



Agenda

DATE 1/8/13 TIME 9:55a

SERVED BY Fabian Trujillo

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CITY BUSINESS & QUALITY OF LIFE COMMITTEE

**City Council Chambers
City Hall, 200 Lincoln Avenue
Tuesday, January 8, 2013
11:00 am – 1:00 pm**

I. PROCEDURES

- A. Roll Call
- B. Approval of Minutes – December 11, 2012
- C. Approval of Agenda
- D. Approval of Consent Agenda

II. INFORMATIONAL ITEMS

- A. Santa Fe Hispanic Chamber Overview of Economic Development Initiatives (Roy Martinez)
- B. Economic Development Accomplishments Report (Nick Schiavo)

III. CONSENT AGENDA (none)

IV. UNFINISHED BUSINESS (none)

V. ACTION ITEMS

- A. APPROVAL OF AN ORDINANCE RELATING TO THE CITY OF SANTA FE ECONOMIC DEVELOPMENT PLAN ORDINANCE, ARTICLE 11-11 SFCC 1987; APPROVING AND ADOPTING AN AMENDED LOCAL ECONOMIC DEVELOPMENT PROJECT PARTICIPATION AGREEMENT BETWEEN THE CITY OF SANTA FE AND RODEO PROPERTY, INC. FOR AN INDOOR MULTIPURPOSE FACILITY, A LOCAL ECONOMIC DEVELOPMENT PROJECT. (Mayor Coss) (Nick Schiavo and Fabian Trujillo)

- 1. Economic Development Amended Project Participation Agreement Between the City of Santa Fe and Rodeo Property, Inc.

VI. ITEMS FROM THE PUBLIC

VII. ITEMS FROM THE COMMITTEE

VIII. ITEMS FROM THE CHAIR

IX. ITEMS FROM STAFF

X. NEXT MEETING DATE – February 12, 2013

XI. ADJOURN

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CITY OF SANTA FE
BUSINESS & QUALITY OF LIFE COMMITTEE**

January 8, 2013

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XI. ADJOURNMENT	Adjourned 12:36 p.m.	8

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

January 8, 2013

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
Fred Cisneros (arrived later)
Kathy Jahner
Diane Karp
Kathy Keith
Buddy Roybal (arrived later)
Frederick Warhanek

Members Absent:

Alan Austin (excused)
Luca Ceccarelli (excused)

Staff Present

Fabian Trujillo
Kate Noble
Nick Schiavo

Others Present

Charmaine Clair, Stenographer

B. Approval of Minutes- December 12, 2012

Ms. Jahner moved to approve the Minutes of December, 2012 as submitted. Mr. Warhanek seconded the motion and it passed by unanimous voice vote.

C. Approval of the Agenda

Information regarding the St. Mike's event was added under Informational Items, C.

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

D. Approval of the Consent Agenda – There was none

II. INFORMATIONAL ITEMS

A. Hispanic Chamber Overview of Economic Development Initiatives-Roy Martinez

Mr. Martinez said the Hispanic Chamber of Commerce is a nationally founded charter. In recent years the charter and mission statement was revised to be more inclusive with a focus on small businesses, which often means family owned businesses. He said the Chamber is also beginning to look at new businesses.

Mr. Cisneros entered the meeting at this time.

Mr. Martinez said he has experience in business development and is looking at developing sessions for small businesses. He said one success has been small learning bites of 10-15 minutes for business owners and training has been done by a local community police officer in areas like fraudulent check use and cash handling.

Mr. Martinez said the Hispanic Chamber has worked with Mr. Trujillo and SCORE to help people understand what is available and training and cultural education was done on how to get businesses more engaged and how to support more local businesses and helping businesses to expand.

He said focus this year would be on keeping the Hispanic heritage and arts alive. He said everyone talks about the Indian Market when they speak of bringing money to Santa Fe and he wants to get the word out about the Spanish Market. The Chamber provides an annual reception for Spanish Market to feature their unique talents.

Mr. Roybal entered the meeting at this time.

Mr. Martinez said the Hispanic Chamber in 2013 would focus more on education at Capital High School and DeVargas Middle School. He is involved with the Capital High School DECA Club that collects gently used business clothing and nonprofits are working with teens to raise money for scholarships and outreach.

He said the Chamber remains focused on building stronger small businesses in the community while promoting youth education and preserving the Hispanic culture and arts that make them unique. He said when the Chamber is focused on a certain area they are better at what they do than trying to be all things for all people.

Chair Wurzbarger said the Committee would love to talk to Mr. Martinez further, particularly on the mission of promoting the Spanish Market. Mr. Martinez provided his contact information.

Mr. Schiavo asked the number of members in the Hispanic Chamber and the membership fee. Mr. Martinez replied there were a little over 100 memberships starting around \$150.

