



# Agenda

CITY CLERK'S OFFICE

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## CITY BUSINESS & QUALITY OF LIFE COMMITTEE

City Council Chambers  
City Hall, 200 Lincoln Avenue  
Tuesday, October 8, 2013  
11:00 am – 1:00 pm

- I. PROCEDURES
  - A. Roll Call
  - B. Approval of Minutes – September 10, 2013
  - C. Approval of Agenda
  - D. Approval of Consent Agenda
- II. INFORMATIONAL ITEMS
  - A. The Samsoe Project - Samsoe Renewable Energy Island Project (Soren Hermansen – 2009 Gothenborg Award Winner – Nobel Prize of the Environment)
  - B. International Trade Services to Businesses (Edward Herrera, NM Trade Office)
  - C. Dreamers In Action – Deferred Action Legal Clinic Report (Juan Carlos Deosis DIA)
- III. CONSENT AGENDA
  - A. Approval of the proposed 2013 Meeting Calendar (Fabian Trujillo)
- IV. UNFINISHED BUSINESS (None)
- V. ACTION ITEMS (None)
- VI. ITEMS FROM THE PUBLIC
- IX. ITEMS FROM STAFF
- VII. ITEMS FROM THE COMMITTEE
  - A. SF Global Trade Initiative Work Group Update (Alan Austin/Kathy Keith)
  - B. Make the Bag Fun Work Group (Kim Kelly/Dena Aqualina/Fred Cisneros)
  - C. Small Business Finance Work Group (Alan Austin, Michael Roach/Simon Brackley)
  - D. Other
- VIII. ITEMS FROM THE CHAIR
- X. NEXT MEETING DATE – **November 12, 2013**

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

**October 8, 2013**

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<b>XI. ADJOURNMENT</b>	Adjourned 12:48 p.m.	10

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

**October 8, 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 11:00 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  
Councilor Christopher Rivera  
Dena Aquilina  
Alan Austin  
Piper Kapin  
Diane Karp  
Kim Kelly  
Michael Roach  
Frederick Warhanek

**Members Absent:**

Miles Dylan Conway (Excused)  
Fred Cisneros (Excused)  
Kathy Keith (Excused)

**Staff Present**

Fabian Trujillo

**Others Present**

Kathy Keith, representing Santa Fe Community College  
Soren Hermansen, Samsøe Project  
Edward Herrera, New Mexico Trade Office  
Juan Carlos Deosis and students, DACA  
Charmaine Clair, Stenographer

**B. Approval of Minutes- September 10, 2013**

**Councilor Rivera moved to approve the Minutes of September 10, 2013 as presented. Mr. Warhanek seconded the motion and it passed by unanimous voice vote.**

**C. Approval of the Agenda**

The Consent Agenda item for the proposed 2013 Meeting Calendar is actually for the 2014 Meeting

Calendar.

*IX. Items from Staff* would be heard in the correct number order after *VIII. Items from the Chair*.

**Mr. Warhanek moved to approve the agenda as amended. Ms. Karp seconded the motion and it passed by unanimous voice vote.**

#### **D. Approval of the Consent Agenda**

Chair Wurzbarger asked staff to ensure no meetings in 2014 are on a major Jewish holiday.

**Mr. Warhanek moved to approve the Consent Agenda as amended. Ms. Karp seconded the motion and it passed by unanimous voice vote.**

## **II. INFORMATIONAL ITEMS**

### **A. The Samsøe Renewable Energy Island Project- Søren Hermansen 2009 Gothenborg Award Winner/Nobel Prize of the Environment**

Ms. Keith said she was pleased to introduce Søren Hermansen from Denmark. She said he is in the United States to talk to communities about his project in Samsøe, Denmark. She said Mr. Hermansen's success in his renewable energy project for a population of about 4,000, now produces energy for the entire island. Samsøe is known around the world as one of the most successful renewable energy projects by a community.

She said Mr. Hermansen is now a professor at a university in Denmark. He was *Time Magazine's* "Environmental Hero of the Year" in 2009 and received the environmental award equivalent to the Nobel Prize for community activism.

