



Agenda

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CITY BUSINESS & QUALITY OF LIFE COMMITTEE

City Council Chambers

City Hall, 200 Lincoln Avenue

Tuesday, December 11, 2012

11:00 am – 1:00 pm

I. PROCEDURES

- A. Roll Call
- B. Approval of Minutes – November 13, 2012
- C. Approval of Agenda
- D. Approval of Consent Agenda

II. INFORMATIONAL ITEMS

- A. EB – 5 Program, Foreign Direct Investment (Mark Lautman)
- B. Santa Fe Chamber of Commerce Economic Development Update (Simon Brackley)
- C. Youthworks (Melyn Schuler)
- D. Review and discussion of a draft ordinance to ban the distribution of plastic and paper carry out grocery bags in Santa Fe and promote recycling. (Fabian Trujillo)

III. CONSENT AGENDA

IV. UNFINISHED BUSINESS (none)

V. ACTION ITEMS

- A. APPROVAL OF AN ORDINANCE RELATING TO THE LAND DEVELOPMENT CODE, CHAPTER 14 SFCC 1987 REGARDING AIRPORT ROAD; CREATING A NEW SECTION 14-5.5(C) SFCC 1987 TO ESTABLISH AN AIRPORT ROAD OVERLAY DISTRICT AND MAKING SUCH OTHER STYLISTIC OR GRAMMATICAL CHANGES THAT ARE NECESSARY. (Councilor Dominguez) (Matthew O'Reilly)
- B. APPROVAL OF A RESOLUTION DIRECTING STAFF TO EXPLORE THE OPTIONS FOR INCORPORATING HEALTHY FOOD ZONE LEGISLATION INTO THE AIRPORT ROAD OVERLAY DISTRICT ORDINANCE. (Councilor Dominguez) (Matthew O'Reilly)

VI. ITEMS FROM THE PUBLIC

VII. ITEMS FROM THE COMMITTEE

- A. Asia Work Group Update – (Alan Austin)

VII. ITEMS FROM THE CHAIR

IX. ITEMS FROM STAFF

X. NEXT MEETING DATE – **January 8, 2013**

XI. ADJOURN

Persons with disabilities in need of accommodations, contact the City Clerk's office at 955-6520 five (5) working days prior to meeting date.

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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**

December 11, 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 Wurzbarger, 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 quorum as follows:

Members Present:

Councilor Rebecca Wurzbarger, Chair
Councilor Christopher Rivera
Dena Aquilina
Alan Austin
Luca Ceccarelli
Fred Cisneros
Kathy Jahner
Kathy Keith
Frederick Warhanek

Members Absent:

Buddy Roybal (excused)
Diane Karp (excused)

Staff Present

Fabian Trujillo
Kate Noble

Others Present

Charmaine Clair, Stenographer

B. Approval of Minutes- November 13, 2012

Ms. Keith moved to approve the Minutes of November 13, 2012 as submitted. Mr. Cisneros seconded the motion and it passed by unanimous voice vote.

C. Approval of the Agenda

Mr. Warhanek moved to approve the Agenda as published. Mr. Ceccarelli seconded the motion and it passed by unanimous voice vote.

D. Approval of the Consent Agenda – There was none

II. INFORMATIONAL ITEMS

A. EB-5 Program: Foreign Direct Investment-Mark Lautman

Mr. Lautman said about 30 years ago Canada instituted a program to allow high net worth foreign nationals to invest money in community businesses to produce new jobs and in exchange, they were given citizenship. The United States started a program a couple of decades ago authorized in five-year increments and now most states have an EB-5 Regional Center.

He explained how the program works. A foreign national applies for an EB-5 appropriation and agrees to put a million dollars in a US business that creates 10 jobs (20 jobs if not funded by a regional center.) The foreign national in the EB-5 program jumps to the front of the line for a green card for their family.

Mr. Lautman said the program is all over the country and New Mexico is one of the few states without a regional center.

He said his group looks at the program as a way to rebuild the economic development finance system. Projects located in target employment areas or rural areas or in a precinct where unemployment is high could work for \$500,000 but a study would be needed to determine where the \$500,000 investment projects qualify versus the million dollar projects. Santa Fe, Albuquerque and Las Cruces would be million-dollar investor zones.

Mr. Lautman said frequently the project would have a 20% gap and the enterprise receiving funding has put all of their equity into the project with nowhere else to get money. He said the beauty of this type of financing is it has to be completely at risk and collateral cannot be attached.

