr. Baca respectfully asked that the Committee support the proposal.

Chair Wurzburger asked if it was true that the Agreement wouldn't affect the local community in terms of smaller businesses.

Mr. Rodarte said the key was the \$500,000 and 95% of the job opportunities sent by RFP are under that. He said this is for large projects and would not have a big impact or restrict a local business.

Mayor Coss thanked Mr. Rodarte for working on the resolution with him, the attorney's office and the Building Trades Council. He said the resolution was brought forward because the Council and BQL have tried to develop businesses and good jobs in Santa Fe. He said this is a good next step and would help meet the goal to have good jobs in Santa Fe and the region that provide health insurance, safety training, retirement and things important to the quality of life.

He said Santa Fe doesn't have trained construction workers and that needs to start and the building trade apprenticeship programs could help Santa Fe get there.

Mayor Coss said finally the on-time and on budget quality of work is important when the City does a \$6 million building or road improvement. He said it is a good component to grow the local economy.

Mr. Austin asked Mr. Rodarte if any of the jobs had not been awarded to a union contractor over the last five years. He was told no, the majority was unionized organizations and smaller company affiliations.

Mr. Roybal said union workers have more benefits and a higher wage scale than nonunion. He asked if that affected the construction project.

Mr. Baca said it doesn't add a penny to the cost; the contractors are required to pay wages determined by the state and the Community Workforce makes sure individual workers by class were paid correctly.

Chair Wurzburger said she supports the ordinance. She asked to be added as a co-sponsor.

**Mayor Coss moved to approve the ordinance as presented. Mr. Warhanek seconded the motion and it passed by unanimous voice vote.**

- D. A resolution to direct staff to prepare amendments to the City of Santa Fe Procurement Code related to the establishment of a sweat free procurement policy.

**Mayor Coss moved for approval of the resolution as presented. Ms. Karp seconded the motion and it passed by unanimous voice vote.**

- E. A resolution directing staff to investigate developing an overlay District as part of continuing work on a

*Mr. Austin abstained because the bank owned property in the overlay district.*

Ms. Noble said a working team appointed by the City Manager would develop an overlay district with incentives with the purpose to spur redevelopment. She said the result of this resolution would be options and recommendations from the working group to City Council.

Ms. Aquilina said the last time this came through Mr. Austin asked who would pay for this. She said the idea keeps getting kicked around but that isn't clear.

Ms. Noble said this idea is to create structures to leverage and attract private investment and private redevelopment projects in the area. There could be mechanisms that impact in other ways such as if utility fees were waived as an incentive to attract private investment.

Mr. Ceccarelli asked if this document was the one he read where the City would need to buy the road from the DOT.

Ms. Noble said it would look at that. She said more than *buy* it, the City would take responsibility for the road. How the maintenance of the road would be paid for would have to be investigated and is where some ideas include business improvement districts so that significant improvements could be done to the road.

Mayor Coss said they did ask for the road and part of this plan is that the City needs the business community to reinvent themselves in this area and be strong.

Ms. Karp reminded the Committee that this was the physical center, the population center, the geographic center of their City and one of the most horrifically blighted parts of the City. She said with all of the talk about building businesses and supporting entrepreneurial activity and attracting new families that would continue the traditions of creativity and innovation etc. – the City has a dead center.

**Ms. Karp moved to wholeheartedly support the resolution as presented.**

Ms. Karp said all of the hard work that has happened for years is coming to a creative and positive potential. All of the factors that would support an innovative center and a creative move forward are part of this proposal.

She said the Committee should move forward with this because they have to have the political and personal will to make change. This is a demonstration of that and is bringing a lot of research and hard work to a

culmination point where they can now make it happen or could at least begin to support making it happen.

**Mr. Warhanek seconded the motion and the motion passed by unanimous voice vote.**

#### **VI. ITEMS FROM THE PUBLIC- None**

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

Mr. Austin invited Committee members to an event on February 28 at 4 p.m. at the Hotel Santa Fe sponsored by the Chamber of Commerce Economic Development Committee; a panel discussion by entrepreneurs who have made it in Santa Fe. The hope is to learn what it took to make things work for the entrepreneurs in Santa Fe and why they were here and how the City could help them to continue to grow.

Mr. Ceccarelli wanted to follow up with the Shoot Santa Fe event. He said in the interim they went to Sundance and Mayor Coss and Chair Wurzbarger were also there. He said it was very successful and they found that a lot of the film makers did not know that New Mexico is still a leader in the film industry for rebates and incentives.

He said based on that success, the group would go to South by Southwest in March and then the Locations Expo in Los Angeles in June.

Ms. Karp said she heard from several people that attended who thought it a genius idea and said it was well received.

She said Erica Sharp, a young filmmaker supported by the Art Institute, has created a small film called *Up Heartbreak Hill* about the Navajo runs. The film airs on KNME in March and Ms. Sharp would be at the Institute to screen the film and talk about the making of the film in New Mexico.

Ms. Karp said she also wanted to mention that Ricardo Legorreta died in January. The Art Institute with other organizations would do a major international symposium in late October on the impact of his architecture on American architectural design.

Mr. Roybal asked the Committee's support for the Santa Fe Boys and Girls Clubs. A fundraiser with a 50s/60s theme would be held on March 24 at the Santa Fe Convention Center and tickets were \$125.

Mr. Ceccarelli said he read on the sweat shops a consideration President Obama made in one of his books that in regions where sweatshops were shut down the workers had many times turned to trash picking or prostitution or drug rings. He said it was a complex issue.

Ms. Karp said the whole study described that where sweatshops are there is trafficking and drugs and violence regardless. The environment allows sweatshops to exist and supports the destruction of the social fabric.

**VIII. ITEMS FROM CHAIR**

A. Report on Sundance Film Festival Results

Chair Wurzburger said the unique collaboration between the Los Alamos, Taos, Rio Arriba, Espanola, Santa Fe City and County, the University Art and Design and the Santa Fe Studios was a mini model. She said they need to reinforce what was learned and everyone should work on changing and reversing the image of the perception of film in New Mexico.

Chair Wurzburger mentioned there still were no regulations. She said after the session the group would make appointments and move the effort forward and it would be good if everyone helped.

**IX. ITEMS FROM STAFF- None**

**X. NEXT MEETING DATE- March 13, 2012 at 11 a.m.**

**XI. ADJOURN**

*Having no further business to discuss the meeting adjourned at 12:36 p.m.*

Approved by:

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

Submitted by:



\_\_\_\_\_  
Chamaine Clair, Stenographer