Mr. Hermansen said his project was originally because of the '70s oil crisis. He said his community depended so much on oil they thought it was bad for the economy and progress. The community decided to work out how they would be fueled in the future; some wanted nuclear power and others green development based on local resources and production and an introduction of rural decentralized structures like co-ops.

He said in 1985 the government decided not to have nuclear power and there was a national campaign and funding for green energy. He said there were direct subsidies to the manufacturers of wind power and today Denmark is leading the world in the manufacturer of wind turbines. He said he was amazed that had not been done in the US, because there is the capacity and capability.

Mr. Hermansen said the community won a government competition to prove that a green policy would work in a local community. He had to first introduce people to the idea and tell the community they were going to be the greenest place in Denmark within 10 years and convince them it would be good to do.

Mr. Hermansen said the local people were concerned about their jobs and asked "what is in it for me." He said of course the community supports saving the rain forest, the climate and the whales, but people were concerned about the community. Mr. Hermansen said Denmark now produces all of their energy for

electricity for the winter and the turbines are owned by the community, a cooperative or farmers. The politicians introduced a fixed minimum price for units of green technology and formulate a new minimum guaranteed price every year. The grid is owned by the people and the state runs the grid on behalf of them and if big utilities want to serve customers they pay a road price.

Mr. Hermansen said Samsoe's ambition is to be 50% self supplied from electricity by the winter of 2020. The community is currently 25% from turbines and solar panels in combined heat and power systems. Denmark imported oil and every house was fueled by oil and in 1997 oil was \$30 a barrel and in 2008 was \$130 a barrel. He said now they buy energy from their neighbors and not oil companies and the money stays on the island.

Mr. Hermansen said Denmark reduced their Co2 emissions by 140% because of offshore wind turbines and compensates for their transportation use. The town bought a new ferry that runs on LNG (liquid natural gas) that can be upgraded to produce the fuel. That is a new future for farmers, that waste can be transformed into fuel and will fuel their ferry.

Mr. Hermansen said every Samsoe citizen has a -3.7 ton Co2 emission and the average Danish emission is +10 tons; the average American is +20 Co2 emissions.

Ms. Aquilina asked about the retrofit to homes.

Mr. Hermansen said instead of individual heating/cooling systems they have a pipe system with a central boiler. A condition for a house to connect is the house had to be surveyed. The hope was to save 20% consumption per house and that was reached.

He said people put in better windows and more insulation in the roof and the carpenters, plumbers, etc. loved that. He said homeowners loved that too, because they saved 20-30% on their energy bill and payback was in less than 5 years. He said electricity went up some, but he thought that was the same everywhere. He said there are more appliances and flat screen televisions and everything is electric and has to be charged.

Chair Wurzbarger asked if the change was financed with a rebate.

Mr. Hermansen said the project was on conditions that were acceptable to the citizens of Denmark. He said initially the state campaigns had co-funding and paid 10-15% up front.

Mr. Warhanek asked about the negative feedback received at public meetings.

Mr. Hermansen said having as many meetings as possible is important to make people comfortable about the decision. There were a lot of questions about costs and how the project works and if it would be reliable and whether there would be blackouts and shortages, etc. He said it took a couple of years before the project was started because people had to be convinced and shown what was in it for them.

Mr. Roach commended Mr. Hermansen on his achievements. He asked if there is an energy storage or capacity system.

Mr. Hermansen said the electricity couldn't be stored, but heating could be and solar thermal installations in tanks could prolong that a few days. He said there are also structures that could be heated that protect heating and cooling, but are connected with Norway, Sweden and Germany. He said on windy days when Denmark produces more than they use, they send energy to Norway. That is an advantage because Norway can store energy. The gates are shut to the hydropower station and once the gates could be opened again, Norway could sell back to Denmark.

Mr. Roach asked if a study was done on the economic impact.

Mr. Hermansen said a 10 year evaluation report is on the website with the details. He said the project meant a lot for the local economy; about 10 million dollars of imported fuel was cut to about 80% and is now a local business and taxed locally and there are 12 staff employees. He said also 6,000 tourists visit Denmark to see what they are doing and stay in hotels, eat meals and use transportation.

Mary Ellen Nasee, the director of New Energy in Santa Fe asked how Samsoe dealt with the company that was selling the oil before the project started.

