



# Agenda

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## CITY BUSINESS & QUALITY OF LIFE COMMITTEE

City Council Chambers  
City Hall, 200 Lincoln Avenue  
Tuesday, April, 10, 2012  
11:00 am – 1:00 pm

### I. PROCEDURES

- A. Roll Call
- B. Approval of Minutes -- February 14, 2012
- C. Approval of Agenda
- D. Approval of Consent Agenda

### II. INFORMATIONAL ITEMS

- A. Business Ombudsman Report (Fabian Trujillo)
- B. Presentation on Employee Assessment Instruments (Kate Noble, State Workforce Connection)
- C. Report from the Film Working Group (Kate Noble)
- D. Report from the Asia Committee (Juan Torres)

### III. CONSENT AGENDA (none)

### IV. UNFINISHED BUSINESS (none)

### V. ACTION ITEMS

- A. A RESOLUTION SUPPORTING THE CONTINUATION OF ECONOMIC DEVELOPMENT ACTIVITIES RELATED TO THE FILM INDUSTRY WITHIN THE CITY OF SANTA FE AND AUTHORIZING THE USE OF CITY-OWNED PROPERTIES, AT NO COST, FOR FILM AND TELEVISION PRODUCTIONS THAT ARE ENROLLED IN THE NEW MEXICO FILM PRODUCTION TAX CREDIT PROGRAM. (Councilor Wurzburger) (Fabian Trujillo)

### VI. ITEMS FROM THE PUBLIC

### VII. ITEMS FROM THE COMMITTEE

### VIII. ITEMS FROM THE CHAIR

### IX. ITEMS FROM STAFF

### X. NEXT MEETING DATE – **May 8, 2012 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**

**April 10, 2012**

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

**April 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  
Dena Aquilina  
Alan Austin  
Luca Ceccarelli  
Fred Cisneros  
Stephen Guerin  
Diane Karp (arrived later)  
Kathy Keith (arrived later)  
Councilor Christopher Rivera (arrived later)  
Buddy Roybal  
Frederick Warhanek

**Members Absent:**

Kathy Jahner (excused)  
Mayor David Mayor Coss (excused)

**Staff Present**

Kate Nobel  
Juan Torres

**Others Present**

Melissa Byers, City Attorney Office  
Charmaine Clair, Stenographer

**B. Approval of Minutes- February, 2012**

Page 2, Informational Items- "Ms. Keith said the campaign is in its initial and the campaign goal..." The word phase was left out and should read "*Ms. Keith said the campaign is in its initial phase and...*"

Page 4 & 5, under Business Development Strategy Update; all references to Mr. Chávez should have been to Mr. Fabian Trujillo.

**Mr. Cisneros moved to approve the minutes of February 14, 2012 as amended. Mr. Roybal seconded the motion and the motion passed by unanimous voice vote.**

**C. Approval of the Agenda**

Action item 5, regarding the resolution was moved to the first item.

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

**D. Approval of the Consent Agenda - None**

**V. ACTION ITEMS (Revised Agenda Order)**

- A. A Resolution Supporting the Continuation of Economic Development Activities Related to the Film Industry within the City of Santa Fe and Authorizing Use of City-Owned Properties, at No Cost, For Film and Television Productions Enrolled In the New Mexico Film Production Tax Credit Program. (Councilor Wurzburger) (Fabian Trujillo)

Ms. Byers said the Committee's packet included amendments from the Finance Committee and Councilor Wurzburger. The back page of the document includes the City's insurance requirements.

Ms. Byers said the Finance Committee specified that productions would pay for police and fire overtime and be required to agree to the City's standard insurance and indemnity provisions in the written agreement with the City.

She said Councilor Wurzburger introduced amendments the previous day. One directs Staff to prioritize the needs of local northern New Mexico/Santa Fe film and student productions and provide outreach.

Ms. Byers said also a resolve clause was added that exempts City property where the City had entered into federal grant assurances restricting the free use of such property.

Ms. Byers said Juan Torres could address questions about the Fiscal Impact Report or anything related to the resolution. The resolution passed both the Finance Committee and Public Works.

*Councilor Rivera entered the meeting at this time.*

Mr. Roybal asked about the use of the Santa Fe University facilities.

Chair Wurzburger said that was separate because of lease agreements. This was city-owned property that is not leased.

**Ms. Aquilina moved to accept the resolution. Mr. Warhanek seconded the motion and it passed by unanimous voice vote. Mr. Ceccarelli abstained as a member of the film industry.**

Chair Wurzbarger thanked Ms. Byers for her work and making the changes so quickly.

