



Agenda

CITY CLERK'S OFFICE

DATE 5/8/13 TIME 2:54pm

SERVED BY Fabian Trujillo

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AMENDED CITY BUSINESS & QUALITY OF LIFE COMMITTEE

City Council Chambers
City Hall, 200 Lincoln Avenue
Tuesday, May 14, 2013
11:00 am – 1:00 pm

- I. PROCEDURES
 - A. Roll Call
 - B. Approval of Minutes – April 8, 2013
 - C. Approval of Agenda
 - D. Approval of Consent Agenda
- II. INFORMATIONAL ITEMS
 - A. Overview of Angel Investment Financing (John Chavez, President, NM Angels)
 - B. Equity Financing (Brian Birk, Sun Mountain Capital)
 - C. The Velocity Project Update (Kate Noble)
- III. CONSENT AGENDA (none)
- IV. UNFINISHED BUSINESS (none)
- V. ACTION ITEMS (none)
 - A. Review and Possible Action of Single Use Carry-Out Bag Ordinance – Discussion Draft (Nick Schiavo)
- VI. ITEMS FROM THE PUBLIC
- VII. ITEMS FROM THE COMMITTEE
 - A. Santa Fe Global Trade Initiative Work Group Update – Kathy Keith
 - B. Items from Committee Members
- VIII. ITEMS FROM THE CHAIR
- IX. ITEMS FROM STAFF
- X. NEXT MEETING DATE – **June 11, 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.



Agenda DATE 5/6/13 TIME 10:51a

SERVED BY Fabian Trujillo

PREPARED BY [Signature]

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

May 14, 2013

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

May 14, 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 11:07 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
Alan Austin
Dena Aquilina
Luca Ceccarelli
Kathy Jahner
Diane Karp
Kathy Keith
Councilor Christopher Rivera
Frederick Warhanek

Members Absent:

Fred Cisneros (excused)
Buddy Roybal

Staff Present

Nick Schiavo

Others Present

John Chavez, NM Angels
Brian Birk, Sun Mountain Capital
Simon Brackley, Santa Fe Chamber of Commerce
Carl Boaz, Stenographer

B. Approval of Minutes- March 13, 2013

Mr. Warhanek moved to approve the Minutes of April 08, 2013 as presented. Ms. Aquilina seconded the motion and it passed by unanimous voice vote.

C. Approval of the Agenda

Action Items was moved before Informational Items on the agenda.

Ms. Karp 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 – None

V. ACTION ITEMS (Revised Agenda Order)

A. Review and Possible Action of Single Use Carry-Out Bag Ordinance – Discussion Draft (Nick Schiavo)

Chair Wurzbarger thanked everyone who has worked on the discussion draft both pro and con, as this evolved. She thanked the leaders of the CBQL and said they spent an inordinate amount of time coming to a consensus on an important issue. She turned the floor over to Mr. Schiavo.

Mr. Schiavo also thanked the subcommittee that worked on the draft. He said as he put the presentation together he had questions and would review his questions and the answers he found:

1-Which bags would be affected by the ordinance? He showed examples of the “no” bags to be banned. He also showed the acceptable bags which include meat and produce, small paper sacks and recyclable bags.

2-How would the ordinance compare with other cities? In Austin, Texas both paper and plastic bags were banned; in DC and LA plastic has been banned and paper could be bought for 10 cents (which the city keeps.) Santa Fe's current draft calls for a ban on plastic and a charge for paper bags, with businesses keeping the fee to defer the cost.

3-How have bans affected other cities? In LA there has been a 94% reduction in plastic bags and a 30% reduction in paper. Seattle has had their ordinance for a little over a year and has had great compliance with no fines levied to date. Washington, DC put out a survey of the businesses involved in the ban and results showed: 58% of the businesses are neutral; 22% are happy; 12% negative responses and 8% who had no comment. Information was not provided as to why someone was happy or not.

4-How would the ban affect people with limited income/resources? The ordinance provides for the fee to be waived for individuals on WIC or SNAP.

Mr. Schiavo said local stores were contacted and received the following feedback: Ace Hardware said they believe the 10 cents fee kept by the business is reasonable and thought people would adapt to the ban after a few months. Big Jo said currently 50% of their customers bring their own bags. The cost of paper has gone up and they would be happy to keep the 10 cents fee. Trader Joe's said they would support anything reasonable and have already adopted ordinances in other cities. Smiths/Kroger said their stores

affected by bans in other cities have adapted and they prefer that the store keep the bag fee. The local Five and Dime is okay with the draft and would go with the flow.

Mr. Schiavo said that most of the businesses he talked with were okay with the ordinance, he thought because it costs an average of seven cents for each paper bag.

