



Agenda

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CITY BUSINESS & QUALITY OF LIFE COMMITTEE

City Council Chambers
City Hall, 200 Lincoln Avenue
Tuesday, May 8, 2012
11:00 am – 1:00 pm

I. PROCEDURES

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

II. INFORMATIONAL ITEMS

- A. Business Ombudsman Report (Fabian Trujillo)
- B. MIX video (Kate Noble)
- C. Entrepreneurial Initiative: Business Development RFPs (Kate Noble)

III. CONSENT AGENDA (none)

IV. UNFINISHED BUSINESS (none)

V. ACTION ITEMS

- A. Entrepreneurial Initiative: Portfolio of small contracts for MIX and St. Michael's Drive Revitalization (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 – **June 12, 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**

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

May 8, 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
Kathy Jahner
Diane Karp (arrived later)
Kathy Keith (arrived later)
Councilor Christopher Rivera
Buddy Roybal (arrived later)
Frederick Warhanek

Members Absent:

Stephen Guerin (excused)
Mayor David Coss

Staff Present

Kate Noble
Juan Torres
Fabian Trujillo
Nick Schiavo

Others Present

Charmaine Clair, Stenographer

B. Approval of Minutes- April 10, 2012

Page 3 at the bottom of the page-"Mr. Duran said he works for"... *should be SER.*

Page 5, "Chair Wurzburger asks if the assessment process was being used to find...? Director" should be a CVB (Convention and Visitors Bureau) Director."

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

C. Approval of the Agenda – No changes

D. Approval of the Consent Agenda - None

II. INFORMATIONAL ITEMS

A. Business Ombudsman Report (Fabian Trujillo)

Mr. Trujillo said the business community has asked for the Ombudsman since 2004 and a position was developed because of the Angelou Plan, the SWAT analysis and surveys through roundtables and forums. The Economic Development Staff was directed by the Mayor and City Manager to open the ombudsman's office to address the needs of the business community. The office opened around December 15, 2011.

He said the Ombudsman office assists businesses and entrepreneurs with personalized services such as permitting, business resources, mentorship, and with incentives, financing and other resources that help grow the business. The objective is to improve the business climate and ultimately spur job creation, help with business expansion/retention and start ups.

Ms. Karp entered the meeting.

Mr. Trujillo said some of the services (provided in Spanish and English) at the Santa Fe Enterprise Resource Center as he calls it, are: permitting, state incentives, financing, marketing, location assistance and mentorship. He said he walks a business through the business licensing process step-by-step and assists with sign permits or state regulatory information such as a permit through CYFD (Children's Youth and Family Division) or the health inspection for a restaurant and zoning for home businesses.

Mr. Roybal entered the meeting.

Mr. Trujillo provided statistics of businesses assisted to date: (there could be duplication because of overlap): 94 businesses assisted of which 67 were start ups and 27 were existing businesses and of those existing, 6 have expanded. He noted that permitting services accounted for 47 of the businesses of which 40 were business licenses, 4 other City permits and 3 State permits.

The office has assisted 76 businesses with resources and the businesses are provided an overview of services; the Business Resource Guide is used as a tool. Eight businesses were assisted with general resources; many were startup services and include business plans, outlines; financing programs; marketing; incentives and the workforce development services.

Mr. Trujillo said he has received feedback: "The application and permitting forms should be in both Spanish and English; the payment process is cumbersome; the businesses like the customer services provided by

individual staff members. He said a home based business with no clients or employees now could have a license within two hours or less.

Mr. Trujillo said he uses an Internet database to track information and with a spreadsheet. The online business renewals started February 1 by sending 6,000 letters to businesses so that when they renew they are provided a pin number with four options to pay; mail the payment, renew online with a credit card (which is new), call on the telephone or come in person.