## II. INFORMATIONAL ITEMS

### A. Business Ombudsman Report (Fabian Trujillo)

Mr. Trujillo was unable to be present; the report was postponed.

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

### B. Presentation on Employee Assessment Instruments (Kate Noble, State Workforce Connection)

Ms. Noble said in February she presented a business development strategy to the Committee that involved four areas of focus work; data; existing contracts; business ombudsman services and uniting the entrepreneurial ecosystem. This presentation is about data.

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

Ms. Noble said Alex Martinez and Louis Duran would present information on Work Keys and Prove It. They also connected her with the Department of Workforce Solutions Business Services Division. The Division will do an economic development snapshot for Santa Fe and present the information to the Committee once the report is complete. The report is free of charge from the Department of Workforce Solutions.

She said the report would have areas the City sees growth in the economy, areas of job loss and rates of job loss and would focus on target sectors.

Ms. Noble said Work Keys was also discussed and would help the City understand skills in the community workforce. She introduced Louis Duran and Alex Martinez who would present information on Work Keys.

Mr. Duran said he works for SARA (?) Jobs for Progress under the umbrella group of New Mexico Workforce Connections. He said he would talk about two different assessments; Work Keys and Prove It, available to local businesses.

He said Work Keys helps a company hire the right person, reduce turnover, increase productivity and promote the right candidate. Work Keys and Prove It are tools that look at and assess candidates that apply for positions.

Mr. Duran reviewed the 11 different assessments available; applied math, locating information, applied technology, business, writing, listening for understanding, teamwork, workplace observation, fit, performance and talent.

Mr. Duran said the Buckman Direct Diversion project used the assessments successfully to determine which individuals to interview for positions. Specific profiles were done for their Fiscal Manager, the Safety Officer, the Chief Operating Officer and the Water Treatment Plant Operators.

Mr. Duran said Buckman recruited statewide and nationally and decided who met the requirements. The candidates took the assessments statewide and through a national organization called ACT and results were available immediately to HR (Human Resources.)

Mr. Duran said the Buckman project was able to hire the right people and to date; the same individuals are in place.

He said another company that used the tools was Herbs, Etc. a local company needing an accountant and he helped recruit and screen individuals.

Mr. Duran said Prove It is another assessment available and was used when the New Mexico Judicial Court System needed a clerk with a minimum typing speed of 35 words per minute and a filing clerk with specific skills; and Christus St. Vincent Hospital who needed people in food and housekeeping positions with customer service skills.

Mr. Duran said an added benefit is the individuals not selected by other projects like Buckman could apply for other positions. One applicant that applied with Buckman was hired with Santo Domingo as the CFO in their new healthcare center. He said another benefit is companies that come to town have a larger pool of applicants to draw from.

Mr. Duran said the assessments could be done in 25 counties throughout the state and is easy and free.

Mr. Austin asked the number of people in the Santa Fe area that were hired into positions talked about.

Mr. Duran said the Buckman Project had applicants from everywhere and the others were posted on his website and local people responded.

Chair Wurzbarger asked if a data base existed for a company coming to Santa Fe.

Mr. Duran said companies could do an initial search. All assessment results are put in the system with the goal the data could be pulled. He said he hasn't been able to pull the 500-700 individuals who have taken the assessments, but could give that a push.

Chair Wurzbarger said one constant complaint is that Santa Fe doesn't have qualified people. She said at a recent entrepreneurial event someone commented that he found everyone he needed in two weeks on Craigslist.

Mr. Duran said Herbs Etc. used Craigslist and the Work Keys website to recruit individuals. Applicants were then asked to contact Workforce Connections to schedule an assessment.

Ms. Karp asked how the Committee and the City could assist Workforce Connections to connect with more of the Santa Fe workforce to take the assessments.

Mr. Martinez said the New Mexico Workforce Connection wanted a skills-based hiring practice statewide. New Mexico communities could be assessed and the available data could be matched to the needed skilled positions of companies coming to New Mexico.

Mr. Duran said a group called E Greater than P is looking at the economic development of the Four Corners area. The group and Workforce Connections with other partners, are working within the system; colleges, secondary institutions, state government, etc., to determine how the community could be assessed.

Mr. Martinez said one opportunity is the secondary schools; students could take the assessment as part of their career readiness skills. Key Trains, part of Work Keys, is a remedial system that allows individuals not proficient in a skill to get their skills to a competent level.

Chair Wurzbarger asked how the Committee and the City could specifically be involved.