5-If the ordinance is approved, how much would it cost to implement? Mr. Schiavo said the City's utility bill mailers could be used to get the word out. He said in Austin a lot was spent on the campaign and 40,000 recyclable bags were bought to give out at city events.

He recommended that Santa Fe purchase 10,000 bags and the cost would run about 90 cents per bag.

Mr. Schiavo said he strongly recommends Santa Fe do what Seattle did. He said the Committee was given a handout of a Seattle poster created for cashiers to point to. The poster shows the acceptable/ not acceptable bags and has information about the ordinance and the fees.

Ms. Karp said last July when the City gave out the new recycling bins, they also gave out bags and she sees a lot still in use around town. She said the bags were made of good material and a good size, so a lot of the ground work has been done.

Ms. Keith asked if there would be another opportunity for public input.

Chair Wurzbarger said there would be and she would request a public hearing as the ordinance goes through committees.

Councilor Rivera said page four calls for the Environmental Services Division (ESD) to provide reusable carryout bags. He said he assumes the ESD budget would allow at least 10,000 bags to start.

Ms. Padilla said there is a current budget for reusable bags given now through the Sustainable Santa Fe, although not for 10,000 in quantity. She said the cost is not specifically in the budget for the next fiscal year, but the existing budget or cash reserves could be looked at for the purchase of at least ten thousand. Sustainable Santa Fe is a nonprofit and uses private funding for the recyclable bags as well.

Councilor Rivera said he thought most families would require more than one bag. He asked where the number of 10,000 came from.

Mr. Schiavo said that was a good starting point based on Austin who bought 40,000 bags for their campaign for a city of 1 million people.

Ms. Padilla said there should be some personal responsibility. Many people give out reusable bags at community events such as Community Day and it would be up to individuals to purchase and reuse their bags.

Ms. Aquilina told Mr. Schiavo that some local businesses make and offer their own bags, such as the co-op. She said Fred Cisneros had talked about making this a fun campaign and he should be enlisted to design the bags. She said also local businesses might be willing to kick in with their logos on bags.

Ms. Aquilina said La Montanita surveyed members on Earth Day on what they thought about the co-op becoming bag-free, but she didn't hear the results. Mr. Schiavo understood the members support it.

Kim (Sustainable Santa Fe Commission) said she was talking with the owner of Aztec, an upholsterer who works with Delancey Street and they discussed him doing a similar program like Aspen. She said companies donate remnants and a local group makes bags. She said the general manager at Delancey Street is interested in making reusable bags for the City.

Samples of handmade bags made in other cities were passed around the Committee. She said the bags cost 99 cents.

Ms. Jahner said page 4 of the ordinance states that the City Environmental Services Division is authorized to provide reusable carryout bags at low cost for low-income households. She asked if anyone knew how many low income households there are in the City.

Ms. Padilla said she has the numbers that have applied for low income subsidies on their refuse bill and they would be targeted first to receive bags. Other bags would be distributed at special events.

Ms. Jahner said a low income person with four or five children would need 6 to 8 recyclable bags. She asked if the ESD is prepared to fund and provide those.

Ms. Padilla said they do have funding to provide the list of low income customers and reasonably could provide 4-5 bags to the household. She said the ordinance would also allow the Division to make rules and regulations and establish criteria for eligibility for free bags and the quantity for each family.

Mr. Schiavo added that the current ordinance would allow people on assistance to receive paper bags from the store for free.

Chair Wurzbarger said is part of the natural process in cooperation with the businesses.

Councilor Rivera moved to approve the draft ordinance as submitted. Ms. Karp seconded the motion.

Ms. Karp said there would be an opportunity to advertise at big events such as Indian market, Spanish Market, etc. and it would be easy to change what is printed on the bag. She said there would be a lot of potential to add layers of visibility to the City's events.

Councilor Rivera thanked Mr. Schiavo and Ms. Padilla, Kim and Catherine etc. and the Committee who served. He also thanked all of the kids that spoke in front of the Committee from Wood Gormley Elementary. He said they should know their voice made a difference.

Mr. Brackley said the Chamber of Commerce position has not changed; they strongly favor voluntary compliance. They would like businesses and residents to have the opportunity to participate voluntarily rather than increase regulation. He said there will be a fiscal impact on individuals, businesses and for the community.

Mr. Brackley said, in addition the City would survey the community in terms of recycling. The survey would include construction materials, hazardous materials, plastics, glass etc.; what are they doing right; what could be done better, etc. to get the big picture.

