



## Agenda

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**CITY BUSINESS & QUALITY OF LIFE COMMITTEE**

**City Council Chambers**  
**City Hall, 200 Lincoln Avenue**  
**Tuesday, November 12, 2013**  
**11:00 am – 1:00 pm**

**I. PROCEDURES**

- A. Roll Call
- B. Approval of Minutes – October 8, 2013
- C. Approval of Agenda
- D. Approval of Consent Agenda

**II. INFORMATIONAL ITEMS**

- A. Santa Fe Public Schools Secondary Reform Update (Dr. Joel Boyd – Superintendent SFPS)
- B. BizMix Update (Kate Noble)
- C. Re-Mike Update (Kate Noble)
- D. Introduction of Ross Chaney (Kate Noble)

**III. CONSENT AGENDA (None)****IV. UNFINISHED BUSINESS (None)****V. ACTION ITEMS**

- A. REQUEST FOR APPROVAL OF AN ORDINANCE RELATING TO THE CITY OF SANTA FE ECONOMIC DEVELOPMENT PLAN ORDINANCE, ARTICLE 11-11 SFCC 1987; AMENDING ORDINANCE NO. 2013-2 FOR THE PURPOSE OF APPROVING AND ADOPTING A SECOND AMENDED LOCAL ECONOMIC DEVELOPMENT PROJECT PARTICIPATION AGREEMENT BETWEEN THE CITY OF SANTA FE AND RODEO PROPERTY, INC. FOR AN INDOOR MULTIPURPOSE FACILITY, A LOCAL ECONOMIC DEVELOPMENT PROJECT. (Mayor Coss) (Fabian Trujillo)

1) Economic Development Amended Project Participation Agreement Between the City of Santa Fe and Rodeo Property, Inc.

2) Indoor Rodeo Arena Project Update (David Copher/Pilar Faulkner)

**VI. ITEMS FROM THE PUBLIC****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 STAFF****IX. ITEMS FROM THE CHAIR**

- A. Priorities for the Committee from November 12, 2013 – March 3, 2013

**X. NEXT MEETING DATE – December 10, 2013**

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BUSINESS & QUALITY OF LIFE COMMITTEE  
November 12, 2013**

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1) Economic Development Amended Project Participation Agreement between the City of Santa Fe & Rodeo Property, Inc.		
2) Indoor Rodeo Arena Project Update (D. Copher/P. Faulkner)		
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**CITY OF SANTA FE  
BUSINESS & QUALITY OF LIFE COMMITTEE**

**City Council Chambers**

**November 12, 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 11:10 a.m. in the City Council Chambers, City Hall, 200 Lincoln Avenue, Santa Fe, New Mexico.

**A. Roll Call**

Roll call indicated a lack of quorum as follows:

**Members Present:**

Councilor Rebecca Wurzbarger, Chair  
Councilor Christopher Rivera  
Piper Kapin (arrived later)  
Kathy Keith  
Michael Roach

**Members Absent:**

Dena Aquilina (Excused)  
Alan Austin (Excused)  
Fred Cisneros (Excused)  
Miles Dylan Conway (Excused)  
Diane Karp  
Kim Kelly  
Frederick Warhanek (Excused)

**Staff Present**

Fabian Trujillo  
Kate Nobel

**Others Present**

Dr. Joel Boyd, SFPS  
Ross Chaney, Economic Development Department  
Charmaine Clair, Stenographer

*Items B, C, and D were not approved due to a lack of quorum.*

**B. Approval of Minutes- October 8, 2013**

**C. Approval of the Agenda**

**D. Approval of the Consent Agenda -There is none**

Chair Wurzbarger said the Committee was very happy to have Dr. Boyd and SFPS Board President Linda Trujillo present.

## II. INFORMATIONAL ITEMS

### A. Santa Fe Public Schools (SFPS) Secondary Reform Update- Dr. Joel Boyd

Dr. Boyd said everyone is aware of the connection of real estate values to the perception of quality at schools and the correlation between property values and perception of quality schools.

He said everyone is also aware of the economic opportunities correlated with later educational success in a child's life; there is also the reverse correlation with lack of education for at-risk prison/criminal backgrounds. He said there is no greater investment the community can make than in its public education system, which currently houses about 14,000 children.