Mr. Martinez said Ms. Noble is looking at whether the City could implement the practice for future hiring. Secondly the partnerships and institutions such as Santa Fe Community College could be looked at to assess students; superintendants could look at graduating youth, etc.

Mr. Roybal asked if there is assistance for employers to bring the skills up to standard for a person hired that is not up to speed.

Mr. Duran said there is and it is called on-the-job training. The Workforce Connections could pay up to half the employee's salary while they brought their skills up to standard. He said also there is a customized training program which Workforce Development shares costs with the business and for a group of employees to increase their skills. He said that was done at St. Vincent's and with others in town.

Mr. Cisneros said Santa Fe is a creative environment community. He asked if there is an assessment for designers, photographers, film industry personnel, etc.

Mr. Duran said many of the Prove It assessments include software programs and with research, he could come back with a stronger answer for the Committee.

Mr. Torres said the Division utilized both Work Keys and Workforce Solutions and the Workforce resources over the last 20 years. The City has worked closely with Mr. Duran in recruitment opportunities for potential businesses moving into Santa Fe and includes a training program through Work Keys and their assessments.

Mr. Torres said information with Workforce Solutions is included in the City's Resource Guide and is part of the one-on-one consultation Mr. Trujillo does through the Ombudsman's office and through work with the Villa Real.

He said the City is very supportive of the program and utilizes it and would continue to make businesses aware of the program.

Chair Wurzbarger asked if the assessment process is being used to find a CEB Director. Ms. Noble replied not to her knowledge but there have been talks with HR.

### C. Report from the Film Working Group (Kate Noble)

Ms. Noble said the Locations Expo in Los Angeles in June is the current focus of the Film Working Group. She said the event specifically showcases locations for filming and gets the attention of location managers and studio executives.

She said the RDC (Regional Development Corporation) would be the agent for the effort with other regional governments. RDC gave a presentation to OTAB who awarded \$7500 to the effort.

Chair Wurzburger pointed out this was a grant application done in less than 48 hours on a weekend. Ms. Noble added credit should be given to Mr. Ceccarelli and his partner Eileen and the RDC efforts.

Ms. Noble said in addition to the RDC and regional government partners, there are private sector partners; HD&M, Santa Fe Studios and Garson Studios. There are talks with Albuquerque Studios and others and funds have been committed from some of them.

She said two events at the Expo would be sanctioned as State of New Mexico film events; one for executives and VIPs on Thursday night and a larger event on Friday night for attendees. She said Santa Fe County would seek funding at the Lodger's Tax Board.

Mr. Ceccarelli said the effort came about because of concern in the climate and lack of energy in film in New Mexico. He said he is delighted with the response received from both the public and private sector.

### D. Report from the Asia Committee (Juan Torres)

Mr. Torres said the Asia Working Group is primarily gathering data and making connections with appropriate agencies and individuals. He said at the same time members that travel professionally and personally are taking the message abroad.

A summary of the report follows:

- The subcommittee met with a representative from the US Export Assistance Center and the Center agreed to work directly with the Working Group to provide resources for the City's focus.
- Receptive operators (agents in the US to assist foreign travelers) were discussed. The Working Group would compile a list of the receptive operators in the Asian corridor.
- Cultural and student exchange is another avenue and the Group plans to assess schools with foreign language programs, foreign cultural exchange programs or those who want such a program. A list would be compiled to target those that would yield the highest benefit.
- Chair Wurzburger would attend the annual Creative Cities meeting for UNESCO in Montréal.
- The National League of Cities would have presentations from a number of speakers and a possible presentation in Santa Fe would be identified on the best areas to direct the CBQL's resources and focus.
- A presentation was discussed for the summer and includes a visit from the Mayor of Korean Cities in Incheon. Chair Wurzburger noted they continue to follow-up in the hopes the delegation will include a tourism person.



Mr. Torres said a lot of things are being done and the hope is to have several activities and action items visible by this summer.

Ms. Karp requested that the Santa Fe Art Institute be considered. She said the Institute has a very active international residency program that brings artists to Santa Fe to work for three months. The Institute also brings in international artists as lecturers. She said the Art Institute's focus is "to bring the world to Santa Fe and make Santa Fe part of the international artists' community."

Chair Wurzburger asked Ms. Karp if she or one of her staff could give an overview to the Committee with emphasis on possible connections and types of exchanges.

Ms. Keith said currently Los Alamos has a demonstration project with a Japanese conglomerate who installed solar and energy efficient technology and a *smart home* is being built that people would visit. She said that would be a good opportunity for Santa Fe and Los Alamos to partner; first to develop further relationships with the Japanese companies; secondly with the people the Japanese want to highlight and showcase the house to.

