

Agenda

CITY CLERK'S OFFICE

DATE 7/3/13 TIME 8:27a

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CITY BUSINESS & QUALITY OF LIFE COMMITTEE

City Council Chambers
City Hall, 200 Lincoln Avenue
Tuesday, July 09, 2013
11:00 am – 1:00 pm

- I. PROCEDURES
 - A. Roll Call
 - B. Approval of Minutes – June 11, 2013
 - C. Approval of Agenda
 - D. Approval of Consent Agenda
- II. INFORMATIONAL ITEMS
 - A. NM Economic Development Partnership Overview – (Steve Vierck)
 - B. PRO Response Update – (Fabian Trujillo)
 - C. Broadband Update – (Sean Moody)
 - D. Dreamers In Action Sponsorship - (Fabian Trujillo)
 - E. Creative Santa Fe Sponsorship – (Kate Noble)
 - F. FY 2013-2014 Economic Development Budget - (Kate Noble)
- III. CONSENT AGENDA
- IV. UNFINISHED BUSINESS
- V. ACTION ITEMS
 - A. Request for Approval of Amendment No. 1 to Professional Services Agreement- Business Development Services on behalf of Economic Development; The MVM Group- The Velocity Project (Kate Noble)
- VI. ITEMS FROM THE PUBLIC
- VII. ITEMS FROM THE COMMITTEE
 - A. SF Global Trade Initiative Work Group Update – Alan Austin/Kathy Keith
 - B. Shoot Santa Fe Update – Kate Noble
 - C. Single Use Carry Out Bag Ordinance Update – Fabian Trujillo
 - D. Items from Committee Members
- VIII. ITEMS FROM THE CHAIR
- IX. ITEMS FROM STAFF
- X. NEXT MEETING DATE – **August 13, 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.

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

July 9, 2013

ITEM	ACTION	PAGE
I. PROCEDURES		
A. Roll Call	Quorum	1
B. Approval of Minutes-June 11, 2013	Approved	1
C. Approval of Agenda	Approved	2
D. Approval of Consent Agenda	None	2
II. INFORMATIONAL ITEMS		
A. NM Economic Development Partnership	Steve Vierck	2-3
B. PRO Response Update	Fabian Trujillo	3-4
C. Broadband Update	Sean Moody	6-7
D. Dreamers In Action Sponsorship	Fabian Trujillo	7
E. Creative Santa Fe Sponsorship	Kate Noble	7-8
F. FY 2013-2014 Economic Development Budget	Kate Noble	8
III. CONSENT AGENDA	None	8
IV. UNFINISHED BUSINESS	None	8
V. ACTION ITEMS		
A. Approval of Amendment #1 to PSA- Business Development Services: The MVM Group- The Velocity Project- Kate Noble	Approved	5-6
VI. ITEMS FROM THE PUBLIC	Discussed	8-9
VII. ITEMS FROM THE COMMITTEE		
A. SF Global Trade Initiative Work Group Update	Austin/Keith	9
B. Shoot Santa Fe Update	Kate Noble	9
C. Single Use Carry Out Bag Ordinance Update	Fabian Trujillo	10
D. Items from Committee Members	Discussed	10
VIII. ITEMS FROM THE CHAIR	Discussed	10
IX. ITEMS FROM STAFF	None	10
X. NEXT MEETING	August 13, 2013	10
XI. ADJOURNMENT	Adjourned 12:53 p.m.	10

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

JULY 9, 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
Miles D. Conway
Fred Cisneros
Michael Roach
Diane Karp
Kathy Keith
Piper Kapin
Frederick Warhanek

Members Absent:

Councilor Christopher Rivera (excused)
Alan Austin (excused)
Luca Ceccarelli (excused)

Staff Present

Kate Noble
Fabian Trujillo

Others Present

Steve Vierck, New Mexico Economic Development Partnership
Yasmine Mogharreban Armstrong, MVM
Sean Moody, Broadband
Charmaine Clair, Stenographer

B. Approval of Minutes- June 11, 2013

Luca Ceccarelli should have been Luca Ceccarelli.

Chaz Guzman should have been reflected under *Others Present*.

Ms. Karp moved to approve the Minutes of June 11, 2013 as amended. Mr. Warhanek seconded the motion and it passed by unanimous voice vote.

C. Approval of the Agenda

The agenda was approved by consensus, as presented.

