

Agenda

DATE 6/3/13 TIME 1:30pm

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CITY BUSINESS & QUALITY OF LIFE COMMITTEE

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

- I. PROCEDURES
 - A. Roll Call
 - B. Approval of Minutes – May 14, 2013
 - C. Approval of Agenda
 - D. Approval of Consent Agenda
- II. INFORMATIONAL ITEMS
 - A. REMIKE Update - Final Report (Zane Fischer)
 - B. The Velocity Project – Final Report (Yasine Armstrong)
 - C. Focus Group with Santa Fe Community College (Rosemary Romero)
- III. CONSENT AGENDA - (None)
- IV. UNFINISHED BUSINESS - (None)
- V. ACTION ITEMS
- VI. ITEMS FROM THE PUBLIC
- VII. ITEMS FROM THE COMMITTEE
- VIII. ITEMS FROM THE CHAIR
- IX. ITEMS FROM STAFF
- X. NEXT MEETING DATE – **July 09, 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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June 11, 2013

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

June 11, 2013

I. PROCEDURES

Call to Order

A regular meeting of the City of Santa Fé Business and Quality of Life Committee was called to order by Councilor Rebecca Wurzbarger, Chair on the above date at approximately 11:04 a.m. in the City Council Chambers, City Hall, 200 Lincoln Avenue, Santa Fé, New Mexico.

A. Roll Call

Roll call indicated the presence of a quorum as follows:

Members Present:

Councilor Rebecca Wurzburger
Councilor Christopher Rivera
Alan Austin
Fred Cisneros
Miles Dylan Conway
Piper Kapin
Diane Karp
Kathy Keith
Kim Kelly
Michael Roach
Frederick Warhanek

Members Absent:

Loca Ceccarelli [excused]

Staff Present

Kate Noble
Fabian Trujillo

Others Present

Yasmine Armstrong
Simon Brackley
Zane Fischer
Rosemary Romero
Carl Boaz, Stenographer

C. APPROVAL OF THE AGENDA

Ms. Keith moved to approve the agenda as presented. Ms. Karp seconded the motion and it passed by unanimous voice vote.

Chair Wurzburger welcomed the new members to the CBQL and asked each of them to introduce themselves briefly.

Mr. Michael Roach is the founder /owner of Clean Air Systems. He has been here since 1992 and very interested in Economic Development and working here.

Mr. Miles Dylan Conway moved to Santa Fé in 1994. He is married with 2 sons living just north of Santa Fé and honored to be asked to serve. With proximity to cutting age technology held up on national level, his particular interest was that the kinds of jobs created are really good jobs so people afford to live in the city.

Ms. Kelly moved here in 1995, left in 1998 and came back in 2001 to open an art gallery. She also served on Sustainable Santa Fé this past year. She liked thinking out of the box and had a background in science so she put those together. Santa Fé is a special place and she travels quite a bit. It is a most unique place and she was pleased to live here and work on projects to make it more special.

Ms. Piper Kapin is the Back Road Pizza owner. She has lived here 10 years and originally was from Boston. She was honored to be asked to be here on the CBQL. She is excited about small business and drawing thirties people and younger to Santa Fé.

B. APPROVAL OF MINUTES – May 14, 2013

Mr. Austin moved to approve the minutes of May 14, 2013. Ms. Keith seconded the motion and it passed by unanimous voice vote.

D. APPROVAL OF CONSENT AGENDA

There were no items on the Consent Agenda to be approved.

II. INFORMATIONAL ITEMS:

a. REMIKE UPDATE - Zane Fischer.

Ms. Noble gave the context. CBQL held a large festival last September to create the experience of St. Michaels Drive and especially near Rob and Charlie's. This project is keyed on infrastructure with a focus

on retaining younger people and cutting - edge stuff going on in the portfolio.

Chair Wurzbarger put in a plug for older people too. Even older tourists would like things open at night both at the plaza and around other parts of town.