He said the program money goes into a project for five years and the EB-5 Regional Center finds projects with gap financing needs and a network of brokers market the projects. Ten new jobs would be created for every million dollars of financing and investors who put money in escrow would get a provisional green card.

Mr. Lautman said he and three partners are looking at a regional center that would encompass the entire state but the big concern is to find enough deals to justify the program.

Mr. Austin asked if there is a waiting list of investors interested in participating.

Mr. Lautman said each location is different, but most of the recent investment activity has come from China and most of the countries are in the Pacific Rim and Eastern Europe. He said he and his partners think Mexico would make a fertile area. Mexican investors in many cases have an enterprise they would bring.

Chair Wurzbarger said the Committee is interested in hearing more about that in the future.

Ms. Keith asked the payback on an investment.

Mr. Lautman said that would be negotiated; the only thing that couldn't be done is if the deal goes bust, they couldn't go after anyone. The money put in has to be completely at risk. There would be an audit at the end of two years and 10 jobs have to be created for the family to get permanent resident status. The investor, at the end of five years should get their money back with the interest that was negotiated.

Mr. Lautman said he would return to give an update the first of the year.

B. Santa Fe Chamber of Commerce Economic Development Update- Simon Brackley

Mr. Brackley said he appreciated the opportunity to talk about the Chamber and economic development. He said everything the Chamber does is about economic development and job creation.

Mr. Brackley provided an overview of the Chamber and its programs. A summary follows:

- The Santa Fe Chamber of Commerce has been around over 100 years and is independent and not part of the United States Chamber of Commerce.
- The Chamber has over a 1000 members locally, mostly small businesses and many single person businesses but some as large as PNM and the gas company.
- The Chamber works on a number of committees: education, tourism, public policy, economic development and an ambassador programs and welcomes new businesses and celebrates expanding businesses.
- The mission of the Chamber is to grow the economy and serve as the voice of business. That is done through four areas: promoting the community, creating networking opportunities, growing the economy, and advocating for business. An example of promoting the community was meeting with the Peruvian Ambassador to talk about trade with Peru and cultural exchange.
- The Chamber supports higher learning at the Santa Fe Community College and the bond issue; they put business people into classrooms and talk to middle schools about making good decisions.
- About 10,000 inquiries and referrals are answered each year; mostly visitors looking to relocate to Santa Fe.
- The Chamber is focused on networking and creating relationships in the community. Each year to establish those relationships, the Chamber hosts over 50 networking events: a business expo; a job fair; a legislator reception; and partnership with the City on the Business Awards Program. Mr. Brackley also hosts a weekly radio program and talks with local business people.
- An important part of the Chamber's role is an advocate for business. This year the focus is on Los Alamos National Labs; the Chamber has lobbied on the federal, state and local level on behalf of the Labs with the regional coalition of elected officials and business people.
- The Chamber advocated for: a cap on the minimum wage which affects many local businesses; increased tourism funding and the Space Port. Sometimes the Chamber is an advocate for local issues such as the neighborhoods affected by the Cerrillos Road project. The Chamber is an advocate for increased cell phone service and broadband businesses and wants to reduce regulation. They are also big advocates for the airlines to provide direct service to Santa Fe and are pleased the airlines are coming back.
- The Chamber grows the economy by working with their members. They give hundreds of referrals to both resource providers like SCORE etc. and private sector resources; businesses asking for assistance are referred to attorneys, lenders, realtors, IT and tech and marketing experts.
- The Chamber has an Economic Development Committee that focuses on recruiting, retaining and expanding businesses in Santa Fe. Mr. Brackley said recruiting is difficult in Santa Fe because of almost no local incentive; the high cost of land; the community perception of the City as anti-business; the workforce quality issues and the minimum wage issue.

Mr. Brackley told of meeting with a national restaurant chain representative with over 300 locations throughout the South. Because of Santa Fe's minimum wage, the representative couldn't open the restaurant in Santa Fe and make a profit and 35 jobs will be lost and the City will not benefit from

the GRT from thousands of meals served.

Mr. Brackley said on the plus side; Santa Fe has a great quality of life and many companies choose to relocate to the City because of the great recreational, cultural and climate benefits. He said Santa Fe is a great place to live and operate a business.