D. Approval of the Consent Agenda – None

II. INFORMATIONAL ITEMS

A. NM Economic Development Partnership Overview – Steve Vierck

Mr. Trujillo introduced Mr. Steve Vierck president and Chief Economic Development Officer of the New Mexico Economic Development Partnership. Mr. Vierck has over 30 years of experience in economic development, worked for Angelou and was CEO of the Movida Economic Development.

Mr. Vierck thanked the Committee for the invitation and explained he has been with the Partnership about a year and a quarter. A summary of Mr. Vierck's presentation follows:

- The New Mexico Partnership was formed by the Economic Development Corporation (EDC) about 10 years ago with the mission to track economic based employers to New Mexico. The Partnership works throughout New Mexico with the community economic development organizations; especially regionally, such as the Regional Development Corporation (RDC) and was formed with the idea of a public/private approach, now a big trend across the country.
- The Partnership has a 15 member board; two people (a business representative and an economic development professional) from each of the seven economic development districts in the State, appointed by the Governor; as well as a Cabinet Secretary "voice."
- There are eight targeted industries and each has a specific sector; Santa Fe is strongest in digital media and emerging technologies.
- Santa Fe's competitive advantages are: a higher value added, great quality of life and location. The State of New Mexico is viewed as a valued location at a good price. Also the high IQ talent at the National Labs is an advantage.
- Santa Fe's number one perceived disadvantage is the lack of trained and experienced workforce. Santa Fe is not able to maintain the talent, education and experience because they lack the jobs. Also a disadvantage is the lack of awareness of New Mexico as a place to do business and is one of the few states with a 7% GRT, perceived as a 7% "penalty."
- Funding for the Partnership had ranged \$1.2 to \$1.6 and was slashed to \$600,000 over the last few years; however this year the Governor and Legislature supported an increase to \$930,000.
- The Partnership in 2012 qualified two prospects per month and is moving to six prospects per month.
- Future plans include more trade shows and added sales missions.

Ms. Keith asked Mr. Vierck which sales missions would be "hit" and of those, which are targeted toward film and media.

Mr. Vierck said the sales missions are a blend of meetings with corporations and site consultants (60% are coordinated by site consultants.) California is the primary market along with Washington, D.C., very productive last year and the New England area, which has emerging technology companies.

Mr. Vierck noted Creatasphere, a digital media company from the trade shows, would be a natural for the Santa Fe region.

Mr. Vierck explained the process is to sign on for a trade show or a sales mission. The information is sent to designated economic agency staff members and RDCs and they indicate the events they want to be in.

Mr. Vierck said the Board should have two members from each region, but Santa Fe has not had a business representative for about 15 months. The Partnership is identifying names to present to the Governor and the Committee could submit names.

Mr. Conway asked on the competitive advantages; what kind of buildings businesses want to see.

Mr. Vierck said that depends on the area in the State and is tied to the industry. He said a lot of demand is for office buildings from 20,000-50,000 square-feet. He said about 70% of prospects want an existing building, but that is lacking in most areas.

Chair Wurzbarger said she knew of three buildings in Santa Fe in that range.

Mr. Vierck explained the Partnership sends information that a company needs for a facility to local and regional economic development organizations. He said Mr. Trujillo, Ms. Keith, etc. then develop proposals and send that back to the Partnership who packages that with the State information and sends on to the company. Site visits to the building are scheduled for companies interested.

Mr. Cisneros said asked if there is data to compare Santa Fe to Albuquerque, Las Cruces, and Farmington, etc. He thought a lot of opportunity is lost to the larger markets of Albuquerque and Las Cruces.

Mr. Vierck said there is some data, but most comes from the City or RDC, because local regional areas know their assets better than most.

Ms. Karp thought it logical for the City to add more economic issues to their general materials and use an image of a beautiful building on the front of a marketing proposal. She said the first thing she looks at is the visuals, and that needs to scream the City's message.

Mr. Conway said regarding the lack of training/experience/workforce, Mr. Vierck could work with Dr. Guzman at the Community College who could address training issues. He also thought Dr. Guzman would appreciate Mr. Vierck's ideas about courses at the college.

Chair Wurzbarger suggested a small subcommittee form to generate names for the Board. She also asked for a one page analysis on how to capitalize on the Partnership resources.