Mr. Fischer reminded the CBQL that collection of project data was voluminous and available at St. Michael.com.

He went through the report quickly and pointed out how the ReMike supported the items. He pointed out the priority action items for more for ongoing discussion and commented that this report was not the end. He went through his handout.

ReMike is bookended by the Santa Fé University on Art & Design at one end and the Medical Center on the other end. It is also the intersection of all four city councilor districts.

The history included tandem reports by UNM School of Advanced Planning in a corridor study that showed missing assets and traffic safety. It was a resounding issue for DeVargas Middle School.

The Festival evinced an overwhelming desire for walkability and friendliness along with needs to attract more visitors. It would be a significant support for new businesses and for parks and green space.

He talked with people about the history which gave the key places for buy-in. The stories told in effect how we inhabit a place and creates the stories we tell about it.

The top Outcome Action Items were ownership, zoning, business, green, pop-up, identity, safety and transportation. The crosswalks were not easy to navigate.

Conversations would begin for the City to assume ownership of the street. It is currently owned by NMDOT and there would be more opportunity if the city owned it. The purchase would require a lot of negotiation but it seems worthwhile to start the discussion.

Chair Wurzbarger said they met with the head of DOT and discovered St. Michael's Drive is a federal road and they were now instigating a TIP (Transportation Improvement Program) for the Santa Fé MPO to consider. The state has pledged support for the transfer.

Zoning Changes - Mr. Fischer talked about establishing a zoning overlay there and to look at business incentives to engage the process. As an action item, they would convene a group to consider what can be done there.

Galvanizing Business - Mr. Fischer said businesses have a united voice about frustrations - signage, crime, etc. but have no cohesive group to share and lobby and participate for change. So a Central Santa Fé Business Association might make sense to join together for a collective voice much in same way the Downtown Merchants Association and Canyon Road Merchants Association do.

Mr. Fischer spoke about putting Fixed and Mobile Green Parkets where concrete exists now. The

report showed a sample from San Francisco using old dumpsters. Those could demonstrate early on that the process on St. Michael's Drive was going on.

The Mobile Business Initiative is a concept to use cargo containers so they can become retail spaces or organizational spaces. A modest investment with a storefront window can do it.

This is not a one-time expenditure but a long term investment for the future businesses.

Identity Development - They first conceived of a national competition but the SFUAD and New Mexico Highlands University could develop visual signifiers to help people know they are in a special place.

Safety Improvements need to be paid attention to. He showed a Native American design crosswalk. DOT regulations make it a little difficult. When a UNM study was done an alarming number of pedestrians were struck on St. Michael's Drive.

Pop-Up Ordinance - This had tricky regulations to navigate. They could cover food trucks and were looking at logistics and collecting taxes. Mobile businesses with containers should have a good plan for managing their business.

Lowrider Bus would be a Public/Private ownership to help to get people there and downtown. It might get national editorial coverage. They called it "Transform Santa Fé Trails" with a lowrider bus.

Chair Wurzbarger said now CBQL needed to figure out how to process this and share next steps for it. CBQL needed a whole meeting just devoted to this.

Mr. Fischer said the last page of his report showed all the action steps

Ms. Keith asked about the time frames to implement this and what would come first.

Mr. Fischer said these steps were designed to move on quickly and be for the long term. The priorities were the steps he thought they could start on right away. Funding might take time. Accomplishing all of these in the next year is the goal.

The Committee thanked him with applause.

Ms. Noble asked for copies back and noted that 2,500 people have been interviewed.

b. The Velocity Project – Yasmine Armstrong.

The Velocity Project was a focus for the last two years on entrepreneurship and a strong ecosystem for it. Velocity is a business development boot camp. The project was born from a City RFP and the full report had been handed out. It was a huge success after being launched in 2012.

The project took local entrepreneurs with a product to get them going and accelerate the business

growth and run it well. Chair Wurzburger was the main driver in the early days.