- The Chamber has been focusing and encouraging home businesses. The Economic Development Committee has spent a lot of time on education and just started a series of brown bag lunches for to encourage businesses to grow and to teach them about technology and marketing.
- The Chamber partners through the MIX program; Leadership Santa Fe; Canyon Merchants Association, the Downtown Merchants Association and the Lodgers Association. Mr. Brackley is on the board of the Restaurant Association.
- The Chamber does a lot to encourage entrepreneurial development and is a big supporter of the Velocity Project that encourages new entrepreneurs.
- The Chamber supports business recycling and Mr. Brackley is on the Solid Waste Advisory Committee. The Chamber also participates with the Northern New Mexico Human Resources Association in their programs.

Mr. Brackley said he and the Chamber believe that a healthy community depends on a strong economy and the Chamber works hard to grow the local economy.

Chair Wurzbarger thanked Mr. Brackley and said he has accomplished so much. She asked him to describe what the Chamber does to encourage home-based businesses, which is a priority for the City.

Mr. Brackley said the Chamber spends a lot of time correcting misconceptions about Santa Fe; people think Santa Fe has a million people and the weather is like Scottsdale and 110 degrees. He talks with inquirers about their expectations and asks if they know Santa Fe is at 7000 feet and that it snows, etc. Staff answers many questions from semi-retired people looking to move or having to downsize, or looking for opportunities to start a business.

Mr. Brackley said he invites people to visit Santa Fe. He noted that the Chamber website has a page for people looking at relocation to Santa Fe.

Chair Wurzbarger asked how the Committee and/or City could support the Chambers efforts other than with specific legislation.

Mr. Brackley said the Chamber appreciates the opportunity to partner and continue good communication and relationships with the Governing Body and City Staff. He said the ongoing communication and mutual respect with the private and public sector is most important.

C. YouthWorks - Melyn Schuler

Ms. Schuler, the director of YouthWorks said they are a local nonprofit that works with youth to help bring them into productivity through course work, links to community college and jobs, etc.

She introduced her staff: Lilia Diaz, the Apprenticeship and Job Placement Coordinator and Tobe Bott-Lyons, who previously ran the program. She said they would provide information about the program and report the progress on the apprenticeship program.

Mr. Bott-Lyons said he was part of the initial discussions for the apprenticeship program that began in 2008 through a series of roundtable discussions between the City, members of the Chamber of Commerce, the Santa Fe Alliance and the Community College. The roundtable specifically discussed future of the workforce and what was happening with youth and the needs of the local businesses.

Mr. Bott-Lyons said YouthWorks goal is to close the skills gap and address the youth unemployment problems in the community. The economic recession has made it harder for young people to find jobs nationally and the economic and social consequences for a community is great when young people don't finish school or engage in the traditional labor market.

The program, developed in partnership with the City and local businesses is called an apprenticeship program, but is more a pre-apprenticeship placement. Many of the youth have said how hard it is to find a job in Santa Fe and at the same time local businesses were saying how hard it is to find good employees in Santa Fe.

Mr. Bott-Lyons said YouthWorks has focused on the green trades and jobs that easily translate the skills learned in the program to walking onto a job. Ms. Diaz works with youth and their needs, interests etc. and helps place the apprentice in a business.

Mr. Bott-Lyons explained that apprentice wages are subsidized. YouthWorks pays the FICA, workman's comp and unemployment; the employer pays \$6.15 hourly rate. YouthWorks also pays for education at the community college to work on credentials, such as an HVAC certification and provides money for supplies such as work boots that would be needed, etc. The hope after the three-month placement is that the apprentice is given an unsubsidized placement with the business or moves on to the community college or working in the community.

Ms. Diaz provided statistic successes from the program:

- Over 166 youth have been placed in a career track apprenticeship over four years; 45 in the past year. Three of the four youth finish their apprenticeship (about 75% success rate.)
- About 40 businesses have been engaged as mentors and advisors.
- Thirty four youths have been assisted in completing their GED and went on to college and 110 have made significant progress in the completion of their GEDs. Ninety young people have been helped to earn college credits and the program emphasis is on continuing education and youth have been assisted in taking courses at the community college.
- One youth was hired after apprenticeship at the Flying Star Café and as of this summer, 15 youth have continued with their employers.

Ms. Diaz said YouthWorks leveraged other funds through the GCD program and recently received a national grant to provide educational and construction trades training.

