



Agenda DATE 6/24/13 TIME 1:31p
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ECONOMIC DEVELOPMENT REVIEW SUB-COMMITTEE

Tuesday July 2, 2013

10:00 am

Federal Building

120 S. Federal Place, Rm 326

- I. PROCEDURES
 - A. Roll Call
 - B. Approval of minutes - none
 - C. Approval of Agenda
- II. REPORTS
- III. UNFINISHED BUSINESS (none)
- IV. NEW BUSINESS
 - 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)
- V. INFORMATIONAL ITEMS
 - A. Update on Youthworks Contract (Kate Noble)
- VI. ITEMS FROM THE COMMITTEE
- VII. ITEMS FROM STAFF
- VIII. NEXT MEETING DATE - **Meet as needed**
- IX. 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.

**MINUTES OF THE
ECONOMIC DEVELOPMENT REVIEW SUBCOMMITTEE
July 2, 2013**

I. PROCEDURES

A meeting of the Economic Development Review Subcommittee was called to order at 10:07am by Chair Simon Brackley in the 3rd floor conference room 326 at the Federal Building, 120 S. Federal Place, Santa Fe, New Mexico.

A. Roll Call

Roll call determined that a quorum of members was present as follows:

Members Present:

Mr. Simon Brackley, Chair
Ms. Kathy Keith
Mr. Fidel Gutierrez
Ms. Stephanie Spong

Others Present:

Ms. Kate Noble, Staff
Ms. Jessica Sandoval, Staff

B. Approval of Minutes

None

C. Approval of Agenda

Approved by Chair Brackley

II. REPORTS (None)

There were no reports.

III. UNFINISHED BUSINESS (None)

There was no unfinished business.

IV. NEW BUSINESS

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)

Ms. Noble explained the revised Amendment No. 1 and the additions. She explained the nature of The Velocity Project.

Ms. Spong added that The Velocity Project is a small business support program. She said it's not a high growth support program based on the selection process. She said she thought it could be very powerful and appropriate for this community.

Chair Brackley said that most of the participants could be called economic based business in the sense that they bring new money into the community. He added that there has been a lot of conversation about having more assistance in the community for running a small business or nonprofit, whether it's bookkeeping, HR, policies.

Ms. Spong said that the project is a real good circling tool to see what the real needs are.

Ms. Noble added that it is also a good circling tool to see what companies need assistance. Whether it's small business support, growth, or coaching that is a key thing.

Chair Brackley began reviewing the addition to the Amendment at the request of Councilor Wurzbarger including more detail on the budget breakdown.

Ms. Noble explained that she failed to mention at last week's meeting that the budget was done according to the deliverables in Phases I, II, III, and IV. She said she now provided the additional information on the budget which is more on what the cost is going to. Ms. Noble explained that she tried to work towards outcome based contracts based on deliverables. She explained the breakdown of the phases and compensation based on deliverables.

Chair Brackley asked if any of the members had any comments or questions.

Mr. Gutierrez asked about job creation in 3 or 5 years' time from The Velocity Project.

Ms. Spong explained some of the businesses that came to the first Velocity Project. She explained them as crafts people who don't necessarily have business schools. She said they were people who could make stuff but didn't know how to sell it or market it. She said they were all leaders and had the desire to grow their business and create jobs.

Mr. Gutierrez asked if staff sees this as being controversial.

Ms. Noble said she didn't see that it was controversial. She said that this project is absolutely the child of years of strategic planning that goes back about 5 years. She explained that everything has always pointed to cultivation, and celebration of entrepreneurship. She explained that The Velocity Project was a pilot program last year and they learned that the original model wasn't broken but needed tweaking. Ms. Noble said that there are 3 primary objectives to this program, 1 being the growth and development of these companies and direct job creation. 2nd is the integration and communication of other business development

providers, and 3rd and maybe most important is the celebration and creation of a culture of entrepreneurs. Ms. Noble said she doesn't see this as being controversial.

Ms. Keith asked for clarification, apples to apples, on the budget last year and this year since he has almost doubled. She asked what more are we getting for more money.

Ms. Noble explained the phases and compensation based on deliverables that are in Amendment No. 1 and the additional work provided by MVM Group.

Chair Brackley asked for a motion to approve.

Mr. Gutierrez moved to approve the Contract Amendment No. 1 for The MVM Group, Ms. Keith seconded the motion and it passed by unanimous voice vote.

V. INFORMATIONAL ITEMS

A. Update on Youthworks Contract.

Ms. Noble gave an explanation of the Youthworks Contract and their progress.

VI. ITEMS FROM THE COMMITTEE

Chair Brackley brought up business licensing registration. He said some of his members are still unhappy about the process. Some have suggested online registration, and still are unhappy with the home based business inspection hoops. Mr. Brackley also suggested using the annual renewal as an opportunity to collect data from businesses (sectors & demographics).

Mr. Gutierrez suggested handing out a business welcome package to new businesses in Santa Fe with information and resources.

VII. ITEMS FROM STAFF

VIII. NEXT MEETING DATE – Meet as Needed.

IX. ADJOURN

The meeting was adjourned at 11:02 am.

Approved by:


Simon Brackley, Chair

Submitted by:


Jessica Sandoval, Staff