She listed the seven companies in the Velocity projects and shared how these companies were the most coachable out of 23 applicants.

They had four full day workshops with bag lunches. All of the companies participated and learned how to develop their businesses.

Demo Day was the culmination of it all, held at the end of March. It was the opportunity to present their business to the business community. The companies honed their pitch to focus on what they needed. It was an amazing experience and the companies all enjoyed them.

As part of the brown bag days, they had an advanced curriculum. They listed some good entrepreneurship books and how they applied to their business. All workshops were led by successful businessmen.

Demo Day had 200 attendees. All companies had the opportunity to sell their goods and services there. They had a chance to practice their pitch.

She identified some of the lessons learned that day. Several non-profits said it would be good for them too but Velocity remains focused on for-profit businesses.

Accountability for those companies was stressed. They had homework and they didn't want to let each other down and shared their challenges.

Velocity is now looking to the next 100-day plan. They want to make sure the accountability continues.

Chair Wurzburger said as follow up CBQL would have a meeting devoted to this project and consider any proposals for the future. She apologized that the Committee didn't have time to go further into this now. She thought it was an awesome project.

Mr. Roach said he was involved and they did a very good job.

c. Focus Group with Santa Fé Community College – Rosemary Romero

Chair Wurzburger welcomed her former colleague, Ms. Rosemary Romero.

Ms. Romero said she was pleased to be here. She and Chair Wurzburger hatched the plan about five years ago. She shared copies of an agenda and she put Dr. Guzman (President at SFCC) first on the agenda about this jewel called Santa Fé Community College. She has been President since August to share her ideas.

Dr. Guzman was introduced and she wanted to acknowledge Ms. Keith who was a board member at SFCC. She said SFCC had a strategic planning with a different approach. They are necessary and a

conversation with community at large is important at this time but she wanted to make it different. They approached it as having an inside plan and an outside plan. Inside were the number of programs, how to retain students and graduate them. Through the internal plan they identified the internal community and what the indicators were such as grades, course completion, certificates, etc. So for 2½ months they have done that.

Then they identified rays of light to determine how SFCC could excel in this community and build stronger partnerships. The focus was on early childhood. They identified Santa Fé Public Schools and were working with the superintendent to ensure that what happens there has options in SFCC.

Mayor Coss has been integral to this. What we are doing with the City, we want to make sure works. How can we work with the City and community to make sure it increases the available jobs that Santa Fé will have for its population - particularly its youth? One of the concepts she became familiar with was how hard it was for Santa Fé youth to get trained and find a job in Santa Fé. So that's where the focus would be with the City to attract the people who want to do more and how to develop the training so prevent industry from stealing the kids from us. That's where the jobs happen.

They worked with a program from Washington DC on sustainability and have graduated GED classes in the last two semesters and a majority already have jobs when graduating of \$12-\$15/hr. She wanted to dream big so SFCC could continue to work with CBQL. They were working with SFPD to train more police officers that would make them want to stay here.

She believed this should be your community college and their role was integral to the community. She looked forward to the discussion with Ms. Romero.

Ms. Romero said she and Reese Fullerton were the facilitators. Mr. Fullerton stood up.

Ms. Romero said they were looking forward to having the Higher Learning Center. That is another hub for the College. They were trying to do the outreach and interviews.

So far they had done the following things:

- 1 - internal survey through computer kiosks
- 2 - external survey with 2000 folks
- 3 - couple of internal retreats
- 4 - conducted board interviews
- 5 - external focus groups = one of those rays of light. - doing one with Chamber of Commerce on June 24.
- 6 - refining the information in July
- 7 - finish in August.

Thankfully the President took this on as her primary focus.

The SFCC cannot be everything to everyone so they were focusing on these things. These rays of light were those they believed were those that were in the community - the unions, businesses, banks, etc. - that provide jobs and link with the community.

The computers they had set up at the lab had an incredible amount of information that was synthesized by staff. The Vice President for evaluation and information did a lot of the work.

