



# Agenda

DATE 8/8/12 TIME 10:12a

PREPARED BY Fabian Trujillo

APPROVED BY [Signature]

## CITY BUSINESS & QUALITY OF LIFE COMMITTEE

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

### I. PROCEDURES

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

### II. INFORMATIONAL ITEMS

- A. Rodeo Development Project Update (Dave Copher/Pilar Faulkner)
- B. St Michael's Project Report (Kate Noble)
- C. MIX Report (Kate Noble)
- D. Reusable Grocery Bag Ordinance Discussion (Fabian Trujillo/Randall Marco)
- E. Business Ombudsman Follow-up Report (Fabian Trujillo)

### III. CONSENT AGENDA

- A. Approval of a Resolution Designating the Economic Development Division as the Authority for the City of Santa Fe's Economic Development Activities in Accordance with NM Economic Development's Certified Community's Initiative (Rebecca Wurzbarger and Chris Rivera) (Fabian Trujillo)

### IV. UNFINISHED BUSINESS (none)

### V. ACTION ITEMS

- A. Request for Review and Approval of contract for RFP #12/23/P – Operation of a Full Service Business Incubator
- B. Request for Review and Approval of proposal for RFP #12/24/P – Services for Operation of an Entrepreneurial Fellowship Program

### VI. ITEMS FROM THE PUBLIC

### VII. ITEMS FROM THE COMMITTEE

### VIII. ITEMS FROM THE CHAIR

### IX. ITEMS FROM STAFF

### X. NEXT MEETING DATE – **September 11, 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**

**August 14, 2012**

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

**August 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 indicated a lack of quorum but was established later as follows:

**Members Present:**

Councilor Rebecca Wurzburger, Chair  
Alan Austin  
Kathy Jahner  
Kathy Keith (arrived later)  
Buddy Roybal  
Frederick Warhanek

**Members Absent:**

Councilor Christopher Rivera (excused)  
Luca Ceccarelli (excused)  
Stephen Guerin (excused)  
Diane Karp (excused)  
Fred Cisneros

**Staff Present**

Kate Noble  
Fabian Trujillo  
Nick Schiavo  
Matt O'Reilly

**Others Present**

Simon Brackley  
Randall Marco  
Lillian Montoya-Rael  
Charmaine Clair, Stenographer

*While waiting for a quorum the Committee heard Item D under Informational Items.*

**II. INFORMATIONAL ITEMS (Revised Agenda Order)**

**D. Reusable Grocery Bag Ordinance Discussion (Fabian Trujillo/Randall Marco)**

Mr. Trujillo said the Reusable Grocery Bag Ordinance introduced in 2012 would revise the Disposable Bag Resolution 2008-49 which was passed in 2008.

Mr. Trujillo said the subcommittee met several times to conduct research and look at ordinances in California, Washington and Texas. He said the initiative is growing in the environmental community and this is part of the next step in Santa Fe's sustainable plan.

A summary of the ordinance follows:

- Discussion would center on the requirement for retail stores to provide reusable bags; fees for paper bags; plastic bags that would be banned; outreach programs; surveys of stakeholders and residents; and ensuring the ordinance is clear.
- Plastic carry out bags made predominantly from petroleum or a biologically based source such as corn or plant, would be banned.
- A recyclable bag is defined as made of material that could be sorted, cleansed and reconstituted in available recycling collection programs. A recyclable carry out bag is a paper bag that meets requirements with 100% recyclable material; a minimum of 40% and meets the American Society of Testing Material specifications and accepted for recycling in curbside programs and that has the manufacturer printed on the bag with the word "recyclable."
- A ten cents fee for bags would remain with the store to be used to carry out administration of the ordinance.

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

Mr. Roybal had concerns about the enforcement of the resolution and the burden on businesses to comply. He said instruction should be more voluntary.

Chair Wurzburger said she hoped before the resolution got too far, to have a thorough discussion on how the ordinance came from the Committee and the intent and research of other cities and what Mr. Marco learned in talking with businesses.

She asked Mr. Warhanek as chair of the subcommittee, to talk about how the idea was received in other places.

Mr. Warhanek said he has a list of about 30 cities that have done this with little difficulty. He thought it was similar to when smoking was banned in bars. He said some cities had moved forward with Styrofoam and plastic bottles but Santa Fe wouldn't.