He said 362 businesses utilized the on-line services. Marketing and outreach is being done and the office is part of the Santa Fe Business Expo through which 9 businesses have signed up for private consultation service. He also speaks at the Santa Fe Hispanic Chamber of Commerce, the Santa Fe Business Networking lunch and at other professional organizations.

Mr. Trujillo said a concept/brand for the Santa Fe Enterprise Resource Center has been developed and could be used as a visual on flyers etc. Also collateral material has been developed, like financing your own business, business structures and a general overview flyer of the Santa Fe Enterprise Resource Center that is passed out at the Expo and is on the EDRC website. In addition he is working on a presence for the Economic Development website for service partners that would allow them to tell businesses about what is happening at the Resource Center.

He said businesses have expressed gratitude for a point of contact and said it made the business license process more customer oriented and friendly. Also the Resource Center has developed stronger collaborative partnerships with SBD and SCORE who could help with assistance sooner in the startup process and troubleshoot issues before they become a problem.

Mr. Trujillo said the future plans for this year include streamlining the application forms and posting them on line, improving the payment process so businesses can pay for inspections and business registration in the same visit and expansion of the online renewals and payments for new business licenses.

Mr. Trujillo stood for questions.

Ms. Keith entered the meeting.

Mr. Cisneros asked how the 94 businesses that were assisted compared with the previous five months before the Ombudsman office.

Mr. Trujillo said he could only say that in 2011 there were approximately 300 new businesses created. He has helped about 75 businesses through the process and had SBDC help with referrals and he provided referrals to about 19 of the businesses.

Mr. Cisneros asked what the marketing encompassed that was referenced by Mr. Trujillo.

Mr. Trujillo said he works with people to determine the best resources and match who could help best; not just for marketing but for many different things. An example is Wesst has a marketing program that helps with a lot of artisans and he refers people to UNM School of Business, the Anderson School of Government, etc. He stays in the process to ensure everything is taken care of.

Ms. Aquilina asked if the Committee could get a list of the businesses.

Mr. Trujillo wasn't sure. He said there is an ordinance and he couldn't disclose information for businesses he helps expand because of confidentiality. He said he could tell the Committee the businesses he has helped by industry: 5 media, 22 knowledge based, 8 technology, 3 in green industry, 8 arts and culture, 15 retail, 8 manufacturers, 5 medical, 4 real estate, 2 nonprofits, 5 automotive shops, 4 restaurants, and 6 building and construction businesses that were all new since December.

Chair Wurzbarger directed Staff to get an opinion if legally possible to get a list of the businesses and for that to be sent to her via e-mail before the next meeting. She would then share the information with the members of the Committee.

Ms. Karp asked how a *start up* is defined.

Mr. Trujillo said it is usually a business that started within the last year or so that had no presence or a minimal start. There is an idea of something a person wants to do or a decision is made to act on an idea to create a business. He said start ups could be those with ideas and those who are new in the business.

Ms. Karp asked how activity is tracked for the businesses and how the outcomes are managed and tracked.

Mr. Trujillo said he tracks businesses through a data base and a spreadsheet that allows him to compile statistics for the business and gives him tools to follow up. He said he provides the basic support and follows up with the business and if the business follows through is up to them. Most businesses are self-motivated and many in the initial stage go to the SBDC or SCORE.

He tracks the number of employees, jobs, business expansions, etc.; there are 6 expansions and 17 jobs created (business owners are not included in the count.) Many are home based businesses and Mexican immigrant businesses that he assists in different ways.

Chair Wurzbarger said they need to move beyond a process objective; 23 meetings were held and xx amount of people were talked to; to three to five major metrics that are results oriented, like the number of jobs created, expansions, etc. she said the information should be reported to the Committee as a consent item monthly and are measures that the community is interested in from the perspective of evaluating the work of the Committee and as an economic entity in the City.

Mr. Cisneros asked if it is possible to create a 5-6 question survey to provide feedback; if a person was going through the process as a new business, or the first time in City Hall or they were opening another business. He offered his help with the questions.