Mr. Hermansen said Denmark energy companies have to follow the rules. He said there is no conflict and they cannot make their own price. The companies found it interesting to be part of the project and are paid to provide service and prepare the controls, etc. so there is a backup system. He said the project was successful because all of the stakeholders, the utility company and the nature conservancy were invited to the meetings and part of the process and everyone was on board in the beginning.

Mr. Hermansen mentioned his book "Commonity" about communities and the "commons;" an area not owned by anyone and which everyone has access. He said to be part of a commons is valuable to communities and he thought that should be reevaluated.

Mary Bonney, citizen, asked if the homes supported by hot water are one system per home.

Mr. Hermansen said it is one big system that serves up to 100 homes; 100 being the point that it becomes feasible for one central boil system. He said people don't have to maintain a furnace and they pay for their consumption to the corporate that runs the system on behalf of the citizens. The fuel of wood chips and straw from local farms could be used in combination with solar and thermal panels.

Chair Wurzbarger thanked Mr. Hermansen. She said he has given the Committee a visionary perspective of what could be locally, statewide and nationally. She also thanked Ms. Keith for bringing this to the attention of the Committee.

#### B. International Trade Services to Businesses- Edward Herrera , New Mexico Trade Office

Mr. Herrera said he would preface his talk by commenting on former Secretary of Commerce, Gary Locke's remarks about the importance of American companies promoting exports. He said of the companies with the capacity to export, only one percent does; of the one percent, 58% export to only one country. He said it is time to draw a distinction between exports and developing a market.

Mr. Herrera said exports are a static measure. He said he asked companies if they have exported before and how their contacts are cultivated. The companies told him their contacts were found on the Internet when someone ordered from them.

He said what he meant by market development is a continuous process of building market share that has a distribution system in place and someone that offers technical support to make the product successful in the marketplace.

Mr. Herrera said many companies say they are interested in exporting, but he needs companies that are committed. The process begins with market research to establish the company and distribution partners and adapt the product to specific requirements of the market and market support.

He said all of that is important because when a distributor is lost because of disagreements, their entire customer base disappears. He said he explained market research in the packet in a matrix; demographics, income per capita, participation in trade shows and market distribution and technical support capabilities.

He said when evaluating distributors, many answered the question "*what do you hope to do*" with: they hope to sell a great deal of product and get out. He said Asian distributors asked the same question answered that the business had been passed down for generations. Their hope was for their son to continue the business.

Mr. Herrera said the New Mexico Trade Office provides export training programs, seminars and workshops; export Finance Letters of Credit seminars; Dual-Use Technologies and Export Licensing (ITAR) workshops. Occasionally the Office conducts How to do Business seminars that are focused on a specific country or region. He said if the company is credit worthy, there are many export finance programs. They also work with companies that attend trade shows in China to get them preapproval on terms offered by the export/import bank.

He said the programs are for small amounts of capital up to several million and there is a network of trade offices overseas that has been with them for a long time: the Greater China Trade Office is located in Taiwan and coverage is offered in mainland China and Hong Kong. There is a New Mexico Middle East Trade Office in Jerusalem and recently they worked with the Albuquerque Bernalillo County Trade Alliance to take a 25 person trade mission to Tel Aviv to meet with governments and Israeli companies for joint ventures.

Mr. Herrera said the Trade Office administers the STEP Grant Program and had been awarded 188,000 and a Santa Fe company that applied would participate in a trade show in Germany.

Mr. Herrera pointed out emerging trends are to the Western Hemisphere and Asia-Pacific markets. The region would form part of the Transpacific Partnership (TPP) agreement and includes the South American countries, Mexico, Southeast Asia, Japan, Korea, and Australia, etc. The trend line shows trade with the Western Hemisphere has been driven by the Free Trade Agreement (FTA) that the U.S. has with New Mexico and Canada, Peru, Chile, Columbia and Panama.

Mr. Herrera said New Mexico exports hit an all-time high of three billion dollars last year and in the second quarter is \$705 million. The expectation is to export close to \$1 billion (1/3 of New Mexico's exports.)