Ms. Diaz noted a success of the program: Raymond Ramirez, a high school dropout who now is a leader of two crews and working to get an HVAC certification. Mr. Ramirez was placed with Roadrunner Electric and now has been hired full-time and continues his higher education.

Ms. Diaz said YouthWorks partnered with the City Water Conservation Division who took three apprentices; one will go to college for his Water Operators certification.

Mr. Bott-Lyons said the City should be proud of the program. A lot of nationwide recognition has been received as an innovative model of how a nonprofit youth development could partner with local government and businesses to create work force development and business support opportunities.

He said alumni and the executive director spoke at the Congressional Hispanic Caucus Conference on green workforce development and City Staff presented how to create work force development programs for clean energy to the EPA.

Ms. Diaz reviewed some of the lessons learned. She said it is difficult for businesses to set aside time to train youth and each business has different needs and YouthWorks has learned to be flexible. Also they learned how important it is to build deep relationships with the businesses that provide mentorship and to build the relationship with the youth. She said the businesses have to understand how the program affects the community and the youth and how the program their business would benefit.

The program areas youth are interested in is IT careers, the medical field and high level certified jobs and there is a need for more training in those areas. There is also need for entrepreneurial training as many of the youth are creative and have a lot of great ideas and want to start a business.

Chair Wurzburger asked Ms. Diaz to provide a list on paper of the long-term follow-up on apprenticeships over four years and the budget implications and the City's contribution in the program over the past four years. She said the information would be helpful to help tell the story.

Ms. Noble replied that the project was built on work done with the Committee, Santa Fe Alliance and the Home Builders etc. and was funded for \$162,000 per year. She noted that for a couple of years the money was under spent and rolled into the following years and the contract was increased \$30,000 because the program did well over the last summer.

Mr. Ceccarelli said YouthWorks is doing great work and the program is commendable and exciting. He thought it would be interesting to see how the program grows. He said the anticipated climate change that could affect the local community would be an opportunity for growth and apprenticeship.

Chair Wurzburger added that a key direction for the program would be the work started regarding new energy and she hoped there could be more opportunities pursued around that.

D. Draft Ordinance Discussion/Review to Ban Plastic/Paper Grocery Bags and Promote Recycling.

Mr. Trujillo said the team has drafted a revised ordinance and has done additional research since the public hearing. Many of the questions brought up in the public comment period were answered; for instance the goal to reduce landfill by 30 percent. He said that is the purpose of the re-draft.

He noted that the draft is still under discussion, but changes include taking out the reporting and the fee on bags. In addition both plastic and paper would be banned because research shows that the green house effect is just as expensive with paper.

He said an appeals process was added. The purpose of the ordinance is to reduce greenhouse gas emissions and control litter in Santa Fe and an optional program for recycling was added because the Environmental Services Department shows approximately 60% of the landfill could be recycled.

Chair Wurzburger said the "opt out" is important but might not be clear.

Mr. Warhanek said the subcommittee has been working on the issue for three or four months and the ordinance had gone through many changes. The opt-out would have to be discussed fully with the Committee because it appeared to be the most misunderstood. He asked Mr. Marco to talk about that.

Mr. Randall Marco said more recycling is encouraged through the businesses if they keep the paper bag. He explained there is more volume in cardboard than other commodities in the City and 60% of cardboard collected goes to the transfer station; tin, aluminum and plastic is 10 percent.

Mr. Ceccarelli said the turn the ordinance has taken is exciting. He said whether one takes the position for reason of ideological, health, environment or litter, this is about bringing it back to the community. He said the fact is, the community does not recycle enough and this brings to the forefront that we need to recycle more.

Ms. Aquilina said that is a wonderful step and is a tiny piece in a big puzzle. She was concerned that no Councilors are listed.

Chair Wurzburger said once the Committee agrees on the direction, she and Councilor Rivera would find Councilors to review the ordinance before it went further.

Mr. Austin asked under the definition of the reusable bag; if he took a cardboard box to the store to put his groceries in, would that be okay.

Mr. Trujillo said it would be. The *bag* is a definition of what could be used, but anything could be taken. He confirmed that businesses wouldn't be asked to police whether a bag is reusable.

Mr. Ceccarelli said he was curious how the business community and members of the Chamber would react to the ordinance. He said plastic would be banned over six months and paper banned six months after that; and a business opting to do a recycling program would have the opportunity to continue to use paper bags.