Mr. Trujillo thought that a great idea and said he would begin working on that.

B. MIX video (Kate Noble)

Ms. Noble said the video was produced by an early Mix Challenge (a competition where ideas are submitted for an incentive.) The winner was a filmmaking team and they also did a DVD with extra content which included the video profile of MIX; what MIX does and where it is going.

The video was shown to the Committee.

Chair Wurzbarger said she posed a new requirement that relates to a strong suggestion that the Committee would attend the MIX on May 17 at the Palace from 6-8 p.m. She said it would be good for the Committee to experience the meeting. She said it was a lot of fun but also information gathering on projects that the Committee is concerned about, including St. Michael's Drive.

Ms. Karp addressed Kate Noble and her crew. She said the MIX group is the most inventive, smart, creative young people in Santa Fe and the team is awe-inspiring. She said the Art Institute is honored to host the June MIX and for the institutions in town this was an opportunity to bring 100 very smart, interesting creative, innovative young people who don't know a lot about the institutes and make connections that are essential for the City.

She said hats off to MIX; she has been a supporter for a long time and the last couple of years that has increased.

C. Entrepreneurial Initiative: Business Development RFPs

Ms. Noble explained there are two items; one is informational and the next is an action item for the Committee.

The action item is a portfolio of small contracts that would support MIX and the St. Michael's Drive project. The contracts are under \$50,000 and do not require City Council approval however they would like the Committee to see the portfolio and are asking for a recommendation. The contracts went before the EDRC and because 3 members recused themselves out of the five-member committee, the recommendation was *unofficial*.

Ms. Noble said some was adopted by City Council policies from the Angelou Plan and the Strategy for Implementation and much of this was in the work done by Ms. Montoya-Rael in distilling input from the Jobs and Roundtable Forums and the Existing and Future Economy Committees.

Ms. Noble said the budget portfolio with the contracts is the Professional Services budget and the contract budget is \$862,000 for the current FY ending June 30 (55% focused on business development; 28% on work force development; 9% on sites and infrastructure; and 7 % on miscellaneous which includes things such as the LANL Coalition, partnership fees and marketing.)

Ms. Noble said FY 2013 is \$755,000- a reduction of over \$100,000 in the contract budget. Business development is up to 57%; workforce development at 27% and sites and infrastructure (includes funding for St. Michaels Drive and land on the college of Santa Fe) is about 7 percent. A million dollars approved by the City Council in the CIP bond for broadband is separate.

III. CONSENT AGENDA- None

IV. UNFINISHED BUSINESS- None

V. ACTION ITEMS -

- A. Entrepreneurial Initiative: Portfolio of small contracts MIX and St. Michael's Drive Revitalization (Kate Noble)

Ms. Noble said MIX is the first piece of the small contracts before the Committee for \$81,000 across four different contracts. The goal of MIX is to maintain and support professional talent and they are moving toward micro-stimulus and to reveal, inspire and celebrate entrepreneurs and their potential. She said that is done through the networking meeting. They work through challenges (i.e. the BizMIX challenge) as well as special projects- like St. Mikes Initiative that was identified as a priority by the group of coordinators. They also prioritized community dialogue and information gathering that happens through their surveys.

Measures for MIX is Attendance at 4,918 (some duplicative) and is on track to be up 78% in this fiscal year; FY. A year ago the average was 150-200 people at an event and this year is 435 people.

She said that leverage comes from the events; the food and drink sponsors and those who offer space, prizes and services such as legal, accounting and marketing in-kind donations. MIX actively partners with the Santa Fe Chamber who helps with services, prizes and connections etc. Total leverage is more than \$260,000 (5-1 ratio to money spent) and the cash is more than \$25,000 from 19 organizations including the Chamber and partnership with more than 120 organizations in various ways.

The BizMIX challenge received 74 entries and two thirds of the entrants have started a business before. There are more than 16 partners and 10-12 that have committed cash and other in-kind donations.