Chair Wurzburger asked Ms. Keith to keep the Committee in the loop.

### **III. APPROVAL OF CONSENT AGENDA- None**

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

### **V. ACTION ITEMS -None**

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

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

Mr. Warhanek invited everyone to the Southwest Care event "*Talk Derby to Me.*" The event is an annual Derby Day event at the La Posada and with good food and big screens to view the race. Tickets are available online at [southwestcare.org](http://southwestcare.org) for about \$125 per couple.

Ms. Karp said the Art Institute organized a community event called *Celebrate the River and River Trails* on April 28 from 9:30 to 11:30 a.m. The event celebrates the completion of the river trails that run below Camino Alire past Frenchy's Field at the river restoration. This is a citywide community event with arts activities, a ribbon cutting by Mayor Coss, cake and refreshments, different kinds of music and events for kids and the community.

Ms. Karp said the Institute would also do another 350.org event. Everyone was invited to bring a blue tarp and would be coordinated into a large blue dot in the middle of the river. A request was made from a Japanese TV BBC to document the event.

Ms. Karp said she also wanted to say that working with City Staff had been one of the nicest experiences and they are organized and effective. She thanked the Staff and said they were doing a great job.

Mr. Ceccarelli asked if anyone had an issue with plastic bags. He said it was brought to his attention that most of the progressive, dynamic and creative cities in the world have abolished plastic bags. He asked if, as a City, that could be explored.

Ms. Aquilina said the issue came before the Committee several years ago and the feeling was it would be too hard on lower income members of the community. She said she didn't share that feeling and agreed the bags should be eliminated. She said there are ways to solve the problem and she would support an initiative like that.

Mr. Warhanek added that San Francisco had outlawed plastic bags with no financial impact.

Chair Wurzbarger suggested that a subcommittee work on the issue and develop a resolution. She thought it would be important that the Committee get businesses involved. She said her perception of the discussion at the time was that plastic bags might be easier than plastic bottles, etc. and it was more practical to focus first on the bags.

Mr. Cisneros, Mr. Warhanek and Mr. Ceccarelli volunteered to work on the issue.

#### **VIII. ITEMS FROM CHAIR**

Chair Wurzbarger recognized two staff members from the Sister Cities and said she was glad to see them. She said Santa Fe is interested in the Sister Cities being more a part of what the City does.

Randall Marco, from Solid Waste and recycling was introduced.

Mr. Marco said he is with Community Relations for the City of Santa Fe for the Solid Waste Division. He offered to be on the subcommittee and help guide them in any way he could.

Ms. Noble said a resolution had come before the CBQL that was defeated. She suggested that could be a starting point.

#### **IX. ITEMS FROM STAFF**

Ms. Noble said Staff was working hard on a City of Santa Fe entrepreneurial initiative. She hoped to have the outcomes from the RFPs in the Committee's packet next month with the MIX and St. Michaels contracts.

Ms. Noble said she wants to find ways for members to be ambassadors for the community initiative. She wants to have a discussion and brainstorm how the Committee could be active in the entrepreneurial initiative.

#### **X. NEXT MEETING DATE- May 8, 2012 at 11 a.m.**

**XI. ADJOURN**

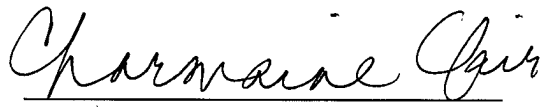
*Having no further business to discuss the meeting adjourned at 11:54 p.m.*

Approved by:

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Rebecca Wurzbarger, Chair

Submitted by:



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Charmaine Clair, Stenographer

# City of Santa Fe, New Mexico

AMENDED

## LEGISLATIVE SUMMARY RESOLUTION NO. 2012-\_\_

EXHIBIT 1  
CBQL  
April 10, 2012

**SHORT TITLE:** Authorizing the Use of City-Owned Properties, At No Cost, For Film and Television Productions in Exchange for Credit Recognition

**SPONSOR(S):** Wurzburger

**SUMMARY:** Supports the continuation of economic activities related to the film industry within the city of Santa Fe by:

- Authorizing the use of City-owned properties, at no cost, for film and television productions that are enrolled in the New Mexico Film Production Tax Credit Program in exchange for credit recognition
- Directing staff to implement policies and procedures for filming in or on City-owned properties
- Directing staff to establish a contract for film and television productions that includes the following terms:
  - Suitable arrangements shall be made by the film or television production and the City to accommodate the needs of City staff and residents before, during and after each production.
  - The production shall incur costs associated with using the City property, including, without limitation, special staffing requirements, building and ground improvements and utilities.
  - The production shall be fully insured.
  - When the production is completed, the production will restore the property to its original condition, or in an improved condition, if improvements are authorized in the contract. In no case shall the property be left in a worse condition.
  - The production shall pay for all inspection costs, including city staff time associated with inspection.