He found it interesting that all recycled plastic bags go to Austin, Texas. He talked with people there and was told that Austin had an amazing response and their recycling went up to 39 percent. Santa Fe recycling is 8-11 percent.

Mr. Marco was asked about his research.

Mr. Marco said La Montanita did away with plastic bags years ago and the problems in the beginning have disappeared. He said Vitamin Cottage doesn't provide bags and Connie's manager supports the ordinance and has plastic bags for meat and produce only and Big Joes who has a lot of small items, eliminated plastic bags with no effect on their business.

Mr. Marco said the overall response of people he talked with was they support the ordinance.

Ms. Aquilina said getting a plastic bag each time a person goes into a store is a bad addiction and could be overcome. She thought the ordinance very positive for the community and people would need to change their mindset.

Chair Wurzbarger said the issue as a community is to see what will work, where. She said research from the task force was that it is important this not be a program to subsidize the City. She said there should be discussion on what other cities do to cover the cost of the bag.

Ms. Aquilina told of a speaker on the radio who talked about climate change and how people are evolving in their thinking. The speaker said if someone had suggested banning smoking on planes and in bars in 1964 the country would have gone crazy, and this is part of the human evolution in recognizing what is good for us and the planet.

Chair Wurzbarger explained that a formal public hearing would be done after meetings with the businesses affected but she invited members of the public to come forward who wanted to speak.

### **Public Comment**

**Earl Byers**, chairman of the Five and Ten General Stores said he also operates a store in Monterey, California and thought his experience could be useful. He supports the objective but said it is important to have the correct detail in implementation so a tremendous burden isn't on a few businesses.

The ordinance adopted in Monterey required businesses to charge individuals ten cents for a bag, even if recyclable. He said several people a day walks out of his store angry about that. He said he wouldn't support the ordinance if the ordinance is drafted that a business isn't allowed to provide recyclable bags at their cost.

**Reyna Savage** wrote a newsletter about air pollution and read her comments to the Committee. She talked about air pollution so bad when burning coal was a primary method of heating, that the king issued proclamations to regulate the use. She said in 1952 trapped fog killed more than 4,000 people because of a five day temperature inversion caused by pollution.

She explained that pollution harms birds by clogging their lungs and sea birds die because they grab plastic bags thinking it is a fish. She added that she joined the *Go Green Club* because she wants to help the earth and make gardens and pick up trash. She said everyone needs to help.

Chair Wurzbarger thanked everyone for their comments. She said they would be invited back when the issue is deliberated so that businesses could understand why the Committee pursues the issue.

Chair Wurzbarger asked Simon Brackley for his help in setting up a special meeting.

*With quorum now established Chair Wurzbarger returned to the Agenda order.*

### **B. Approval of Minutes- July 10, 2012**

**Ms. Aquilina moved to approve the Minutes of July 10, 2012 as presented. Mr. Warhanek seconded the motion and it passed by unanimous voice vote.**

**C. Approval of the Agenda**

Under Informational Items, Item D. was heard after the roll call.

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

**D. Approval of the Consent Agenda**

**Mr. Austin moved to approve the Resolution of the New Mexico Economic Development Certified Communities Initiatives as presented. Mr. Warhanek seconded the motion and it passed by unanimous voice vote.**

**II. INFORMATIONAL ITEMS (continued)**

**A. Rodeo Development Project Update (Dave Copher/Pilar Faulkner)**

Mr. Copher with Rodeo Santa Fe said \$100,000 was received from the City of Santa Fe, \$81,000 from the New Mexico State Legislature and \$19,000 from the County of Santa Fe. The city attorney is working with the County to finalize an MOU (Memorandum of Understanding) for the County funds and the MOU is in the preliminary phases with the City and County for disaster relief components of the project.

Mr. Copher said the Rodeo Property Board appointed a committee to expedite the RFP and the business related to the design and construction. The RFP is complete and multiple bids were received and SMPC Architects was selected. SMPC has offices in both Albuquerque and Santa Fe and would use many of their Santa Fe architects and engineers on the project.

