



Agenda

DATE 5/1/13 TIME 9:52a

REVIEWED BY Julie Bystrom

APPROVED BY [Signature]

SANTA FE SISTER CITIES COMMITTEE

Wednesday, May 8, 2013

City Councilors' Conference Room

City Hall, 200 Lincoln Avenue

4:00 p.m. – 5:00 p.m.

955-6707

- I. Call to Order
- II. Approval of Agenda
- III. Approval of Minutes
 - a. April 10, 2013
- IV. Sister Cities Liaison
 - a. Financial Report
 - b. San Miguel de Allende Update
- V. Report of the Committee
 - a. Update on Ambassador's visit from Italy - Carol Robertson Lopez
 - b. Zhang Jie Jie International Country Music Festival Update – Ling Tong, Jeff Case and Bernie Rubenstein
- VI. Report of Chair
 - a. San Miguel de Allende – Discussion of revisions to Sisterhood Agreement proposed by San Miguel del Allende
- VII. ACTION ITEMS
 - a. Recommendation to appoint Carl Moore to the Sister Cities Committee
- VIII. OTHER ITEMS
- IX. Adjournment

** 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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Call to Order and Roll Call	Meeting was called to order at 4:00 PM by the Acting Chair Carol Robertson-Lopez. A quorum was declared by roll call.	2
Approval of Agenda	Mr. Rubenstein moved to approve the agenda as presented, second by Mr. Fernandez, motion carried by unanimous voice vote.	2
Approval of Minutes April 10, 2013	Mr. Case moved to approve the minutes of April 10, 2013 as presented, second by Mr. Fernandez, motion carried by unanimous voice vote.	2
Report of the Liaison a. Financial Report b. San Miguel de Allende Agreement	<p>Informational</p> <p><i>Mr. Rubenstein moved that in the best interest of the Sister City relationship with San Miguel de Allende that the committee ask Mayor Coss consideration to sign the San Miguel de Allende Agreement (4 page agreement not the revised) as submitted, second by Ms. Magni.</i></p> <p><i>Friendly Amendment: These responsibilities as outlined by the Sister Cities Liaison that all those recognize that the Sister Cities Liaison cannot carry out all these responsibilities. That a work group could be formed to assist with all of these responsibilities throughout the city and also seek additional financial commitment.</i></p> <p><i>Mr. Rubenstein accepted the friendly amendment.</i></p> <p>Discussion: Mr. Case made reference to the document(s) – saying Sister Cities Agreement, clarification on the first agreement or the revised agreement.</p> <p><i>Call for the Question:</i> <i>Motion carried by unanimous voice vote.</i></p>	3-4

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Report of the Committees a. Update on Ambassador's visit from Italy b. Zhang Jie Jai International Country Music Festival Update	<i>Informational</i>	4-5
Report of the Chair	<i>(provided under San Miguel de Allende)</i>	5
Action Items a. Recommendation to appoint Carl Moore to the Sister Cities Committee	<i>Mr. Rubenstein moved to have Mr. Carl Moore appointed as an Alternate to the Sister Cities Committee, second by Mr. Fernandez, motion carried by unanimous voice vote.</i> Ms. Lopez, Acting Chair clarified that the Sister City Committee members are recommending that the Mayor bring forth the name of Carl Moore to the City Council as an Alternate to the Sister Cities Committee.	5
Other Items	<i>Informational</i>	5-6
Adjournment	There being no further business to come before the Sister Cities Committee, the meeting was adjourned at 5:00 pm	6
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SANTA FE SISTER CITIES COMMITTEE

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1. **Roll Call** – Acting Chair Lopez called the meeting to order at 4:00 pm. Roll call reflected a quorum. The meeting was held in the City Councilor's Conference Room, Santa Fe, New Mexico.

Present:

Rudy Fernandez
Bernard Rubenstein
Carol Robertson Lopez
Cathy Magni
Jeff Case
Kim Song

Staff in Attendance:

Julie Bystrom

Not Present:

Chair Gilbert Delgado, Excused
Arthur Olivas, Excused
Ling Tong, Excused

Anna Serrano for Fran Lucero,
Stenographer

2. **Approval of Agenda**

Mr. Rubenstein moved to approve the agenda as presented, second by Mr. Fernandez, motion carried by unanimous voice vote.

3. **Approval of April 10, 2013 Minutes**

Mr. Case moved to approve the minutes of April 10, 2013 as presented, second by Mr. Fernandez, motion carried by unanimous voice vote.