Chair Wurzbarger said she looks forward to working with Mr. Martinez.

B. Economic Development Accomplishments Report – Nick Schiavo

Mr. Schiavo said he would review the accomplishments in 2012 and the plans for 2013 and continue to update the Committee. He said work falls into three areas; to strengthen and develop the entrepreneurial ecosystem; business assistance and improvement of services through the business ombudsman and to increase broadband access and affordability in Santa Fe.

Chair Wurzbarger asked that Mr. Schiavo include his information in the Committee's packet.

Mr. Schiavo said Ms. Noble would discuss the work to strengthen the entrepreneurial ecosystem and Mr. Trujillo would provide information on the Ombudsman's Office.

Ms. Noble said updates in 2012 refined their work on development in the economic system in Santa Fe.

A summary of the planned projects follows:

- Primary was the RFP award and the contract for a pilot program, Velocity. Seven businesses would participate in the first class for Accelerator the week after next.
- ReMike engaged entrepreneurs in a new community engagement with printed, event and youth surveys and the Committee would hear the input. YouthWorks was a key partner and has increased in depth, apprentices have achieved certification and the program is going to a new level.
- Shoot Santa Fe (collaboration from Albuquerque to Taos) was an effort to revitalize the film industry with three events to let people know Santa Fe is still open for business. A cohesive effort was seen and the collaboration would speak with one voice to legislators.
- Sites and Infrastructure plans include ReMike, Business Mapping, LANL Coalition and Nightlife Working group.
- Workforce Development includes an RFP review and possible contract and SFCC (Santa Fe Community College) pipeline and partnerships.

Mr. Trujillo provided statistics on the accomplishments of the Ombudsman's Office as follows:

- 112 businesses were assisted: 42 existing businesses and 70 start ups
- 93 businesses were assisted with resources; 57 businesses with permitting of which 45 were business licenses.
- The business licensing process was improved and a new business application was developed. The start up process has a single point of contact and there is a new on-line application process: 362 businesses renewed on-line in 2012 and 2013 on-line renewals are expected to increase.
- The Ombudsman Office worked with the Water and the Environmental Services Departments to send information to businesses and provide a list of the services; six thousand mailers were sent and businesses are already taking advantage.
- The Ombudsman Office partnered with the New Mexico Economic Development Department (NMEDD.) There was passive recruitment response to five PROs (potential recruitment opportunities.)
- The Master Proposal and demographics were updated.
- A grant from the Certified Communities Initiative (CCI) was awarded for \$5,000 (\$15,000 for three years.) The Community Profiles were updated and would be on the website.
- The Santa Fe Global Trade Initiative was re-formed into three areas: foreign trade, tourism and student exchange. Several events are planned and focus will be on China, Mexico, Brazil, Taiwan and Korea. Visits from the Mexican Consul and Australian Consul are being worked on.

- The Southwest Area Planning Initiative formed the South Side Merchant's Association.
- Work was done on the Reusable Bag Ordinance and the Rodeo Development Project.

Mr. Schiavo asked Mr. Trujillo if a site plan was still required on home businesses. Mr. Trujillo replied that now there is one page with an affidavit and the attachments were eliminated.

Mr. Schiavo said in 2013 Economic Development would continue to strengthen entrepreneurship in Santa Fe through the Velocity Project and possible proposal round; work would continue on the revitalization of the St. Michael's Drive area; improvement would continue to services through the Business Ombudsman Office; and work would be done on a green economy initiative.

Mr. Roybal said there was a tremendous amount of work on the plans but that went by the wayside. He asked if there is a way to prevent a business plan from getting lost.

Mr. Schiavo agreed that the business plans should be reviewed and projects should have follow up. He said each project should be mapped out as to how long the project would be worked on.

Ms. Aquilina asked Ms. Noble which seven businesses would participate in the Velocity project.

Ms. Noble said two were design related; one in fashion and one in household products: *Designs by Erica*; a food product (energy bar based on peanuts and honey); a beverage (an energy drink that includes caffeine); an outdoor activity app for finding sites such as rock climbing etc. (a BizMIX winner); a bio fuel co-op working on biodiesel; and rain catchment vessels (also a BizMIX winner.)

Ms. Karp acknowledged the Santa Fe Development Group for their hard work over the past year. She noted that this was especially impressive given the amount of people in the Economic Development Department.

She noted that there was a lack of Spanish stickers with ReMike since many in the area are Spanish speakers. Ms. Noble replied that neighborhoods were surveyed and canvassed and forms filled out in Spanish but she agreed.

Chair Wurzbarger said although the perception has improved, the City still suffers from the perception that they aren't doing anything. She said the need has been discussed for a public event in the spring where the City and the Committee could showcase what they have done. She said they need to recognize how to make their accomplishments more widely known.