**B. St. Michael's Project Report - Kate Noble**

Ms. Noble said a demonstration event is planned the third week in September in St. Michaels Village West. The idea is a temporary festival where people could experience St. Michaels Drive in a different way. A number of teams that include ecology and water use, renewable energy, transportation and entrepreneurial development will gather information from the community on what they feel Santa Fe is missing; particularly in the St. Michaels area. The story of St. Michaels Drive's history will be told and the Gamers Lounge will have a timeline and be open to the public for input.

The event has a host of partners. One group is promoting awareness and ecology of the Arroyo de Los Pinos and will paint it blue. A MIX event is scheduled at Molly's Lounge and if approved, a lane would be closed on Friday, September 21 to gather data on a portion of St. Michael's Drive. The majority of the Festival would be held Saturday and the parking lot will have pop-up businesses, a performance screening; music, art, etc. An MOU is in process for planning students from UNM to draft a code to present to City Council as an outcome of the project.

Ms. Noble reviewed scheduled events; Candy Chang will give a keynote lecture on Friday evening and Henry Rollins would speak on Saturday evening. Events are planned Saturday from 9 a.m. to 10 p.m. and Sunday from 10 a.m. to 3 p.m. and bands and programs are scheduled throughout the festival and include the Santa Fe University Music Department.

Ms. Noble explained the connection between the project and the work of the Committee and that the project has been going on for a number of years. A sketch/design event was held and five or six architects drew their vision for St. Michael's Drive and Long Range Planning developed draft design guidelines of what the area would look like if rebuilt and repurposed. The idea is to create a vibrant space where the community could continue the conversation of what that felt like. She asked that Chair Wurzburger and members of the Committee attend.

Chair Wurzburger said she is excited not just because this needs to happen but that Santa Fe needs more vibrant space for young people. She said this is an innovative way of framing questions and getting engagement that results in an overlay district or a planning guideline. She said it is very important for friends and colleagues to be engaged in the event because this could be a model for how to move forward in other areas.

Ms. Noble said she could use assistance with outreach and getting people to the event and would welcome any of the Committee's ideas with projects and for speakers.

Ms. Keith asked if there would be specific activities to highlight entrepreneurship.

Ms. Noble said there would be pop up businesses and a call for applications and some of the businesses would be designated for arts and crafts and the entrance to the business plan competition would be approached and open to everyone.

#### C. MIX Report- Kate Noble

Ms. Noble said this is an annual report for the City fiscal year July 2011 to June 2012 and Julia Goldberg who drafts surveys and collates answers, would present the data collected. She acknowledged how important Ms. Goldberg is in getting statistically significant and informative information.

Ms. Goldberg explained that MIX has been to 10 different locations including the Children's Museum, St. John's College, Santa Fe Art Institute, the Bar Car, Inn at Loretto and Site Santa Fe with an average of 300 people at each event. People were asked to fill out a survey online or at the event and received a free drink.

About 25 different types of sponsors donate their space, skills, time or resources at about \$116,000 that includes the donated broadcasting time and the Santa Fe Reporter. Standard questions are asked to get a sense of who attends and what the group wants and thinks about the issues.

Word-of-mouth is the number one way MIX events are heard about and Mix also has a Facebook page, a monthly newsletter, e-mail, radio spots and print ads. Initially MIX identified itself as a place for "*creative young professionals*" but stopped using the word *young* as aggressively because the number one age group is mostly in the thirties and the appeal is to all demographics.

Ms. Goldberg said Mix looks at what sponsors are interested in. Site Santa Fe as an example, wanted to know how many MIX members also had a membership with them. The survey asked MIX attendees if they had memberships in art organizations; what would make them get one and if free admission or private events would do that. The information was then shared with Site Santa Fe and others.

Every month follow-up is done with sponsors and judges for competitions and participants, etc. Feedback is on the website and a retreat is held to discuss products for the coming year.

Chair Wurzbarger noted the chart on creative self identification was missing from the packet. Ms. Goldberg offered to provide the chart to the Committee. Chair Wurzbarger suggested the presentation be made at City Council and include anything related online to the St. Michaels events.