Ms. Keith and Ms. Karp and Mr. Conway (?) offered to participate on the subcommittee. Ms. Noble suggested including Simon Brackley because of similar work at the Chamber. Mr. Brackley agreed.

B. PRO (Potential Recruitment Opportunity) Response Update – Fabian Trujillo

Mr. Trujillo said recruitment has been the focus the last few years and is moving to a proactive response. Most of PRO recruitment comes from Economic Development partnership and opportunities are received from the NM Partnership. PRO responds to green, knowledge based technology, media, arts and culture industries and some manufacturing. PRO looks at whether the opportunity could create high-wage,

economically based jobs, has a high innovation potential and a low environmental footprint, particularly with water.

Mr. Trujillo said PRO collaborates with the County and RDC on responses. A community profile is developed by first developing a regional profile within a 55 mile radius of six counties; Santa Fe; Bernalillo, Rio Arriba, Sandoval, Los Alamos and San Miguel and the demographic information is sent in a survey. The City received/responded to approximately 20 PROs: 8 in 2010; 2 in 2011; 5 in 2012 and 5 in 2013. There has been one site visit out of the twenty responses. He keeps a list of all real estate and has about 26 real estate professionals in Santa Fe he sends e-mail blasts.

He said companies that responded in 2013 were: Project Gamer, a media company for 350 jobs; Project Customer, a technical support center with 200 jobs; Project Medic, a medical device manufacturing company with 95 jobs; Project More, a technical support center with 150 jobs and Project Share, a customer support center with 200 jobs. Project Gamer, Project Customer and Project More are still active; Project Medic and Project Share are inactive.

Chair Wurzbarger asked that the word "passive" that was used be eliminated.

Ms. Noble said passive recruitment is in the implementation plan and part of the adopted policy. She said the move has been to a more proactive view. She gave an example of a company that moved to Santa Fe to be near a complementary business, Bicycle Technologies International (BTI) and would get a list of companies to target for recruitment. She said that is helpful because the list is being done by a company that already knows the advantages of Santa Fe.

Ms. Noble said PROs are an opportunity, but usually on a scale that is difficult for Santa Fe to compete. A cooperative effort between the RDC, the Chamber and Santa Fe City and County would work with the Partnership with the companies around BTI, and would be more achievable and realistic for Santa Fe.

She explained on the site visit with Project Illness; the company response was that \$.17 per person, per hour was too expensive. She said recruitment is looking for Santa Fe's appropriate niche and aligning that with the resources and the partnerships.

Chair Wurzbarger said there are opportunities to capitalize and the City should do everything possible. She thanked Ms. Noble and said she appreciates her work and what is being done.

Ms. Kapin asked if the information of \$.17 being too high is built-in as part of getting feedback from companies that receive a packet; even when a site visit isn't done. Most companies don't want to say why they don't come and give generalities like work force issues; some don't want to give away proprietary knowledge or offend a community. He said overall it isn't necessarily something that Santa Fe did wrong; Santa Fe was number 9 or 10 out of 50 cities and to get that close is a big accomplishment.

Mr. Roach said he doesn't want to market Santa Fe to businesses wanting to do things in the cheapest way and possibly move on to someplace cheaper. He noted that Albuquerque had that happen.

Chair Wurzbarger said the Committee needs to look at how to move forward with a better relationship and how to carve a niche reflective of what is unique in Santa Fe.

Chair Wurzburger asked to revise the agenda to accommodate those present for Action Items.

Ms. Karp moved to hear the Action Items next on the agenda. Mr. Warhanek seconded the motion and it passed by unanimous voice vote.

V. ACTION ITEMS

Request for Approval of Amendment No. 1 to Professional Services Agreement- Business Development Services on behalf of Economic Development; The MVM Group-The Velocity Project - Kate Noble

Ms. Noble said this is a renewal of contract for the Velocity Project and the option is to renew for four years. She said the key strategic initiative is the result of years of influence from many committees, including CBQL and pointed toward development of entrepreneurship and that is their primary direction.

She said in this second year of the Velocity Project the idea is to amplify and build on the foundation of the first year and take into account lessons learned. The key lesson learned is that the companies need more coaching and need to be able to talk things through. The new contract reflects additional hours for coaching and is 180,000 dollars.

Another key lesson learned is following up on the companies during their 100 day plans. The contract includes follow up with the first and second classes on their 100 day plan, additional coaching and at the direction of the EDRC, to do one year tracking.