Chair Wurzbarger noted that the comments were missing what is funded and the amount of money available. Ms. Noble responded that is planned for the fiscal year in July and a template from the previous year would be used.

Chair Wurzbarger suggested that both a report when completed and one in the fiscal year in July could be done.

Mr. Roybal congratulated the Economic Development Department. He stressed the importance that each project be given a future.

C. ReMike – Kate Noble

Ms. Noble introduced Zane Fisher. She said Mr. Fisher helped shape the foundation from the beginning and took a leadership role and was wonderful to work with and willing to take risks and work on community development.

She said Mr. Fisher had distilled all of the gathered information at the event and would present information on the Outcomes Report.

Mr. Fisher said the ideas from the Future Economy Committee had become real principles and that he could participate with the Committee had been important. He said the draft and final report is explanatory and he offered to present the final report to the Committee as well.

He said the St. Mike's event was to bring the ideas from the community and how those could be integrated, to the forefront.

A summary of Mr. Fisher's report follows:

- Over 60 organizations and businesses were worked with and over 70 organizations offered in-kind donations.
- 3,000 people attended and about 400 filled out an extensive questionnaire.
- The overwhelming issue is safety; street crossings in particular. Crossing St. Michael's is challenging in some neighborhoods and people want a more pedestrian and bicycle friendly environment.
- A particular concern to businesses is building a better sense of identity for the corridor.
- The difficulty to work with some of management over the capacity and the challenges to get everyone to work efficiently was something they could learn from. Outreach could be more diverse and follow up was slow because they want the final version of the report to be put together well. The report would include the previous work of the Economic Development and City Planning Department, the Association of Realtors, etc.
- Surveys found that 42 percent of the partners: YouthWorks, SOPI, MIX Santa Fe, SFUAD (Santa Fe University of Art and Design) and SFAI (Santa Fe Art Institute), Creative Santa Fe and the City of Santa Fe, found the participation very rewarding and the majority found the attendees very effective. Partners rated their personal interaction and making important contacts as very good (58%); 79 percent would like to be involved with outcome projects again.
- On-line polls show people most want to protect the local small businesses and want transportation improvements and improved bicycle lanes and a larger public concert venue.
- The Story of Place, Remikeable.com website first solicited stories and memories but the process was not as successful at engaging a diverse audience. The website comments included "not pedestrian friendly", "not a street I would want to walk down," etc.
- The Event Survey shows people want increased walk-ability/bicycle friendliness and mixed use zoning with residential; more cultural and entertainment options; slower traffic and safer crossings. People enjoyed the live music; learning about the businesses and said the event gave them a sense of hope.
- The Youth Survey (under 18 years old) indicated some youth would like to see increased store front space for small businesses and entrepreneurs.
- Identity is a big concern, especially for businesses in the area, so people could get a sense of a notable destination. Safety and identity are primary outcome goals for the short term.
- One proposal being worked on would have innovation as a concept; looking at things from outside of "business as usual" and creative directions that could be implemented.
- Examples of financing were given in the report; crowdfunding is considered important as well as the Jobs Act and various online platforms that could be used as a tool to support small businesses. Mr. Fisher suggested it important to look at innovations around the country like sharing economy and internet things and policy decisions. Some ideas were to look at zoning overlays, extending the existing Business Capital District, the creation of a Business Improvement District/and criteria; the consideration of a pop up business ordinance and developing a clear identity. A clear identity could solve existing problems that businesses have with confusing addresses and signage and could be addressed in ways that engage artists/designers in low cost competitions.
- One innovative idea that could be done quickly and is a nationwide trend is to institute small parks to give flavor to a neighborhood.
- In Safety it is important to reallocate resources to improve crosswalks on St. Michaels; students at SFUAD have provided crosswalk designs that would be included in the final report.
- In Transportation: a low rider bus could be provided to serve as a tourist attraction.
- Property owners could be shown the kinds of development possible using the UNM Advanced Planning Studio.
- Outreach work would continue in the spring with the DeVargas Middle School Girls Group who

- would survey their neighborhoods and ask questions they think important in their community.
- Funding opportunities would be looked at for future needs.

Mr. Roybal suggested the SFUAD would be a good avenue and possible partner. Mr. Fisher replied that SFUAD was a sponsor and an important partner in executing the event and they worked closely with their design department.

Mr. Warhanek congratulated Mr. Fisher for addressing the City's address problem. He said the report touched on many of the issues; even the strip malls don't have addresses.

Ms. Keith said "great event" and she thanked the group for their hard work with the numerous partners and for the follow up that everyone could think about. She said she was surprised by the request for a venue for events on St. Michael's Drive. She said other than the Lensic downtown there isn't a venue for music etc.