Ms. Noble said the surveys are key to what MIX does. She said for the April event \$150 was paid to the Santa Fe Graphic Design Class to produce 8-9 designs and the winning sign was unveiled at the event. Backroad Pizza piloted a new sub sandwich and asked for feedback at the event. Rouge Cat was the drink sponsor and the survey had to be filled out to get a free drink ticket. The Santa Fe Roller Derby team was there and prizes were given for ideas on what the future of St. Michaels Drive should look.

She said the survey is the linchpin for event activity and tracks both constant and new things. One consistent thing is attendees and number of events and age; 39% were first timers; 74% have been to five or fewer MIX events and 70% were in their 20s and 30s so they are attracting their target.

Ms. Noble said Staff recognizes the monthly surveys are a powerful tool. The largest category is self identification and everyone identifies as a creative professional; they are working on how best to get information of how people make their living. The second largest category is business owner and when asked if live/work should be a part of the future of St. Michael's Drive, 87% said yes at the Lena Street event.

Ms. Noble said that St. Michaels Drive is the other piece of the small contracts before the Committee. The potential is a growing university and hospital medical center that end the corridor and Santa Fe University campus is the epicenter of the population with diverse businesses and residential neighborhoods. It was built as a bypass highway and now has many vacancies and development that needs updating.

The Plan is to do a Pop Up project as a planning tool. Temporary events could gather data and provide engagement for the community. The contracts represent a small portion of the work with the idea of a weekend festival with demonstration projects on key topic areas such as transportation, entrepreneurial development, ecology and green spaces and would go hand-in-hand with work by staff.

Ms. Noble said a resolution directs staff to develop an overlay district of what could be done in terms of zoning development and fee waivers, etc. to incentivize and spur redevelopment. She would interface between the two efforts. The other idea is to identify projects that would go forward through demonstration events and continue the revitalization effort. One idea is a boardwalk to Santa Fe University's campus so students could walk or bicycle to shopping areas.

In July the RFQ and would work with the business ombudsman to provide people in the community active referrals and focus on support and assistance for a key portfolio of entrepreneurs.

The Business Incubation RFP is the longest running successful program and offers shared spaces and facilities as well as support services for residents and affiliate companies. The other RFP is for the entrepreneurial fellowship program; space and resources are often provided so that entrepreneurs could devote time to develop their business. Also it is designed as a mechanism for collaboration and leverage of existing resources. This would be a documented pilot project with recommendations from the study on whether to continue.

Ms. Karp said after all the years of surveys and studies on St. Michael's Drive; it is exciting to "telescope" it down to a manageable framework. The idea of the pop-ups is exciting and will make an enormous difference. It was always part of the discourse on Santa Fe what to do with the younger population and how to get them engaged and serve their needs. She said the economic development team has done a remarkable job.

Ms. Noble said the matrix in the Committee packets is the whole portfolio and shows the existing contracts. The small contracts before the Committee are data and content generation, organizational support, marketing and logistics management, and the place-based dialogs and project team formation totaling \$81,000 in contracts (MIX (\$44,000 and St. Michaels Drive \$37,000.)

Ms. Karp asked how the City's pursuit of the National Endowment Grant would feed into the numbers and what the outcome would be.

Ms. Noble said they don't. A major HUD grant and an Art Place grant were not received and she would know in July about the NEA grant. The contracts particularly for St. Mike's, and the developed budget, go into a bigger budget for the demonstration events. The small contracts support that in a small way and the NEA grant would be critical. She said she learned about a \$10,000 grant received for St. Michael's the previous day and there is a good chance there would be another \$10,000 received.

Ms. Keith asked the timeline for the overlay district.

Ms. Noble said she couldn't say much about the overlay district timeline; she is trying to get the first staff team meeting scheduled. Her hope was the information gathered at the event could be integrated and useful to the City. She said the overlay district work could happen fairly quickly but had been challenging to get time on people's calendars.