#### E. Business Ombudsman Follow-up Report- Fabian Trujillo

Mr. Trujillo said as mentioned at the last meeting, this is a team effort. He introduced team members Georgia Urioste from the Inspections office and Teresita Garcia from Finance. The team updated the draft business registration form for commercial businesses with e-mails and codes included on the form. The commercial Certificate of Occupancy was combined and would be converted to a writable PDF, translated into Spanish and put online and would eliminate one form. The home-based business application form would be revised to one form with an affidavit and would also be in Spanish and the three attachments discussed at the last meeting would be eliminated.

Mr. Trujillo said a customer survey would be developed that uses a survey from Atlanta as a model and would be presented when complete. The team is also working on a process diagram of how the business licensing process would work and forms would be utilized. The website was reviewed and the current business licensing would be updated and forms would be downloadable; the City code is being reviewed and recommendations would be made to streamline the discrepancies in the ordinances or codes. The online business licensing capabilities is being researched and everything would be online this fall.

Mr. Trujillo stood for questions.

Mr. Roybal said there were still concerns on building permits; the Chamber went through a remodeling process that took seven weeks to get a building permit.

Chair Wurzbarger asked that Mr. O'Reilly be on the agenda for the next meeting to have the head of the department respond to that issue.

#### IV. UNFINISHED BUSINESS- None

#### V. ACTION ITEMS

*Mr. Austin, as a member of the board of the Business Incubator recused himself and left the room.*

- A. Review/ Approval of contract for RFP #12/23/P –Operation of a Full Service Business Incubator

**Mr. Roybal moved to temporarily table the vote on the contract for RFP #12/23/P to consult with the City Attorney regarding voting with the loss of quorum caused by Mr. Austin's recusal. Ms. Keith seconded the motion and it passed by unanimous voice vote.**

#### VI. ITEMS FROM THE PUBLIC-Previously discussed



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

Ms. Keith said it was a good time for the Committee to engage the new superintendent of Santa Fe Public Schools. She said the superintendent would spend the first six to eight weeks visiting with the community.

Chair Wurzbarger asked Mr. Schiavo to make a note to ask the superintendent to attend a meeting.

Mr. Austin said a gentleman from Seattle would meet with interested parties in mid September and provide insight on the possibilities for foreign direct investment in Santa Fe. Chair Wurzbarger added that once plans were finalized everyone would be informed. She said the impetus to invite him was that she heard the man's presentation in Seattle at the National League of Cities meeting.

*Ms. Noble said she was told by City Attorney Geno Zamora that as long as the Committee had a quorum to start and end the meeting, the majority of remaining members could vote after any abstentions.*

## **V. ACTION ITEMS (continued)**

### **A. Review/ Approval of contract for RFP #12/23/P – Operation of a Full Service Business Incubator**

Ms. Noble said the Business Incubator began as an initiative with the City and the Chamber of Commerce and others. She said the Incubator has been a vital component of economic development in Santa Fe for a decade and a half and an important component of business development.

She said an RFP contract for services has to be done every four years, one year at a time. The contract, if approved by the Committee, would move forward to the City Council for \$200,000, this year's contract amount. Each renewal for the subsequent three years would be brought annually to the City Council and annual reports would be presented to the Committee.

Ms. Noble said the EDRC and the Review Committee recommended the RFP move forward. She noted that the main difference in this contract period is in the reporting; deliverables were streamlined and numbers would be received from the Incubator quarterly. The Incubator was asked to report on a revised sheet of metrics of basically the companies within the Incubator and what is being created, revenues generated, capital attracted, jobs created, wages paid and wage ranges, etc.

Ms. Noble introduced Ross Chaney, Program Director of the Santa Fe Incubator.

Mr. Chaney said he oversees the business program at the Incubator under the leadership of Marie Longserre. The key focus areas are training and mentoring and helping residential clients to receive funding to expand and grow. Services will be expanded to include walk-ins, attending network events such as MIX and supporting BizMIX and being mentors and judges and offering services to winners and participants of MIX competitions and partnerships with local and regional nonprofit entrepreneurial support organizations such as New Mexico Angels.

Mr. Chaney said this is a proven model around the world that brings in millions of dollars of investment into the Incubator companies each year and creates higher paying jobs and a larger tax base for Santa Fe.