4. **Report of the Liaison**

- a. **Financial Report**

Balance on the Sister Cities Association account is \$13,469.68. Ms. Bystrom reported that as they near the end of this fiscal year if these funds were not spent down, \$10,000 would be earmarked for FY 13-14. Ms. Lopez asked Ms Bystrom if it would be possible to utilize from the \$13,469.68 funds to partially pay for the group to go to the music festival. Ms. Bystrom said that what she understands about the contract is that you cannot pay for travel expenses for people outside of the city limits. It is more difficult and more complicated. The city contract is exclusive and it does not allow for us to pay for these types of expenses and it is important to follow the purchasing guidelines.

Mr. Case asked what this money could be used for. Ms. Bystrom said it can be used for hosting exchanges, lodging, etc., marketing and press purposes. Another example was Las Estrellas function which promotes cultural exchange.

Mr. Bernstein would like to have more discussion on fund raising opportunities.

Ms. Lopez asked that Ms. Bystrom send a copy of the contract to the board for review and that this item be placed on next month's agenda for discussion.

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Ms. Bystrom clarified that this \$13,469.68 would not have to be re-encumbered but she could not confirm that it would be rolled over.

b. San Miguel de Allende Update

Ms. Bystrom reported that the Mayor from San Miguel de Allende was excited about the possible relationship and they discussed the 2 different versions of the Sister Cities Agreement. A very nice letter was sent to the Mayor from San Miguel de Allende from Mayor Coss inviting him to come to sign the agreement.

Ms. Lopez reported that Julie could not do it all. There are economic development, government concerns, sustainable development and need for environmental cooperation. Ms. Lopez suggested putting an advertisement in the paper creating a San Miguel de Allende Committee, having a kick-off meeting, identifying counterparts in San Miguel and find ways to make this work vs. saying not to do it. Ms. Lopez suggested having a working group meeting here in Santa Fe hosting the group from San Miguel. This new agreement could put us in a new realm. There are many components to consider, Mayor's roles from both sides, discussion of agreement components, strengthening ties with Mexico; new venture to pursue.

Mr. Fernandez reiterated that these are the things we should be doing with our Sister Cities. As with Parral, every time we try to strengthen and formalize agreements the administration changes and we start all over.

Mr. Case gave a good example of a good relationship with the Mexican Consulate in Albuquerque. Sister City relationships are a portal to many positive relationships. There is no direction that says everything has to be fulfilled. Mr. Case has brought the Mexican Consulate to the SFCC, to the Small Business Development Center and they are setting up a program for small business activities between Mexico and New Mexico. Exchanges are fine and to the point we should continue to try to do these things with every Sister City.

Mr. Rubenstein said that it makes sense and that we should start a promotion campaign to promote tourism. I agree to the general concept.

Mr. Rubenstein moved that in the best interest of the Sister City relationship with San Miguel de Allende that the committee ask Mayor Coss consideration to sign the San Miguel de Allende Agreement (4 page agreement not the revised) as submitted, second by Ms. Magni.

Friendly Amendment: These responsibilities as outlined by the Sister Cities Liaison that all those recognize that the Sister Cities Liaison cannot carry out all these responsibilities. That a work group could be formed to assist with all of these responsibilities throughout the city and also seek additional financial commitment.

Mr. Rubenstein accepted the friendly amendment.

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Discussion:

Mr. Case made reference to the document(s) – saying Sister Cities Agreement, clarification on the first agreement or the revised agreement.

Call for the Question:

Motion carried by unanimous voice vote.

After the motion and vote, Mr. Rubenstein reiterated the creation of developing a committee for San Miguel de Allende and placing an Ad in the paper to seek people who want to work with the city on the sister city endeavors.

It was also noted that the size of the group should be small, possibly hold a Sister Cities Day to create interest.

5. Report of the Committees

a. Update on Ambassador's visit from Italy – Carol Robertson Lopez

Ms. Lopez had a delightful meeting with the Counsel General, nice dinner and good conversation. At a recent event, Ms. Lopez was able to make contact and discuss the possibility of contacting the former Ambassador to Italy.

Mr. Case shared information on an article that came out in the Albuquerque Journal on Sunday titled: Santa Fe is the Retirement Home for the State Department. It listed three or four Ambassadors who are living here now, very interesting.