She said 10-12 companies are being looked at for the class and more marketing, outreach and strategic integration is built into the contract. Deliverables are in three key areas: 1) to provide entrepreneurs a better integration of existing resources and 2) to build entrepreneurs in the community and the increased marketing and outreach would do that more fully and 3) development and assistance of the businesses in the program.

She said the key points of the EDRC are to hire the team and the MVM Group gave their all and recommendations on how the program could be improved. Also a phased budget is outcome based and the question at the EDRC is to how to look at apples to apples of the old and new contract.

She introduced Yasmine Mogharreban Armstrong, the lead in the MVM Group.

Chair Wurzburger asked clarification on the budget for staffing and if the \$3500 total listed is for 100% of Ms. Armstrong's time.

Ms. Armstrong said there are four members of the MVM and administrators. She said the firm looks at each contract in terms of the members' skill sets and where they are best leveraged. She and Ms. Sapien would do about 40% each and Ms. Montoya-Rael would do 15% of the work.

Ms. Kapin asked for details of the follow up.

Ms. Armstrong explained that the firm asked the companies what follow up they need and feedback was that they love the Velocity Project because they were accountable to someone other than themselves or their partners.

Ms. Armstrong said at an informal get together the previous week, each company shared their status of the 100 day plan and their challenges and she thought that valuable. She said they also did brown bag lunches with successful local entrepreneurs and more are planned in the fall. One-on-one meetings with all of the companies would also be done to ask what worked in the 100 day plan and what the company's next 100 day plan looks like.

Ms. Karp recommended that companies from the first year be put together with those selected in year two, as a big brothers/big sisters/counselors/support. She said she hoped increased marketing of the project's process and outcome would reach beyond the region, because it is a perfect example of what distinguishes Santa Fe and should be presented to Mr. Vierck.

Ms. Noble noted that a number of communities use accelerators as a recruitment package. She gave Telluride as an example that just hoped to seduce people to fall in love [with the area] so they would buy a home in Telluride when their companies make it big.

Mr. Conway asked, in looking at the examples of the local businesses, if there is outreach to smaller cottage industries such as kitchen remodels, rock work/ landscaping or massage and acupuncturists, etc.

Ms. Armstrong said the firm wants to expand beyond the traditional business groups and invites suggestions of groups to add to their list.

Mr. Cisneros moved to approve Amendment No. 1 to Professional Services Agreement- Business Development Services on behalf of Economic Development; the MVM Group-Velocity Project. Ms. Keith seconded the motion and it passed by unanimous voice vote.

II. INFORMATIONAL ITEMS

C. Broadband Update- Sean Moody

Mr. Moody said he came onto the project about 18 months ago and the problems had been identified as low speed, high-cost, availability and quality of signal. He said there are four ways the Internet is delivered to Santa Fe; the old and new telephone lines, Comcast and Cellular log-in. The central location in all cases except Comcast is the telephone exchange.

Mr. Moody said the Internet leaves in one way; through the telephone company to Albuquerque and on to the wider Internet. Most of those rates are regulated and relatively competitive. The one connection to Albuquerque is Century Link, which is a monopoly that charges the market rate and drives the speed of their net and keeps Internet fiber providers from coming in.

Mr. Moody said he proposed an Internet port at the edge of town that would be a facility where all of the long distance carriers/transport providers could meet the ways Internet is distributed. He expects the fiber providers to come in and they have expressed interest in building in Santa Fe.

Mr. Moody said the port solution targets all of the problems and would affect cost and subscription speeds. Most important the port would affect high speed users like downtown hotels, big employers and major big

data package movers such as the film studios. He said there would be a range of choices and price would come down quickly. He said he would define success parity with Albuquerque.

Mr. Roach said the chokepoint was mentioned between Santa Fe and Albuquerque. He asked how building a facility at the edge of Santa Fe would relieve the choke point.

Mr. Moody said there isn't a choke point once they leave town, it is getting across town that is critical. He said connectivity is around the providers; Comcast comes in directly, but the others don't. He said between the three pipes, the port would pull them into one location. He said that could happen quickly; the final contract would be presented to the Governing Body in about six weeks with construction in about four months.

Chair Wurzbarger asked what "parody" with Albuquerque means.

Mr. Moody said like Santa Fe, Albuquerque has a franchise with a tele-company and cable company and requires those companies to deliver to every home. They also have private fiber networks in Albuquerque so a new company could be used instead of the old monopolies.