Chair Wurzbarger thanked Mr. Herrera. She said they are blessed to have the State working closely with the Asia Global Initiative Working Group. She asked staff to have ideas at the next meeting of how the Committee could follow up with this and how companies could take advantage of the state money.

Ms. Karp asked if Santa Fe was building on the recent interest in Asians and the relationship of the half million dollar investment and guaranteed green card. She said she was just in New York where that was the center of the conversation.

Mr. Herrera said she was referring to the EB 5 Visa Waiver Program. Three companies in New Mexico set up a regional center and are recruiting. The principal investors are from mainland China and do this so their children could receive a U.S. college education. He said secondly sources are South Korea, Taiwan, Mexico, and Iran, through Dubai; India, South Africa and the UK.

He said the program had a lot of abuse and investors were burned. There were issues with unscrupulous individuals in Taiwan that are still being addressed.

#### C. Dreamers In Action (DIA)- Deferred Action Legal Clinic Report-Juan Carlos Deosis

Mr. Trujillo introduced Mr. Juan Carlos Deosis with Dreamers in Action. The Committee funded a sponsorship of \$4000 for DIA, a legal clinic for immigrant permitting in Santa Fe.

Mr. Deosis said he is the organizer of New Mexico Dreamers in Action. He introduced his colleagues who are students. He said the organization is a grass roots immigrant rights organization led by undocumented students. The DIA has a strong presence in the Santa Fe Community College, New Mexico Highlands University in Las Vegas and the University of New Mexico in Albuquerque. He said they are also looking at expansion into Las Cruces, Taos and Portales.

Introductions of the students were as follows:

*Luz Hilda Campos:* a triple major in Psychology, Human Services and Spanish Language at the University of New Mexico through Santa Fe Community College (SFCC) branch.

*Hodias Lopez:* majors in Business at the Santa Fe Community College and works in Santa Fe

*Andrea Gonzalez:* majors in Mental Health at SFCC

*Cristy Guzman:* majors in Social Work at the SFCC

*Hector Zambrano:* getting a degree in architecture at SFCC

Mr. Deosis said he wanted to share the importance of the work of the Deferred Action Clinic held on September 7 at Ortiz Middle School, but he would first share his story. He is originally from Tijuana, Mexico and came to the U.S. at seven years old. He graduated from Santa Fe High School and has received a double major Associates Degree in Human Services and Spanish Language from SFCC and a Bachelor's in Social Work and is completing a Masters in Social Work (MSW.)

Mr. Deosis said he was the first generation college student to graduate in his family and one of the few Mexicano students to be accepted in an advanced MSW program. He said as an undocumented he was not able to work in the profession he wanted or apply for jobs he was offered. He said there are 11 million undocumented immigrants and he could proudly say he is one of them.



Mr. Deosis said he is New Mexican; he has lived here for 17 years and has had many internships and fellowships with the State of New Mexico and the Juvenile Justice Board. He has worked with youth at Santa Fe and Capital High Schools and DeVargas Middle School and volunteers with the local soccer league.

Mr. Deosis said June 15 the change in immigration policy was a new program called Deferred Action Clinic Act (DACA.) DACA provides a work permit and a Social Security number and legal protection for youth living in the U.S. He said he cried when this happened because, now he and his family are able to work in the State of New Mexico and many of his colleagues could do the same.

He said DACA holds educational forums and clinics to inform families about the organization; who qualifies and how to go about that. He said 8 educational forums were held so that young people with the skills, education and drive could be bilingual, bicultural professionals in Santa Fe. DACA partners with Santa Fe Economic Development, Santa Fe Public Schools, Adelante, Univision, Telemundo, Homewise, the Mexican Consul and many other organizations.

Mr. Deosis said as of September 7, there were 150 people who came and 50 of those are closer to getting a work permit, Social Security number, etc. He said DACA provides GED and ESL classes and information on how to apply for a loan and get a house through Homewise. The Guadalupe Credit Union and the Mexican and Guatemalan Consuls were present.

He said the role of Santa Fe Public Schools was crucial and they offered space and a copier and scanner and disseminated information to the middle and high schools. He said about \$65,000 was saved by the 50 students who are now closer to their permits and 50 young people are ready to start working and apply their degrees. He said some *still* do not know about DACA.