Mr. Fisher said some collaborative initiatives look at St. Michael's as potential. The UNM Planning Studio experience is that having some level of programming and getting people out and thinking about the area and experiencing it, is necessary. He thought a pop-up ordinance could be tailored to allow parking etc. and could have an area for businesses in low-cost spaces and also create a destination. He thought that could be a good area to have regular programming and performance components.

Mr. Fisher invited comments from the Committee they thought would be important to include in the report.

Mr. Roybal suggested it would be a benefit if Second Street could be worked into St. Michaels.

Mr. Fisher agreed. He said when looking at identity it would be important to look beyond St. Michael's Drive and include Cerrillos Road and St. Francis Drive. He said there are a lot of small businesses that don't have collective representation power and that could be a place to get people organized and thinking about the area as a central destination.

Chair Wurzbarger thanked Mr. Fisher and the team. She said from the beginning they knew this was risky because it wasn't traditional and she is thrilled with where they are. She said the challenge is to take the huge area of possibilities; there are so many ideas.

She said she was exposed to a book written on loving your city and the co-creation concept and thinks it is another underlying principal. She said they have stepped beyond the paradigm and transparency or input and are starting with co-creation. She said those are important elements in this project that she would like to explore collectively.

Chair Wurzbarger said the City is at the point where they need to deal with the road and issues of code.

She said she was most excited about the innovative and what could be done to help create the identity in the next six months. She thanked Mr. Fisher and acknowledged the team for moving the City forward in an exciting way. She added that how to continue to use the Story in Place process should be explored.

Mr. Fisher said the final report is due in about a month.

III. CONSENT AGENDA- None

IV. UNFINISHED BUSINESS- There was none

V. ACTION ITEMS

- A. Approval of an Ordinance Relating to the City of Santa Fe Economic Development Plan Ordinance, Article 11-11 SFCC 1987; Approving and Adopting an Amended Local Economic Development Project Participation

Agreement between the City of Santa Fe and Rodeo Property, Inc. for an Indoor Multipurpose Facility, a Local Economic Development Project. (Mayor Coss) (Nick Schiavo and Fabian Trujillo)

1. Economic Development Amended Project Participation Agreement between the City of Santa Fe and Rodeo Property, Inc.

Mr. Trujillo said this item seeks the approval from the Committee of the ordinance which would amend the project participation of 2011. He said this has to happen because the Rodeo was awarded \$81,000 from the State Legislature and \$19,000 from Santa Fe County for a total match of \$100,000.

Mr. Dave Copher said he is well into the project and the contract was awarded to SMPC Architects of Albuquerque. Over half of the awards are complete and the architect has been paid.

Mr. Roybal said the Rodeo was getting almost \$200,000 in grants. He asked the cost of the project and how much money came from the legislature.

Mr. Copher said the next step with the legislature is to get the working plans together and was in the \$215,000 range and the final report mid January would give a better idea.

Chair Wurzbarger said the Committee is excited but thought that at this stage in the contract focus would be on contractors in Santa Fe; even for architects. She said the work needs to be kept in Santa Fe.

Mr. Copher agreed. He said that has been the focus from the beginning and would continue to be. He explained the architectural firm is a local firm with offices in Albuquerque and Santa Fe and is represented by John Padilla.

He thanked the Economic Development team for all they have done to get the Rodeo here today.

Ms. Pilar Faulkner said fifty percent of the work by the architect is done in Santa Fe and they partnered on two of the three components needed. The larger firm in Albuquerque was selected because no one in Santa Fe built stadiums and this architect built the stadiums in London for the Olympics.

Mayor Coss said he supports the project. He said the Rodeo has been in Santa Fe for decades and is important to keep in Santa Fe and not be replaced by a strip mall.

Mr. Roybal moved to approve the ordinance as presented. Ms. Karp seconded the motion and the motion was passed by a majority voice vote. Mr. Warhanek abstained.

VI. ITEMS FROM THE PUBLIC- There were none

VII. ITEMS FROM THE COMMITTEE- There were none

VIII. ITEMS FROM THE CHAIR-

Chair Wurzburger said this would be an exciting new year and the City would have what has been done and where they are going. She said one highlight for her in her contribution to the City is working with the CBQL Committee in what they are doing. She said it would only get better.

IX. ITEMS FROM THE STAFF – There were none

X. NEXT MEETING DATE- February 12, 2013 at 11 a.m.

XI. ADJOURN

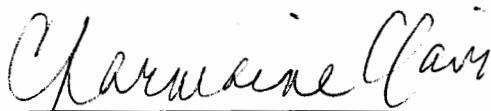
Having no further business to discuss the meeting adjourned at 12:36 p.m.

Approved by:



Rebecca Wurzburger, Chair

Submitted by:



Charmaine Clair, Stenographer