They did an external survey that went out to over 10,000 people that included a list from SFCC and had a tremendous response from that.

The College held a couple of retreats internally and conducted board interviews, reaching out to every board member. Now they were doing more external focus groups and interviews. A focus group with the Chamber of Commerce would be done on the 24th. Mr. Fullerton had also been working with the State government and with LANL and the other partners to hear their ideas. All of the information gathered would be brought to the board retreat in June, refining the information in July and the plan would be finished in August.

It has been foundation-building and a much different strategic planning than she had ever done with a lot of give and take.

The part the College needed help from CBQL was on what else they could do as a college for this community. She asked what needs they could address and to identify what the College could do on economic development.

Mr. Roach asked what kind of develop and the job connection with that.

Dr. Guzman said they were working with Head Start and had certificates that would be accepted into the two major universities regarding childhood education. That program dealt with the role of the teachers and improving their remuneration. In their day care centers the College would help them get their CDA's. The Brindle Foundation has helped the College with creating an advisory group and expanding the offerings for early childhood workers. Head Start was beginning to require bachelor's degrees which would help raise their salary levels.

Being in the capitol, it is important to have centers of excellence where people from all over the State could come and observe excellence in early childhood teaching - to become a real leader in early childhood. She offered to work with State to develop a curriculum for home visitors for early childhood. So SFCC wanted to become a real leader in early childhood education.

Dr. Guzman said for many years the colleges and universities were elitist in thinking that bachelors' degrees were the only goal but the greatest thing SFCC could do for young people was to help them experience success so they expanded certificates by 28 last year.

A certain number of the certificates achieved meant they would get an associate's degree. So they were changing the curriculum and opportunities for young people and working through the higher education center as well as those who may not have been successful with a GED. They were looking for grants to expand the populations SFCC could work with.

Ms. Kelly said her art gallery participated in the gallery intern program and a lot of the interns found jobs in galleries. She thought the program could be expanded quite a bit more. Some businesses were

seasonal and sometimes it was hard to hire people just for the summer so interns could help with that. Since SFCC didn't seem to have upper level courses, some galleries had to recruit interns from out of state.

Also, in Sustainable Santa Fé, she had been working on interns for that project.

Ms. Romero said the Gallery Association was on their list for a focus group. She asked Ms. Kelly whom she should contact.

Ms. Kelly said there were two hundred galleries in the Gallery Association. It had been difficult for the galleries to find interns so it would be helpful for SFCC to email out reminders about potentially getting an intern for the summer. There were actually two associations: The Canyon Road Merchants Association and the Santa Fé Gallery Association.

Ms. Romero was a little shocked to hear there were interns coming from out of state so this was another facilitation role for SFCC.

Ms. Kelly said SFCC had not developed classes for internship college credit.

Ms. Karp made a comment about re-certification so continuing education for those already in the field to come back and update the quality of their education.

Councilor Rivera left the meeting at 12:18.

Ms. Karp added that they were not all young people. There were some who came back much later on. They were great to have as employees. The nonprofit sector was also an important place for interns to gain experience. About half of their interns were young people coming from the Santa Fé area and the other half were older people who came from all over the nation.

Ms. Kapin wondered if culinary program was one of those rays. Again, it is like certification. One of her employees who had been there for 8 years came out of a juvenile detention facility. She went into a halfway house, got into the SFCC program and was now a manager at her business. The hospitality industry here is enormous but they don't have access to a lot of well-trained native Santa Feans. Michelle at SFCC has done great work with juvenile detention facility. But for certification or re-certification there seemed to be no program for environmental food handling.

Dr. Guzman said culinary arts is a ray. By introducing that concept is to bring into the community more than just education but mostly through continuing education so the College will have a big emphasis on that. SFCC takes the students where they are and they choose and graduate them with a certificate. There is lots of opportunity in culinary. Because of their last bond (\$35 million) their culinary facility was upgraded to state-of-the-art status. Nursing was another ray of light. They had evening programs, short-term and long-term programs all to give the skills they need.