Mr. Deosis said he and the others look forward to working with the Committee and Mr. Trujillo in the near future. He thanked Mr. Trujillo for his support and said they are very thankful.

Mr. Deosis asked Ms. González to share what she is doing with her degree.

Ms. González said since she received her work permit she has completed an online profile to find work in Oncology at the hospital to work with cancer patients. She said passing the law was a big help and benefits undocumented students.

Mr. Deosis acknowledged Mayor Coss for his support as a champion in making sure the undocumented students had the opportunity to speak up and be part of this. He also thanked Santa Fe Economic Development, Santa Fe Public Schools and the many other organizations that made this happen.

Ms. Karp said this is a win-win and is essential for Santa Fe and Mr. Deosis' community. She thanked Mr. Trujillo for forwarding the work and said this kind of work makes a difference in the quality of life across the board in Santa Fe. She thanked everyone for their hard work and their efforts in helping others.

Angelo Jaramillo said he is the New Mexico State Coordinator for the 21st-Century Community Learning Center Program housed at the Federal Programs Division at the New Mexico Public Education Department. He said this is his first introduction to the partnership supported by the City to host the clinic. He said

through the Community Learning Center Program they organize 22 grants across the state and 102 after school programs reaching about 14,000 low income families and their relatives. There are five site centers.

Mr. Jaramillo said if the City continues to support the efforts of the DIA clinics, particularly on the South side of town; one initiative [of the program] is to incorporate a family involvement component for afterschool or out-of-school programming. He said the Program could provide a lot of services or work with partners that provide services in financial, literacy, higher education, ESL, etc.

Mr. Jaramillo said the site centers could be scheduled to be open to work in partnership, if there is a way to support more outreach efforts in the clinics that reach more of the community.

Chair Wurzbarger thanked Mr. Jaramillo. She asked Mr. Trujillo to follow up on how to move that forward.

Chair Wurzbarger said she also honors the role Mayor Coss played. She added that the City Council as a body, also supported the effort and the Committee helped them have the vision, thanks to Mr. Trujillo.

She said as the chair, she looks forward to finding ways the Committee could proceed. She said she too, was the first to graduate from and now has a Masters in Social Work. She said she is proud of what has been accomplished and knows what it means to the students and their families and the community.

Chair Wurzbarger thanked everyone for sharing their stories and said she looks forward to working with them.

Ms. Campos thanked the Committee for supporting DACA's efforts. She said she wanted to mention that some people had traveled from other cities in New Mexico; the City of Santa Fe is the only place that DACA clinics are held. She said Santa Fe is the only place that DACA has the support of City Council and other organization partners and that provided clinics and held events that empower people to become informed and involved in the community. She thanked everyone and said DACA is very appreciative of that partnership.

Chair Wurzbarger asked for a change in Agenda order to hear B and C Items from the Committee first.

**Ms. Aquilina moved to approve the change the order of Items from the Committee as stated. Ms. Karp seconded the motion and it passed by unanimous voice vote.**

**III. CONSENT AGENDA -** Approval of the proposed 2014 Meeting Calendar- Fabian Trujillo  
Previously approved with the correction to year 2014

**IV. UNFINISHED BUSINESS-** There was none

**V. ACTION ITEMS-** There was none

**VI. ITEMS FROM THE PUBLIC:** Public comments are included in earlier discussion

## **VII. ITEMS FROM THE COMMITTEE (Revised Agenda Order)**

### **B. Make the Bag Fun Work Group- Kelly/Aquilina/Cisneros**

Ms. Kelly said the group would create a website modeled after Austin, Texas. Businesses could download signage for parking lots and the checkout counter and the locations would be listed for bag giveaways. Two types of bag giveaways are offered- the City and private businesses as a marketing opportunity. She said La Montanita Co-op gave out 200 bags and Design Week would give out 750 bags at the end of the month with their design logo.

She said the idea is a designated website with a specific URL that is an easy tag line for people. Sustainable Santa Fe Commission is working with Youth Allies and the food banks to focus on the sector of the City in need of free bags. They want to encourage people that receive food from the food banks to bring a bag.