She said the idea is to get ideas that would be tested through the demonstration projects and to bring recommendations forward on the overlay district to City Council and the Committees based on data. She anticipates that happening within the year.

Councilor Rivera moved approval on both action items as presented. Mr. Warhanek seconded the motion and it passed by unanimous voice vote.

Chair Wurzburger thanked Ms. Noble for the amazing quality and quantity of work and said she is grateful and excited.

Ms. Noble said related to this; Art Space, a national organization that looks at live/work spaces created for professionals, is coming to Santa Fe and is contracted by Creative Santa Fe. Art Space will talk with key people in the community about the live/work spaces and assess the needs and demands. They plan to look at the St. Michael's area and it would be important that the Committee and those with valuable input participate in the process.

VI. ITEMS FROM THE PUBLIC- None

VII. ITEMS FROM THE COMMITTEE

Councilor Rivera asked that he be included on information from Legal with regard to why the Committee could or could not produce information on the businesses. He said there is a need to be as transparent as possible.

Ms. Aquilina said plastic bags were asked about at the last meeting and she got the original proposal from 2008. She said it is very vague and directs the Staff "to research and develop a fair and equitable program, including but not limited to an educational program, to reduce or eliminate both paper and plastic disposable bag use."

Chair Wurzburger asked how the Committee could turn the proposal into something more real.

Ms. Noble said that resolution was the final resolution and went through a number of iterations.

Chair Wurzburger requested that Committee members meet with the City Attorney to initiate a further definition; Mr. Ceccarelli, Mr. Warhanek and Ms. Aquilina agreed to work on that. Mr. Schiavo and Mr. Rand were asked by Chair Wurzburger to join the three Committee members and convene a meeting that included the City Attorney from the beginning.

VIII. ITEMS FROM CHAIR

Chair Wurzbarger said the Committee needs to have points from the Asia workgroup occasionally. She said now two artists have gone to Korea at the expense of Incheon and the Mayor of Incheon and his delegation is coming to Santa Fe this summer. Also an artist is coming from Kanazawa to spend a week. She said the group meets an hour before the CBQL meeting and anyone interested was invited.

Mr. Austin said the group is educating themselves on several fronts; tourism and how it relates to China and Korea and foreign direct investment from that part of the world. A conference call would be scheduled in a couple of weeks with someone from the National League of Cities in Seattle to talk specifically about foreign direct investments in Santa Fe.

Mr. Ceccarelli said June 14-15 the film group will be in Los Angeles with *Shoot Santa Fe* with the AFCI Locations Expo. He said this is the big event as far as international hubs for locations and producers, managers, executive producers etc. *Shoot Santa Fe* would host the official *Film New Mexico* party and a VIP private party to talk directly to decision makers to raise their enthusiasm for the area. He would have more to report at the next meeting.

Chair Wurzbarger said she appreciates the support of the Kathy Keith and the RDC and the contract for the work. She said an OTAB grant was received from the City for \$75,000 and all the partners have stayed at the table. Everyone is hopeful and energized and she thought there would be further development working regionally and more of a strategic plan of how to move forward to promote Northern New Mexico as a place for films.

Mr. Ceccarelli clarified this was both films and television and added an award was also received from LTAB.

IX. ITEMS FROM STAFF- None

X. NEXT MEETING DATE- June 12, 2012 at 11 a.m.

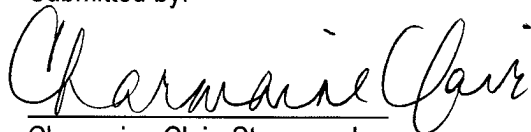
XI. ADJOURN

Having no further business to discuss the meeting adjourned at 12:24 p.m.

Approved by:

Rebecca Wurzbarger, Chair

Submitted by:


Charmaine Clair, Stenographer