Mr. Brackley asked that the Committee delay activity on just the plastic bags until the City reviews the findings of the survey taxpayers are investing in. He said the City would also have to pay to inform the public with marketing, outreach and PR (Public Relations.) He asked that the Committee take seriously, if this is the appropriate use of tax payer funds in this budgetary environment.

Mr. Tony Ortiz said he is better known as "Sophia's dad" - Sophia Ortiz in the Go Green Club at Wood Gormley. He thanked the Committee and staff for their consideration and said this is a good effort. He appreciates it, his children appreciate it and the kids at Wood Gormley appreciate it and the Go Green Club has contributed their budget of \$350 in donations to purchase bags and assist in the effort.

He said they may hear from some that the business community is opposed to the ban and that cost is an issue, but the Committee has heard from a lot of those businesses and they are ready to support the effort.

Mr. Ortiz said experience from other cities with voluntary compliance has resulted in little or no change in the use of plastic bags. He encouraged the Committee and the City Council to "strike while the iron is hot" and not wait for another study.

He thanked the Committee for their leadership, good attitude and vote of support. He said the children of Wood Gormley also thank them.

Chair Wurzbarger asked Mr. Ortiz to convey her regards to Sophia and thank her for her leadership.

Ms. Padilla acknowledged the Committee who put together the draft ordinance and for taking into account many of the concerns of ESD, especially the definitions and outreach.

Ms. Padilla thanked members of Wood Gormley Elementary and the charter school Tierra Encantada. She said the charter school presented their thoughts on how to improve recycling, in May to the Public Utilities Committee; one for the recycling bag ban and the other a recycling mandate of cardboard.

She thanked the Go Green Club for their contribution. She said she would like to enlist the kids to help with the education and join the Environmental Services Division at their table in community events.

Chair Wurzbarger asked Ms. Padilla to comment on the recycling program education work for the public that would soon happen.

Ms. Padilla said this would be a comprehensive solid waste management study and assessment that would look at efficiency and effectiveness of all of their operations within the Solid Waste Division. They would partner with SWMA (Solid Waste Management Agency) and Santa Fe County.

Chair Wurzbarger said she hadn't been clear. She was referring to the educational program with the children painting the recycling signs.

Ms. Padilla said that Mr. Randall Marco is working with public schools. She said as a school project for recycling, the kids have been painting signs that would be seen around the City in the next couple of months and displayed by businesses. In addition, ESD is moving toward sustainability and alternative fuel vehicles (CNG trucks) and two or three of the best messages would be chosen to put on the sides of the garbage trucks.

Mr. Warhanek as the chair of the subcommittee said he wanted to thank staff. He said they started on this issue 13 months ago.

Ms. Sopoci-Belknap with Earth Care and Youth Alliance said the Alliance has made 200 reusable bags.

A roll call vote to approve the draft ordinance as submitted was as follows:

Councilor Rivera- yes and he would like to be added as a sponsor

Mr. Austin- yes

Ms. Jahner- no

Ms. Aquilina- yes

Kathy Keith- yes

Mr. Warhanek- yes

Ms. Karp- yes

The motion passed six to one by majority vote with Ms. Jahner voting against.

II. INFORMATIONAL ITEMS

A. Overview of Angel Investment Financing (John Chavez, President, NM Angels)

Mr. John Chavez said he is the President of New Mexico Angels and the managing director of the NM Start Up Factory (a group of investors) and the managing director of Phase 1 Ventures (a small biotech venture fund at the Santa Fe Business Incubator (SFBI).)

He explained that Angel investing is early stage, seed investing for the communities the members live and work in. In 2011 the New Hampshire Center of Venture Research was about \$22 billion in funding from about 318,000 Angel investors and the average deal is about \$339,000. He said VCs provide \$9.2 1 billion and there are about 85 Angel groups across the United States.

He said the offices are located in Santa Fe and Albuquerque. He said about 660,000 start ups happen each year with Angel funding about 10% and of those, about 1200 (30%) get venture funding and are very important to the ecosystem.

Mr. Chavez said 2005 had \$130,000 of investments and in 2008 about \$1.31 million and 2012 about \$1.6 million of investment. Successes include \$360,000 invested in Vibrant Technology in Albuquerque and Matrix Bio who signed a worldwide agreement with Quest Diagnostic.

He said they identify interesting technology from the University of New Mexico (UNM) and Los Alamos National Labs (LANL) and get a team of investors. There are about 300 investment opportunities a year which are screened to 16 opportunities of which eight or 10 are presented at the quarterly dinner and three or four receive funding from the members.

Mr. Chavez said at the SFBI, a wet lab would provide biotech companies resources and they would work with the SFCC (Santa Fe Community College) with a new company that should start up in the near future.