Mr. Brackley said the Chamber is very much in support of businesses recycling, but the Chamber's position is that should be voluntary. He said what he couldn't understand is why plastic and paper bags are singled out when they are less than 1% of the total refuse in the landfill. He said to have a business be the "trash police" was a distraction from running their business.

He gave a scenario and asked if a person going home in the snow with kids in the car that needs to run in to get a gallon of milk and a frozen pizza, would have to pay or be policed because they want a bag to take their groceries home. Chair Wurzbarger replied the person would not have to pay and would not be policed.

Ms. Aquilina said this is a matter of education and changing lifestyle and moving forward as human beings. She said she and others have reusable cloth bags and people would learn to do that and could evolve and she thought they would.

Mr. Brackley said the Chamber is committed to changing the appalling recycling rate in the community, but in his view plastic bags are not the issue; it is much deeper. He said the Chamber would favor an educational solution.

Ms. Aquilina said someone commented that plastic bags are the State flower. She said on a trip to Truth or Consequences she noticed plastic bags all over the place; on dead trees and bushes and fences and she never noticed that before. She said plastic bags may not be filling a substantial part of the landfill but is embarrassing as a State that asked people to visit.

Mr. Brackley agreed. He said the state should be ashamed about the litter problem. He said it isn't just plastic bags; it is beer bottles, etc.

Mr. Warhanek noted that the exception was that plastic becomes toxic when it breaks down to the land and to the animals and as a result isn't just ugly.

Chair Wurzbarger said this reminds her of her experience working in the nuclear freeze in California; they don't disagree over the goals, they just disagree on tactics and strategies. She said it is important they move forward and have additional discussions.

She said the paradigm shift for those working on the issue is that they recognize plastic bags per se, are not the problem; there are larger problems. She said they have heard from stores with a recyclable program and many people have become more observant of what happens when not offered the bags or when there are no plastic bags in the plastic bag collection container.

She said the opt-in idea is to have a threat of a ban without actually having a ban and to see for six months, how this could be done. She offered to meet with the Chamber for the next step and to explore the proper balance to make this happen. She noted the public hearing support for the ban of the plastic bag as long as the business doesn't have to charge for it. She said that is the direction the Committee took and then they looked at how the process could be a means of doing greater recycling.

Mr. Brackley invited the Committee to come to discuss that. He said the Chamber is very supportive of education for programs for business as well as residents.

Chair Wurzburger clarified for the record that what hasn't changed in the process is only the bags at the checkout are being discussed and this is not about produce bags, etc.

Mr. Ceccarelli said at the most basic level they should start with an awareness campaign where merchants could have a shift of consciousness. Instead of automatically putting items into a bag, they could ask customers if they would skip the bag that day.

Biodegradable bags were discussed and whether the bags are a feasible option.

Chair Wurzburger said the issue would return and in the meantime Staff should be directed to sit with members of the Chamber to discuss the issue. She said she appreciated the hard work in redefining the problem.

Ms. Jahner said implementing the ordinance would not take away all of the plastic bags that hang on fences. She said they should be reasonable in touting the significance of what the ordinance would do.

She thought page requirement "made of durable plastic of at least 2.25" appeared to dictate what a person could take their groceries out of the store in. She said it is far more important to focus on education and recycling than to eliminate both plastic and paper bags at the same time. She said the Committee could do more to encourage recycling and education before both plastic and paper are banned.

Chair Wurzburger said she hopes to get Ms. Jahner's voice on helping to make that happen.

Mr. Ceccarelli said the thickness of the bag is not a proviso but a statement of what a reasonable bag is, opposed to a disposable bag.

Chair Wurzburger thought the definition was more for what is supplied by the business rather than with respect to people who bring in a plastic bag and is the definition used in the industry. She said the intent isn't that people couldn't bring their own plastic bag. She said language may need to be added.

Mr. Cisneros asked if the cost of the communication and education undertaken would be City's.

Chair Wurzburger said the City already has that with their recycling program but she thought the City could partner with businesses as well in terms of the sign in the store. She said there are businesses that are doing this in Santa Fe.

Councilor Rivera said the message has to be broader because people are being directed to put their newspapers in a plastic bag for recycling.

Chair Wurzburger said to think of this as a test. She said the hope is that within six months more people would recycle.

Mr. Austin noted there wasn't anything that stated businesses should display a sign in the store that bags would be banned. Chair Wurzburger replied that the details would have to be worked out.