Ms. Kapin said to have a roster of those who were interested in intern positions would be very helpful.

Chair Wurzburger agreed that lots of education was geared only to bachelors and masters degrees and then they couldn't find a job. It was an untapped potential.

She related that when first she was on the Council they heard that hospitality was a dead-end job and nobody stayed. So a big opportunity for SFCC was to build consensus around the importance of tourism and broadly for hospitality.

The unions worked with Las Vegas to have career paths so Santa Fe has a model for that. They went out to hire the best trainer for making beds. We could take the whole industry to do that.

Dr. Guzman said NMSU was working with SFCC on hospitality education.

Chair Wurzburger said in looking at the spectrum, we can find the possibilities for careers and could utilize apprenticeships as well as internships.

Mr. Cisneros said it was difficult to find design students for design, communication and art positions with enough training. The one center of our business that is underserved is project managers. That requires process skills. That forces employers to invest a year of training in new staff.

Dr. Guzman related how Texas A&M did a construction management certificate and found more companies sought them out for filling jobs.

Mr. Cisneros thought it would be great to foster that.

Mr. Warhanek said when he had galleries in the Bay area he worked with City College there. One of his interns became a competitor.

Mr. Austin said they needed Santa Fé Smiles on steroids because tourism is so vitally important. In the banking business he was sure staff members didn't treat all of the visitors and maybe the customers also as well as they should be. That needs to be incorporated into all of them.

Chair Wurzburger said that was customer service and it only takes 2% not doing it to have a large impact.

Dr. Guzman said that was called soft skills and was becoming far more important.

Chair Wurzburger said it was an ambassador program - it was a program waiting to happen. One of the hotels did it.

Mr. Roach said beyond finding skilled people was just getting people through the door. Job seekers have to know a job was open over here. He proposed that from middle school on they should have an industry fair.

Dr. Guzman said the College called it pathways. From the sixth grade on students could explore and see themselves in different occupations that exist. Things like installing solar panels, or a police officer or a

chef could be envisioned. So it was a continuation of what they get in the public schools with what was in SFCC.

Mr. Roach agreed that kind of participation and exposure was important.

Chair Wurzburger described having a day in a football field with businesses there so people could walk around to see who was doing what.

Ms. Romero said they were doing that on the 24th.

Chair Wurzburger said it raised the consciousness of young people and was not complicated.

Dr. Guzman agreed. They were "capacitators" in developing opportunities for the community to call upon the College. Many people have never been to SFCC so they wanted to invite people to come and see. When you come out you will be impressed with what the College had and offered. And they wanted to expand opportunity more for the lower levels.

Chair Wurzburger said she learned the importance of that with economic development by working together on how to recruit firms and get beyond the misconception there are no workers here. She asked if Caterpillar had such a program. Mr. Roach agreed.

Dr. Guzman said this year SFCC increased its graduation rate by 67%.

Ms. Karp said sometimes with these certificate programs they lose sight of the skill sets that cross over - the skills that are common to several industries. The same skill set is needed to be responsible like getting there on time, meeting and greeting positively and others.

Dr. Guzman said SFCC was making crosswalks between noncredit and credit sides and it gives great opportunity to be successful - more opportunity and not boxing them in.

Ms. Kapin agreed that it always builds relationships with people in other industries. You form community and it enriches the connections in Santa Fé.

Ms. Kelly said to inspire students to continue needed more than a job fair booth. It needed to provide the opportunity to go behind the scenes with the particular business - visiting where they were and going in the back to see how it runs behind the scenes.

Ms. Karp said one shortcoming with visiting at the work site was the liability issue. But the SFCC had such great facilities and brought in people like Ms. Kapin for instance to talk about the best gluten-free pizza in Santa Fé, etc. And then the students would start getting what it takes to build a career.