**AMENDMENTS:** Yes

- Specifies that the production company shall pay for police and fire overtime
- Requires that each production, in its written agreement with the City, shall agree to the City's standard insurance and indemnity provisions
- Directs staff to prioritize the needs of local Northern New Mexico/Santa Fe film and student productions and provide outreach opportunities for such productions
- Resolves that City property wherein the City has entered into federal grant assurances restricting the free use of such property is exempt from the resolution.

**FISCAL IMPACT:** Yes

**PREPARED BY:** Melissa D. Byers, Legislative Liaison

**DATE:** April 4, 2012

**ATTACHMENTS:** Amendment Sheets  
Resolution  
FIR  
City's Standard Insurance and Indemnity Provisions

CITY OF SANTA FE, NEW MEXICO

PROPOSED AMENDMENT(S) TO RESOLUTION NO. 2012-\_\_\_\_  
(Film Production on City Property)

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Mayor and Members of the City Council:

We propose the following amendment(s) to Resolution No. 2012-\_\_\_\_:

1. On page 3, line 6, after "limitation," *insert* "police and fire personnel overtime,"
2. On page 3, *delete* line 8 , *substitute* the following in lieu thereof:

"C. Each production, in its written agreement with the City, shall agree to the City's standard insurance and indemnity provisions."

Respectfully submitted,

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Finance Committee

ADOPTED: \_\_\_\_\_  
NOT ADOPTED: \_\_\_\_\_  
DATE: \_\_\_\_\_

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Yolanda Y. Vigil, City Clerk

**CITY OF SANTA FE, NEW MEXICO**

**PROPOSED AMENDMENT(S) TO RESOLUTION NO. 2012-\_\_\_\_  
(Film Production on City Property)**

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**Mayor and Members of the City Council:**

**We propose the following amendment(s) to Resolution No. 2012-\_\_\_\_:**

1. On page 2, line 15, *insert* the following:

**WHEREAS**, to assist in the development of an indigenous production community, the City should prioritize the needs of local Northern New Mexico/Santa Fe film productions and student productions because low budget film making often operates on micro budgets that do not allow for location fees; and

2. On page 3, line 16, *insert* the following:

3. Staff is directed to prioritize the needs of local Northern New Mexico/Santa Fe film and student productions and provide outreach opportunities for such productions.

**BE IT FURTHER RESOLVED** that this resolution shall not apply to City property wherein the City has entered into federal grant assurances restricting the free use of such property.

Respectfully submitted,

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Rebecca Wurzburger, Councilor

ADOPTED: \_\_\_\_\_

NOT ADOPTED: \_\_\_\_\_

DATE: \_\_\_\_\_

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Yolanda Y. Vigil, City Clerk

## CITY OF SANTA FE STANDARD INSURANCE AND INDEMNITY CLAUSES

### INSURANCE

A. The Contractor, at its own cost and expense, shall carry and maintain in full force and effect during the term of this Agreement, comprehensive general liability insurance covering bodily injury and property damage liability, in a form and with an insurance company acceptable to the City, with limits of coverage in the maximum amount which the City could be held liable under the New Mexico Tort Claims Act for each person injured and for each accident resulting in damage to property. Such insurance shall provide that the City is named as an additional insured and that the City is notified no less than 30 days in advance of cancellation for any reason. The Contractor shall furnish the City with a copy of a Certificate of Insurance as a condition prior to performing services under this Agreement.

B. Contractor shall also obtain and maintain Workers' Compensation insurance, required by law, to provide coverage for Contractor's employees throughout the term of this Agreement. Contractor shall provide the City with evidence of its compliance with such requirement.

C. Contractor shall maintain professional liability insurance throughout the term of this Agreement providing a minimum coverage in the amount required under the New Mexico Tort Claims Act. The Contractor shall furnish the City with proof of insurance of Contractor's compliance with the provisions of this section as a condition prior to performing services under this Agreement.

### INDEMNIFICATION

The Contractor shall indemnify, hold harmless and defend the City from all losses, damages, claims or judgments, including payments of all attorneys' fees and costs on account of any suit, judgment, execution, claim, action or demand whatsoever arising from Contractor's performance under this Agreement as well as the performance of Contractor's employees, agents, representatives and subcontractors.