Mr. Austin said Mr. Chavez failed to mention his investors also get actively involved in helping the companies in other ways.

Mr. Chavez said a typical definition of the Angels is a person who has been there and done that as entrepreneurs. Many of the members will get involved as CEOs, CFOs, etc. or provide a resource to entrepreneurs to talk about how to grow the company, or in start up about how to keep it going.

Chair Wurzbarger asked Mr. Chavez in the types of businesses emerging, what trends he sees that are different from the past.

Mr. Chavez said Santa Fe and Albuquerque are becoming bio-tech centers and a lot of companies are being created from UNM in the Health Science Center. The previous week a company with a stroke therapy drug was presented and they are looking at a company from UNM with a new molecule and the business would be located at the Santa Fe Business Incubator because of their resources.

He said they are trying to see how they could work with the SFCC because the College has resources this company needs.

Chair Wurzbarger asked the percentage of health companies Santa Fe and Santa Fe County has received.

Mr. Chavez said he funded Acoustic Cytometry System (a LANL technology) which was sold to Life Technologies and developed in the Santa Fe Business Incubator: Vista Therapeutics and Acoustic Biosystems.

Chair Wurzbarger said Mr. Chavez's group has made a significant difference, as has the Incubator and the City now has not only an idea, but a place where connections could be made and support to make this happen.

She said she was happy to have Mr. Chavez and asked him to let the Committee know when he was ready to come back with an update.

B. Equity Financing (Brian Birk, Sun Mountain Capital)

Mr. Birk with Sun Mountain Capital said they are a private equity group headquartered in Santa Fe with a main office in the LANB (Los Alamos National Bank.) He said everyone who works there is very involved in the community and lives and shops locally, which set them apart from other venture capital fund managers.

Mr. Birk provided history of the New Mexico Private Equity Investment Program. He said almost 20 years ago Governor Gary Johnson saw a dichotomy that billions of dollars was spent in research and with more PhD's in New Mexico per capita, a prolific pool of intellectual capital; yet the economy didn't reflect that.

He said Governor Johnson established the New Mexico Private Equity Investment Program (NMPEIP)

which is funded by the State Investment Council (SIC), a permanent fund. Governor Johnson suggested in 1993 to invest a small piece in companies that might have jobs for graduates. The program invested in venture funds which invested in companies that have an opportunity to create jobs; however they were not necessarily a good investment.

Mr. Birk said the results were not very good and the SIC realized the investments were made for the wrong reasons; the only way you can get healthy job growth is to invest in healthy companies with successful futures.

Mr. Birk said in 2004 the NMPEI program began to focus on investing in venture capital funds with a history of positive returns and willing to make a commitment to New Mexico and focus on investing in companies. Since 2004 the financial returns have been good. The financial returns of the program have been consistent with the national benchmarks.

Mr. Birk said Sun Mountain Capital is the only manager of the dozen or so that used to work for the SIC, that is still there. In April of this year, the first new fund called Sierra Ventures was approved and is opening an office in New Mexico and they plan to hire a New Mexican to find investments here in the state.

He said the SIC has committed to look at between two or three funds per year that would be committed to New Mexico and willing to sign legal the requirements to invest in New Mexico.

Ms. Keith asked if the full-time jobs are in New Mexico referenced in the 2012 payroll and total current full-time jobs.

Mr. Birk said the number reflects the total full-time jobs in New Mexico. He said the payroll chart was compiled by surveying the companies, including the fund managers and is reported at a summary level.

Chair Wurzbarger asked in correlation to page 4, which companies are in Santa Fe.

Mr. Birk said American Clay was started in Santa Fe; BioReason (?) and Sundrop in Los Alamos; Two ? Trading started a mutual fund for crops like wheat and corn and oil that enables an investor to invest in those commodities without having to be a multi-million-dollar player on the New York commodities exchange.

Ms. Aquilina added Jack Rabbit Systems and On Queue Technologies are also in Santa Fe.

Chair Wurzbarger thanked Mr. Birk and said she looked forward to connecting with him again. She said she would like to form a small working committee to discuss how to capitalize on the resources better than before.

C. The Velocity Project Update- Kate Noble

Ms. Noble said she had planned to do a full report on the Velocity Project, but amended the agenda and rescheduled that for next month because she was uncertain there would be enough time today.

She said Santa Fe has been named #3 in high tech hubs in the country and she is drafting a press release.

Ms. Noble said Thursday at midnight is the deadline for the BizMIX submissions for 2013. She said there are three questions of 150 words each and the form asks why Santa Fe should invest in them. She reminded the Committee they are looking for businesses able to get up and running.