Ms. Noble said she is bringing forward sponsorships in the amounts of \$5000 or less for the awareness of the community and information for the Committee regarding the economic development budget.

D. Dreamers In Action Sponsorship- Fabian Trujillo

Mr. Trujillo said the Sponsorship is a statewide workforce development program whose mission is to assist undocumented workers. The organization asks \$4000 to sponsor a clinic to provide legal assistance to undocumented students and others in Santa Fe of approximately 800 students. The clinic has been leveraged with the public school district and attorneys have been obtained to provide pro bono services. He said he would help with the marketing and outreach.

E. Creative Santa Fe Sponsorship- Kate Noble

Ms. Noble said Creative Santa Fe has been working on the Arts and Creativity Center effort; an affordable live/work place for creative professionals in Santa Fe. Creative Santa Fe has been working with National Nonprofit Art Space who has developed about 35 of the projects nationwide and has a variety of financial packages that depend on low income tax credits in some capacity.

The City of Santa Fe is sponsoring a survey for \$5000 that will bridge other funds raised in the community. This is phase 2 of five phases and the City also participated in the sponsorship of phase one; an initial assessment around the project. A final report would be done in December to analyze the answers to the questions in the survey of what the space might look like, the price points, the types of industry professionals that would be interested, etc.

Chair Wurzbarger added if the Committee knew anyone in the creative sector to contact Mr. Trujillo; not just artists, but architects, designers, green builders, etc. The idea is to create a place filled with different creative sorts and they would like more people to respond, especially Hispanics.

Ms. Karp said she would like to see a report on the first project funded. Ms. Noble replied she could send that to her.

Ms. Karp said that Chair Wurzbarger had raised the issue about diversity.

Chair Wurzbarger said there has been a major turn in that. She said Creative Santa Fe made the opening of the downtown park for real Santa Feans and it was as though they delivered the City back to the people. She said the event called Fantasé had over 50 partners that participated.

F. FY 2013-2014 Economic Development Budget - (Kate Noble)

Ms. Noble said there are two items in the packet for the FY 2013/2014 budget beginning July 1 through June 30, 2014. She said the phrase "passive recruitment" could be updated in the Implementation Plan. The two primary goals are to diversify the economy from the central pillars of government and tourism and to create high wage jobs (defined as above \$40,000 a year.)

Ms. Noble said the Velocity Project, working groups and facilitated community/partner meetings have provided input and strategic direction for Economic Development. She noted that in 2012 the focus was monitored to reflect cultivating entrepreneurship.

She reviewed the report; the primary projects funded, the graph of Santa Fe's economic development and the pie charts of what has been done in the last two years. She pointed out that more was budgeted the last two years than spent and FY 2011/12 has significant focus in entrepreneurship and the reason for a budget of \$500,000.

The allocation for business development rose from 51% two years ago to 62% this year. Workforce development remains an important part of their work and a portion of the Youth Works contract looks at the development of young entrepreneurs.

Ms. Noble said the Broadband application is not reflected in the chart because that is CIP money and this money is from the Economic Development Fund loan. Ms. Noble said their work benefits as well, from the Council's allocation of CIP funds to the broadband project.

Chair Wurzbarger complimented Ms. Noble on the presentation and thanked her for her work. She suggested the Committee develop a long-term plan in the future on how to increase the revenues to support not just economic development, but everything the City does.

III. CONSENT AGENDA- None

IV. UNFINISHED BUSINESS- None

VI. ITEMS FROM THE PUBLIC

Coby (?) thanked the Committee for the opportunity to speak. He said he is begging for someone to listen to him about entrepreneurship and a project he proposes. He said "business and art are similar in one way; it is sometimes more important what you leave out than what you put in."

Coby said his wife has a shop on Don Gaspar and over the last 30 years they have watched the City convert the area of Fountainhead Rock, to a blighted, drug dealing mess. He has tried for a year and a half to get the City to do something about it and has gone to the Legislature twice. He received great support from the Legislature, both to convert the area to a park and to develop a product.

Coby came to the meeting to talk about a hand-pie; a toasted sealed sandwich that could be branded and shaped for different icons. He has tied his sandwiches to charitable icons such as Kiwanis, Zozobra and the Spitz Clock and wants to bake the sandwiches and manufacture the molds in Santa Fe.