IV. UNFINISHED BUSINESS- There was none

V. ACTION ITEMS

- A. Ordinance Relating to the Land Development Code, Chapter 14 SFCC 1987 to Create a New Section to Establish an Airport Road Overlay District (Councilor Dominguez) (Matthew O'Reilly)

Councilor Dominguez said the general vision is for healthy communities and to make sure people have adequate places to walk, live, shop, learn and recreate. He said a team was formed over the year to talk

about the definition of a healthy community and what that looks like and needs and data was gathered to justify the need of some services and amenities.

Councilor Dominguez said there was an extensive public three prong process and about 300-500 people participated. The last piece of the process was a policy discussion with constituents and resulted in part of the legislation that has been presented to the Committee. He said this would be the first of a number of pieces to be brought forward with regard to creating a healthy community.

Councilor Dominguez said before the Committee was two prongs; the built environment and how to make the Airport Road area a healthy place to live. The plan is a pedestrian community and to offer incentives for construction or services the constituency said they need. He reminded the Committee the area is 4 1/2 square miles with over 20,000 people and does not have one dentist office or medical facility and few if any, fresh fruits and vegetables offered.

He said the second prong is the alcohol regulations. He said zoning would be used to regulate things that plague the community and the country. What is proposed was endorsed by the Santa Fe Underage Prevention Alliance as a best practice to curb underage drinking and address alcohol and substance abuse. Four things are recommended; to regulate density and advertisement and to eliminate the sale of miniature alcohol in convenience stores and segregate sales for the purchase of alcohol with a separate cash register.

Mr. Austin asked if a non-conforming building burns down after the overlay district is in place, could the building be rebuilt or if the building had to comply with the overlay. He said there could be related cost and the insurance proceeds might not be sufficient.

Mr. O'Reilly replied that a building destroyed completely would have to comply. He said the current City regulation, in effect for over 20 years, requires a building more than two thirds destroyed to be brought to code when rebuilt.

Mr. O'Reilly wanted the Committee to know that an ENN was held and over 500 notices were sent and resulted in changes to the ordinance to reflect concerns. He added the City Planning Commission unanimously recommended approval last week but requested a section of the ordinance dealing with mobile food vendors be removed. The Commission thought it more appropriately addressed in an ordinance of its own.

He said the Planning Commission also asked that Section 11 be clarified and Section 13, C-3 language refined that required the Land Use Director review changes in business floor plans. The refined language would state that would be required only when changes dealt with the alcohol sales area.

Councilor Dominguez said he agreed with most of the changes the Commission recommended; but the incentives were important to provide services needed in the area. He is willing to look at and clarify the language if needed.

He agreed the mobile food item should be rewritten and should be throughout the City. He said that fit the next agenda item in terms of a healthy food zone and he would be willing to remove that and discuss the issue further with the next item. He said the state's definition on sales is vague and the intent was for applicants to provide floor plans so the ordinance could be interpreted correctly. He had no problem with specific language or even dropping the item.

Albert said a lot of the language in the ordinance regarding floor plans came from the State regulations and changed some for new alcoholic beverage sales. He said the State regulations require segregated sales for retail areas of 20,000 square feet; a separate cash register or alcohol that could only be accessed by employees. He said to require current retail outlets to do that would be costly and the thought and intent of the language was it would be better to grandfather the old businesses. He said the language could be clarified if needed.

Councilor Rivera moved to approve Action Item A with the direction that the Planning Commission

recommendations be incorporated. Councilor Rivera seconded the motion.

Councilor Rivera said he was hesitant to be a cosponsor because Councilor Dominguez deserved all of the credit. He said Councilor Dominguez has worked on the issue for a year and a half.

Chair Wurzbarger said she would also be happy to cosponsor the ordinance.

Ms. Aquilina said as a vision as a healthy food zone throughout the City of Santa Fe, she wondered what that could look like nationally as an inspiration. She said a few years ago banning national franchises was discussed but never went very far. She thought other communities would follow if Santa Fe takes leadership to do something visionary.

She thanked Councilor Dominguez and said she appreciated that he took the leadership in the issue.

Councilor Dominguez said the issue has come up throughout the course of the hearings on the issue. He said Airport Road has an abundance of vacant land and is the fastest growing part of the community and this is an attempt to jump ahead and address the issue now instead of later. He agreed some of this needs to be citywide but would be much more complicated. He said he wouldn't mind leading that charge and having that discussion with others once this ordinance is done.