Ms. Lopez said it would be nice to make contact with one of these Ambassadors to establish a relationship and get help for our Sister Cities.

b. Zhang Jie Jai International Country Music Festival Update – Ling Tong, Jeff Case and Bernie Rubenstein

Mr. Rubenstein has forwarded all of the information to the Executive Director of the Symphony. The Director has had difficulty in making contact but they are very interested in participating. There is concern about the expenses. An effort has also been made to contact the Mariachi Group in Las Vegas. Mr. Fernandez has made contact with a local mariachi group and they are very interested. Some of the girls from Buena Ventura have their passports, more discussion will continue and Mr. Fernandez will report.

Ms. Bystrom suggested that a deadline be set in order to identify the groups and provide the information to Zhang Jie Jai. Ms. Bystrom will send information to the contact Mr. Fernandez identified for Buena Ventura in order for them to be better informed. It was also noted that there will need to be chaperones for the younger group.

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Ms. Lopez said that she knows the Convention and Visitors Bureau gets airline discounts and if it would be possible to contact the Director of the Convention and Visitors Bureau to help negotiate discount fares for the group when they travel. The Lensic is great for events. Having a fundraising event is important.

Rudy talked about Mariachi Mestizo as a possibility.

Bernie and Jeff will continue to work in defining the groups and fundraising should a youth group be selected.

6. Report of the Chair

- a. **San Miguel de Allende – Discussion of revisions to Sisterhood Agreement proposed by San Miguel de Allende (reported above).**

7. Action Items

- a. **Recommendation to appoint Carl Moore to the Sister Cities Committee**

Mr. Rubenstein invited Mr. Moore to the last meeting and introduction was made as a possible member for Sister Cities. Ms. Lopez spoke highly of Mr. Moore and his professional and educational background. He is an Emeritus Professor from Penn State and he just got back from Cuba. Mr. Moore took back to our sister city in Cuba many things that he and Mr. Rubenstein coordinated; he would be a great contributor to the Sister Cities Committee.

Mr. Rubenstein moved to have Mr. Carl Moore appointed as an Alternate to the Sister Cities Committee, second by Mr. Fernandez, motion carried by unanimous voice vote.

Ms. Lopez, Acting Chair clarified that the Sister City Committee members are recommending that the Mayor bring forth the name of Carl Moore to the City Council as an Alternate to the Sister Cities Committee.

8. Other Items

Mr. Case said that it would be nice to have a Sister Cities poster, like the Folk Art Market poster, the Spanish and Indian Market poster that describe what we do and mail out to contacts overseas and encourage them to reciprocate, that we would like to have some of their posters. It would be nice to see some of these posters from other countries out in the corridor walls.

Mr. Fernandez said that the Caballeros de Vargas has nice posters of La Conquistadora. Mr. Fernandez said that he also was able to secure a beautiful Fiesta poster that details the history of the Santa Fe Fiesta.

Mr. Case said in addition to the posters possibly getting CD's, video tapes, customize a presentation of what we are doing in Santa Fe. Mr. Case said that these are the types of things that should be sent out every year.

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Ms. Lopez said that she felt some of the budget money should be used to expand the website. She asked Ms. Bystrom to please check on this possibility.

Mr. Case said he would also like to see communications being sent out with a frequency, an e-mail talking about what is happening in our city, collect these communications to provide an annual report of the accomplishments of the Sister City. We should always add numbers, how many visitors do we get from our sister cities, these are important statistics. It was recommended that each Sister City connection needs to have a standing project.

Kim asked if there was any news on Korea.

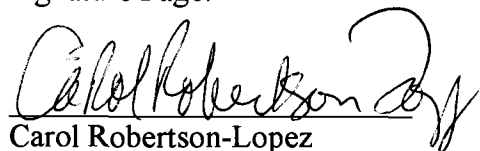
Ms. Lopez asked that everyone bring something on their cities to the next meeting to start this project.

Ms. Bystrom added on to Mr. Case comments that some of these ideas can be deferred to the Association. Ms. Magni noted that she needs more information on how the Association works. Ms. Bystrom and Cathy will have this discussion off line.

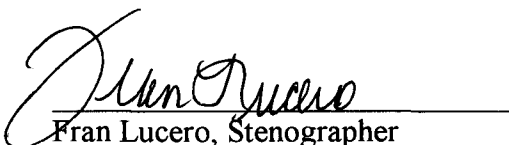
9. Adjournment

There being no further business to come before the Sister Cities Committee, the meeting was adjourned at 5:00 pm.

Signature Page:



Carol Robertson-Lopez
Acting Chair



Fran Lucero, Stenographer