He said he is dealing with drug dealers, aggressive panhandlers and phony buskers that are pushed out of the Plaza by the City; and the City at the same time is trying to create monopolies on the Plaza vendors and pushcarts by making laws to prevent entrepreneurial activity in areas further from the Plaza.

Coby asked the Committee members to ask City Councilors to give him a chance. He said someone has to develop the little projects and build institutions like Zozobra or the Spitz Clock and fund them. He asked that the Committee tell City Councilors to let go of some of the opportunity that should be given to citizens and as long as a person stays within the laws and has a creative idea that benefits the community, the City should say "go ahead."

Chair Wurzbarger said Cerletti Park would not have happened had Coby not had the initial idea that tied the Park to it. She explained that City Council had decided to keep the park portion, but by the time that was refined, it was totally eliminated. She said that opened the doors for other types of things.

She said there is work to do and she appreciated Coby sharing and assured him that CBQL is concerned.

VII. ITEMS FROM THE COMMITTEE

A. SF Global Trade Initiative Work Group Update- Alan Austin/Kathy Keith

Chair Wurzbarger said after a year of work, the Work Group got a film crew from Taiwan to film in Santa Fe over a weekend. The filmmakers have returned to Taiwan and created a one hour documentary about visiting New Mexico. The Committee will receive copies and meet to discuss how to capitalize on that.

Ms. Keith added the first list of companies given to the Work Group were all international companies and ties to the Global Committee. She said there were good connections made in work with BTI to attract new companies to Santa Fe.

B. Shoot Santa Fe Update- Kate Noble

Ms. Noble said Shoot Santa Fe focused on taking advantage of the launch of the Lone Ranger that opened worldwide on July third. The press junket was in Santa Fe and had receptions and hundreds of journalists.

She said journalists were provided a Film Fact Sheet with the hope their second story after the movie would be about Santa Fe. She said 1300 people employed in Santa Fe County in the film industry and Santa Fe is having a good year; Longmire is a critically acclaimed television show based out of Garson Studios and is a high demand user for broadband.

Ms. Noble said Shoot Santa Fe is an impressive regional coalition with an engaged team from Taos and Santa Fe County, in the form of David Griscom, appointed a staff and film liaison. They would reconvene to look at what Shoot Santa Fe needs to do this fiscal year.

C. Single Use Carry Out Bag Ordinance Update- Fabian Trujillo

Mr. Trujillo said the ordinance passed the Public Utilities Committee and with minor amendments the ordinance would go to Finance on Monday and a public hearing at City Council on August 27 and PEC unanimously passed the ordinance.

Ms. Karp said on July 18-20 she would represent the Santa Fe Arts community at the Tucson Prima Arts Council gathering called PLACE (Peoples, Landscape, Arts and Culture, Community and Economics.) She said the Council would talk about who we are and how to create an attractive place for business "creatives" and includes southern California, Arizona, New Mexico and Austin, Texas.

Chair Wurzbarger said she would put Ms. Karp on the next agenda to give a report.

A. Items from Committee Members

Ms. Keith said last year was a nominal year for kicking off a campaign called 20/20 about recognizing the high-growth employers in northern New Mexico. She said it is time to identify another set of companies and nominations would be asked for at the end of August. They look for companies that are ready to double their revenues and employees over the next four years. Members were asked to think about nominees.

Ms. Keith said there would be a RDC regional meeting that is open to the public on August 14, to review the strategic plan signed off on in 2008 by four municipalities and three counties.

VIII. ITEMS FROM THE CHAIR

Chair Wurzbarger said she is excited when listening to what is going on but bothered that there are no reporters present to cover the BQL meeting. She thought people in Santa Fe would like to hear about it. She asked the Committee to think about that so they could address it together.

IX. ITEMS FROM THE STAFF –None

X. NEXT MEETING DATE- August 13, 2013 at 11:00 a.m.

XI. ADJOURN

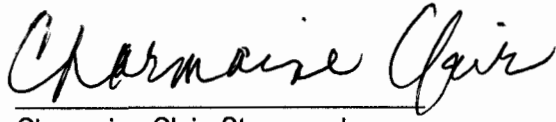
Having no further business to discuss the meeting adjourned at 12:53 p.m.

Approved by:



Rebecca Wurzbürger, Chair

Submitted by:



Charmaine Clair, Stenographer