The motion to approve the ordinance was passed by unanimous voice vote.

- B. Resolution Directing Staff to Explore the Options for Incorporating Healthy Food Zone Legislation into the Airport Road Overlay District Ordinance. (Councilor Dominguez) (Matthew O'Reilly)

Councilor Dominguez said the resolution is a reiteration of a previous resolution passed (2011-15) and directs Staff to focus on that conversation as well. He said the intent is to ensure the Airport Road District is not oversaturated with unhealthy food and that healthier options and fresh fruits and vegetables are provided.

Ms. Aquilina moved to approve the Resolution as presented. Mr. Warhanek seconded the motion and the motion passed by unanimous voice vote.

VI. ITEMS FROM THE PUBLIC

Ms. Donna Dempsey, with the American Plastic Bag Alliance said she represents plastic bag manufacturers across the United States. She thanked the Committee for the opportunity to comment.

She said she read the ordinance and the Alliance is against bans, but two big reasons are: one, the bans do not decrease litter. San Francisco did a litter study a year before they banned grocery bags and litter increased from .6% to .64 percent a year after the ban. She said it is correct that bags not properly disposed of, reused or recycled are a visual blight.

Ms. Dempsey said she heard from City Staff that a goal of the ordinance is to reduce items that go into the landfill by 30 percent. She said the ordinance as written is counterintuitive to that. She said plastic bag recycling allows all other film plastic made from polyethylene, to be bundled and recycled; banning plastic bags takes that away and film plastic would go into the landfill.

Ms. Dempsey said most people reuse their plastic bags and would have to buy other products that would end up in the landfill and again, puts more film plastic into the landfill.

She said lastly, she heard examples of partnerships with constituents and retailers for successful outcomes. She said at prior meetings the Committee was presented with other programs such as a Reduce, Reuse, and Recycle and she urged the Committee to look at those. She noted that Bag Central Station was presented to the Committee. She said Tucson just adopted that at an ordinance level with great success.

She cautioned that banning paper and plastic bags would be pushing people to the less environmentally friendly reusable bag-imported from Asia and made from foreign oil and not recyclable- and that also would end up in the landfill. She said the ordinance is counterintuitive and the City would not get where they wanted.

VII. ITEMS FROM THE COMMITTEE-

A. Asia Workgroup Update-Alan Austin

Mr. Austin said the Asia Workgroup has morphed into the Santa Fe Local Trade Initiative. They have learned over the last several months that working in the arena of foreign direct investment would be a long and complicated process and they could encourage that as the opportunity arises.

Mr. Austin said the Initiative's mission is to promote economic growth in the Santa Fe region by promoting foreign trade, international tourism and international student exchange. Subcommittees would be organized around those three issues.

He said he visited that morning with Maurito Ponce de Leon, from the Council of Mexico who lives in Albuquerque. They talked about foreign trade initiatives, tourism and student exchanges between Mexico and the United States. The Initiative would also meet with Karen Lanyon, the Australian Council General, who would visit about possible opportunities.

Chair Wurzbarger invited Committee members interested in marketing to trades, businesses and tourism to join the group in their work.

VIII. ITEMS FROM THE CHAIR- There were none.

IX. ITEMS FROM THE STAFF

Ms. Noble introduced the newest member of the economic development staff; Gretel Follingstad moved from the Water Division as an Economic Development Specialist. She asked Ms. Follingstad to talk about her background.

Ms. Follingstad said she worked with the Water Division for the last year and a half and was the State Water Planner in the State Engineer's Office for four years. Her background is in business as well as natural resource planning. She said she is interested in working in economic development to bring her knowledge of water rights, water law and natural resources in New Mexico and join that with economic

development and sustainability in Santa Fe.

X. NEXT MEETING DATE- January 11, 2013

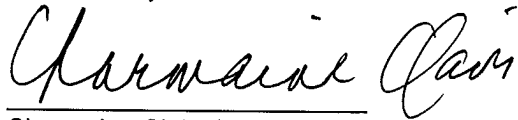
XI. ADJOURN

Having no further business to discuss the meeting adjourned at 12:39 p.m.

Approved by:

Rebecca Wurzbarger, Chair

Submitted by:



Charmaine Clair, Stenographer