Ms. Aquilina said Cindy Padilla would put out an RFQ to design firms for \$20,000 to develop a logo, website and campaign. Chair Wurzbarger asked Mr. Trujillo to follow up with Ms. Padilla and for the RFQ to come before the Committee.

Ms. Kelly said the Work Group hopes to get a list from City Councilors of events in their districts where bags could be handed out. She said they would like this to spread through Earth Day for other hand outs.

Councilor Rivera said the Recycling Division is continuing to hand out bags when giving recycle containers.

Ms. Kelly said how to streamline the process and create a centralized logo was discussed and businesses could pool logos. The Work Group also plans to have sources for reusable bags for businesses. They want to get a list of private businesses who want to participate in bag giveaways and sponsor events.

Chair Wurzbarger said she has bags in her truck and her car and a problem is forgetting to take the bags into the store. She asked if that could be part of the messaging.

Ms. Kelly said Austin has a requirement that businesses put up one sign in their parking lot, per 11 cars to remind people not to forget their bag. She said the Work Group likes that the Austin website was humorous and had artistic marketing and hopes the design company chosen would also have that. Signage will be in English and Spanish.

*Chair Wurzbarger had to leave the meeting at this time and Councilor Rivera took over as chair.*

### **C. Small Business Finance Work Group- Austin/Roach/Brackley**

Mr. Austin said there were scheduling issues and the Work Group would meet on 15 October.

#### **A. Santa Fe Global Trade Initiative Work Group Update – (Austin/ Keith)**

Mr. Austin provided an update on the Trade Initiative Work Group. A summary of the update follows:

- The workgroup discussed the presentation they made on September 25th to City Council.

- A subgroup is working on the feasibility of a website for International tourism, particularly for Chinese tourists and how to do outreach to China. Those connected to China are saying that high-end travel from China should be targeted first.
- Discussion continues on the bus run to Ski Santa Fe for the winter; logistics need to be worked out.
- Marketing tourism in Mexico at the City level was discussed; a lot of Mexican citizens travel to Colorado or Ruidoso, but don't know much about Santa Fe. The Group would look at how to educate people on Santa Fe as a potential stop.
- On Foreign Trade: Mr. Trujillo is working on a business export seminar. A possible resource is the State to produce the meeting because they have a lot of facilities and the capacity to help. A survey of Santa Fe businesses would be done to determine demand and what type of businesses are interested.
- The Work Group hopes to meet with Secretary Barela and Secretary Jacobson; Consul Ibarra from Mexico is actively encouraging foreign tourism and trade with Mexico and how to grow that would be discussed at the state level meeting.

Ms. Kelly asked regarding the shuttle, if possible to get comments from Sustainable Santa Fe Commission. Councilor Rivera replied that could be brought forward as an action item to the chair of the Commission.

Ms. Kelly said she has heard that Shanghai has the highest number of millionaires per capita. She added that she also had talked with someone from Germany who said that Route 66 is a big deal to Germans. She said it would be great to take advantage of those interests.

Ms. Karp said the idea to market the Wine and Chile Festival came up in New York. She said most Chinese do not speak English and she thought there would have to be a package to take people from their port of departure to the events, with concierge service. She said China is a huge market and she would be happy to connect Mr. Trujillo with the group in New York.

#### C. Other

Ms. Karp said that KSFR is in the midst of their fund raiser and they provide a unique and important service to the region. She asked that the Committee consider making a contribution.

**VIII. ITEMS FROM THE CHAIR-** There were no Items from the Chair

**IX. ITEMS FROM THE STAFF-** There were no Items from Staff

**X. NEXT MEETING DATE-** November 12, 2013 at 11:00 a.m.

Councilor Rivera asked Mr. Trujillo to remind Chair Wurzbarger that Public Works meets on the same day.

#### **XI. ADJOURN**

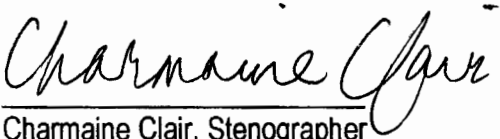
*Having no further business to discuss the meeting adjourned at 12:48 p.m.*

Approved by:

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Rebecca Wurzbarger, Chair

Submitted by:

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Charmaine Clair, Stenographer