She said she would have a full update on Velocity, including the report and the plans for the evolution of that, for next month's meeting.

Chair Wurzburger said the public and the press was no longer present and the Committee would do this again for the next meeting. She thanked Ms. Noble for her unique contribution to the evolution of the Velocity Project. She said it was exciting news.

III. CONSENT AGENDA- None

IV. UNFINISHED BUSINESS- None

VI. ITEMS FROM THE PUBLIC: None

VII. ITEMS FROM THE COMMITTEE

A. Santa Fé Global Trade Initiative Update

Ms. Keith said an action item from the meeting today is a suggestion by Chair Wurzburger that the Committee plan a reception in the next few months for businesses to make them familiar with trade opportunities available. She said there is a lot of value to go on these trips, however there were no businesses who were ready to do that.

She said it appeared to be an education issue. She thought it a great idea to have a place where businesses could be introduced to the resources available and what those markets look like and that potential could mean for them.

Chair Wurzburger hoped that Mr. Brackley could work with that and be invited to those meetings to assist in making direct connections with Chamber members.

Mr. Austin said under Chair Wurzburger's leadership the Committee has evolved into a Committee that is getting good things done; in particular, Jim Luttjohann and the CVB participation in a number of efforts that would help with tourism in Santa Fe. He said it is good to see those ideas coming together.

Chair Wurzburger asked staff to be sure that all CBQL members get copies of the minutes from the working group.

B. Items from Committee Members

Ms. Karp said on May 28 from 3-5 p.m. in the Nambe Room at the Convention Center the City of Santa Fe and Art Institute is presenting Michael McGuire, the former director of the Metropolitan Water Department in Los Angeles, who would speak on his book on the chlorine revolution and water purification.

Ms. Karp said the admission is free.

Ms. Karp said Santa Fe Institute would have Saturday mornings and summer programs for young people on the South side at Santa Fe Place from 9 a.m. to 4 p.m. and breakfast and lunch for all of the kids would be provided. She said a lot of Santa Fe youth artists in music, dance and visual arts would be employed and admission is either free or a minimal fee.

Ms. Keith said she found it very interesting that Santa Fe was named in the technologies cities. She noted that the two cities above Santa Fe were Los Angeles and Washington DC.

Ms. Keith said regarding the Venture Acceleration fund; there were 14 companies from Santa Fe who submitted applications this year and 41 companies total from the region that applied to the fund. She said the number of applications of Santa Fe companies, as well as regional companies, is the most ever.

VIII. ITEMS FROM THE CHAIR

Chair Wurzburger thanked the Chamber of Commerce. She said the Celebrate Tourism events were an amazing collaboration and Mr. Brackley's leadership was wonderful. She said when she started on City Council; tourism was almost as bad a word as *developer* and in the last 12 years, particularly because of the Chamber and their members in hospitality that is starting to turn around.

She said she wants to publicly acknowledge Mr. Brackley's role.

Mr. Brackley said the event was run by volunteers. He said the Tourism Committee members and CVB staff put the event together. He thanked Chair Wurzburger for her leadership.

Mr. Brackley invited everyone to the Small Business Excellence Awards put together by the Chamber and the City. He said the Small Business Excellence Awards and the City of Santa Fe Small Business of the Year Award is presented every June and this year would be on June 6 at 5:30 p.m. at the Farmers Market. He said it is a great opportunity to celebrate the community.

He said nominations are still being taken until Friday at 5 p.m. and he encouraged everyone to nominate a favorite local business.

Chair Wurzburger thanked everyone for their hard work and their time. She said next month the Committee would focus a large part of their attention on the Velocity Program and the next steps.

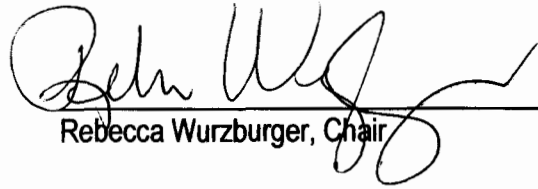
IX. ITEMS FROM THE STAFF –None

X. NEXT MEETING DATE- June 11, 2013 at 11:00 a.m.

XI. ADJOURN

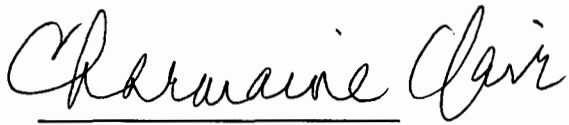
Having no further business to discuss the meeting adjourned at 12:20 p.m.

Approved by:



Rebecca Wurzburger, Chair

Submitted by:



Charmaine Clair, Stenographer