Mr. Chaney said next, one of the largest projects for the Incubator is funded by the federal government for

\$1.25 million in Development Administration to retrofit space at the Incubator for a bioscience web laboratory. Ms. Longserre is spearheading the effort with the board of directors, the bioscience community, the investment community and the New Mexico community at large. The volunteer and advisory service would also be expanded beyond media clients to support entrepreneurs in the City.

**Mr. Roybal moved to accept the approval of contract for RFP #12/23/P as presented. Ms. Jahner seconded the motion and it passed by unanimous voice vote.**

*Ms. Jahner left the room at this time due to conflict of interest. Mr. Austin returned to the room.*

B. Review/Approval of proposal for RFP #12/24/P – Services for Operation of an Entrepreneurial Fellowship Program

Ms. Noble said to refine, distill and refocus business development efforts has been talked about all year, informed by the work of the Future Economy Committees, the Business Roundtable and the Mayor's Forum on Jobs, as well as the policy documents adopted by City Council; the Angelou Plan and the Implementation Plan. She said staff did more than 30 hours of interviews that looked for successes, strengths, gaps in the business ecosystem and best practices throughout the country. She said a strong national movement is known as business accelerators or business boot camps.

Ms. Noble said the RFP was developed as a result of the input and sought to answer questions, primarily about the type of model in the business accelerator arena best for Santa Fe. She said the RFP elected would allow them to learn by doing and hopefully have five to six businesses participate in the business boot camp. She said many of the companies are focused on technology because they are positioned to move and develop quickly but increasingly models are emerging to support any business ready to do the hard work of business development.

The Review Committee reviewed two proposals and selected the MVM group which has three knowledgeable, experienced women in business development. The Review Committee felt the skills of the MVM group could create excitement around entrepreneurialism in Santa Fe.

Ms. Noble said the Review Committee recommends a scaled down version of what was submitted and \$84,000 for a six week boot camp with five to six businesses. This would be a mechanism to engage entrepreneurs around coaching entrepreneurs and would plug into the community knowledge and resources.

Mr. Roybal asked how the selection would be made and if a specific industry would be targeted.

Ms. Noble said a particular industry would not be targeted. The EDRC recommendation was for a portfolio; someone that worked in agriculture, in tax and different areas to get a sense of how the resource would apply to different types of businesses. The selection would be made by an advisory board put together for that purpose and to some extent, determined by who applies and what the advisory board sees in terms of a mix of that selection.

Mr. Austin asked at what stage the companies would be; operating or ideas, etc.

Ms. Noble said the RFP centered on operating companies and specifically companies posed for rapid growth with some track record and coachable entrepreneurs who are willing to make the commitment necessary.

Mr. Austin encouraged the board to include businesses who sell their wares outside of Santa Fe. He said his experience the last couple of years was that those businesses are growing and represents growth for new jobs and more service jobs and is doing better than a business trading only in Santa Fe.

Ms. DeAnza Valencia Sapien, a partner in the MVM group, said the team is comprised of three professionals. She said Ms. Yasmine Armstrong is the lead and she was second lead and Ms. Montoya-Rael is the third partner and all have experience in economic development. Ms. Sapien said the goal is to build on the work done and continue to foster the culture of entrepreneurial ship and improve Santa Fe economy.

She addressed Mr. Austin's point regarding identifying the businesses for the camp- an eight week camp (not six.) She said companies need to know how to start a business and need additional support before they are ready to pursue funding from a bank or investor. The camp would take place over a course of eight weeks with some brown bag lunches between the boot camp days. She said the boot camp hopes to get five or six companies in businesses for art and technology and she made note of Mr. Austin's point to look at businesses that sell outside of Santa Fe.

**Mr. Roybal moved to accept RFP Proposal #12/24/P as presented. Mr. Warhanek seconded the motion and it passed by unanimous voice vote.**

Chair Wurzburger asked that Committee member packets and City Council have the metrics codes.

**VIII. ITEMS FROM THE STAFF- None**

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

**XI. ADJOURN**

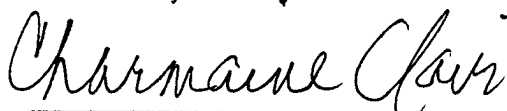
*Having no further business to discuss the meeting adjourned at 12:50 p.m.*

Approved by:

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Rebecca Wurzburger, Chair

Submitted by:

  
Charmaine Clair, Stenographer