Dr. Guzman said one of the college's strengths was the number of adjunct faculty and maybe CBQL members could think about becoming an adjunct faculty. The College needed more of them to have greater opportunities for Santa Fé.

Mr. Warhanek asked if in the art department the College had an area where they taught business as opposed to just doing art. That's important to know.

Dr. Guzman agreed and said that would be coming. They needed to include the business of art in the curriculum.

Chair Wurzburger said the business of art was entrepreneurship. There were some models now with the Velocity Project so she would encourage the College to look at business for the arts; business for architects. There were basic skills involved.

Mr. Conway said she had hit on key points for youth such as when a young person would catch that spark to decide what to do with their life. He liked exposing the students as much as possible to different career paths. The SFCC web site covers everything - things like solar companies were big for us. The SFCC is an incredible resource and the tricky part is getting those options in the minds of the youth.

Dr. Guzman said they needed to sustain what they had. Their work with city, chamber and LANL should be where they could just call SFCC.

Ms. Romero said ten thousand businesses here and that meant lots of entrepreneurship here. Teaching that needed to be done by people like CBQL members. Themes around internships, the sidewalks, community service, and actual career pathways were what she was hearing.

Mr. Conway suggested if they could get enough young people certified or through a program they were trained in, then Santa Fé could attract that industry here.

Ms. Romero said it was not just design people but those with management skills.

Ms. Kapin asked if there had been conversation about location help either at a business or the campus. She asked if the College had talked about having a place in town to consider that.

Chair Wurzburger mentioned that they still had property on the SFUAD campus as a center for entrepreneurs and it was still on the table.

Dr. Guzman said her Board charged her with having the higher education center be a viable place.

Mr. Cisneros and Ms. Karp left the meeting at 12:55.

Chair Wurzburger thanked Dr. Guzman and Ms. Romero for coming today. She wanted the Committee to spend time as committee and staff on particular courses that would help promote economic development.

III. CONSENT AGENDA

There were no Consent Agenda items.

IV. UNFINISHED BUSINESS

There was no unfinished business.

V. ACTION ITEMS

There were no Action Items.

VI. ITEMS FROM THE PUBLIC

There were no items from the public.

VII. ITEMS FROM THE COMMITTEE

Ms. Keith said on August 14 there would be a “state of the region” conference to look at the region's strategic plan. It would be from 8 until noon but didn't have the location.

VIII. ITEMS FROM THE CHAIR

Chair Wurzburger reported the Bag ordinance was going through the process on dates.

Mr. Trujillo said it was on the front page of the city website. They were meeting on July 3 for public utilities and the rest would be later in July. He agreed to send an email on it to the members.

Chair Wurzburger announced the grand opening of Parque del Rio would be on Saturday and it tied into the ReMike project. It would provide continuity from downtown to the Railyard. The ceremony would be at Don Gaspar and the river.

IX. ITEMS FROM STAFF

Ms. Noble noted for the record that the business awards were made this past Thursday. The Business of the Year went to Mesa Photonics.

Chair Wurzburger thought maybe they could come present to the Committee soon.

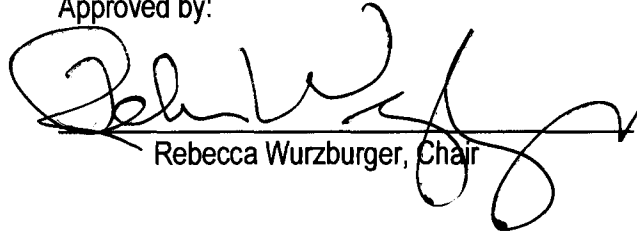
Chair Wurzburger was pleased to note that Ms. Noble was now head of all Community Development and Nick Schiavo went to Public Utilities.

X. NEXT MEETING DATE – July 09, 2013

XI ADJOURN

The meeting was adjourned at 1:01 p.m.

Approved by:


Rebecca Wurzbürger, Chair

Submitted by:


Carl Boaz, Stenographer