He said the community told him about a perception that the educational system is the missing link in Santa Fe and the school board and administration has taken that seriously. They have moved faster and farther than any school district in the state to improve outcomes for children.

Dr. Boyd said the Secondary School Reform is one aspect of the work being done. A summary of Dr. Boyd's presentation follows:

- The SFPS (Santa Fe Public Schools) core beliefs drive their every decision and every initiative supports and aligns with the belief that:
  - A high quality education is a fundamental civil right of every child.
  - Everything the SFPS does is in support of what happens in the classrooms.
  - Parents are our partners and the children's first and best teachers.
  - Every adult in the system is responsible for the academic success of our children.
  - Their core beliefs drive SFPS's efforts and how they operate.
- Dr. Boyd shared the accomplishments of the last year. He said they are moving in a positive direction in every way that SFPS measures success, and on the way to achieving their five year goals.
- SFPS is following a theory of action and believes if classroom experience is to become more relevant, every student should be put on a path to college and career success. To do that they need to do three things: 1) improve the quality of teaching and learning in the classroom; 2) heighten the expectations for every child and 3) increase the levels of family and community engagement.
- To improve the quality of teaching and learning: schools were organized based on their performance and are supported in zones: Transformation zone (redesigning strategy for schools chronically underperforming); Acceleration zone (enhancing the strategy of schools performing, but not quickly enough) and Innovation zone (providing greater flexibility for schools that are performing.)
- SFPS believes schools need to be the hubs within their neighborhood and communities need to be empowered to support its children, in order to make Santa Fe a better community.
- The transformation model has been enhanced based on the five pillars of transformation: providing professional development for teachers; extending learning time within the classrooms; providing intervention for children at their readiness levels; providing non-instructional support and engaging families. An additional \$200,000 of resources has been provided to each of the seven transformation schools. A partnership of Communities and Schools of New Mexico, a grassroots

organization in Santa Fe, has been enlisted; the level of autonomy for each school has been increased, as well as the level of instructional support for principals and teachers.

- SFPS has a system of shared accountability for teachers, principals, directors etc. built from best practices in the business world. This is the first district in New Mexico to gain approval for PED for their evaluation system and that would be expanded and heightened graduation standards are in process.
- Examples for adult evaluation for teachers, principals were shown. The end goal is to base on performance and not personality. Quantifiable goals are set at the beginning of the year.
- SFPS believes that every parent wants the best for their children and every community wants the best for their neighborhood and they should be engaged in the decision making process from the beginning. Learning should be extended beyond children to the homes. A virtual Parent Academy was developed with three classes last year and will be extended to 20 classes this year; English for Spanish-speaking families is the most popular.
- The second piece is to engage the school guidance councils, which include teachers, parents and principals, to empower the councils to make decisions around their budget.

Dr. Boyd said his motto throughout his career is “the harder you work the harder it is to lose.” He thanked the Committee for their partnership and introduced Ms. Linda Trujillo, the current School Board President.

Chair Wurzburger said she is honored to have Ms. Trujillo attend as well.

Councilor Rivera thanked Dr. Boyd and Ms. Trujillo for their work. He said regarding the evaluation of teachers; some schools are better prepared. He asked how the evaluation of students is addressed at the different schools.

Dr. Boyd said the evaluation is multifaceted and multiple measures and has three components: observation and decisions from the principal; surveys of the children on the type of learning environment provided for them; and children learning. He said with those things a comprehensive evaluation of the teacher could be provided.

He explained the process for classrooms that takes into account three years of performance and the growth of a child against a predicted level of performance. He said children who historically perform at higher levels will have a higher level of prediction for the next year and those historically performing at lower levels have a lower level prediction and a value added measure is used. They look at how much value the teacher in the classroom provides to the predicted outcome. The impact of the individual for that year is looked at and based on several criteria related to the historical performance of the individual children.

He explained there was another measure called the achievement growth measure when there is not enough quantitative data to see value added. There is a process to determine what achievement looks like and how to measure that and set goals to show children have learned, at the right pace, at the right level, in the right quantity.

Ms. Trujillo added there are two other measures. She said the school board was concerned about the student evaluations and the student survey is not based on whether the student likes their teacher. The questions asked are based on the Gates Foundation such as, “do you feel like you are being challenged in school” and “do you feel you have enough support.”

Ms. Trujillo said for principal evaluations, the principals learn rounds that are modeled after the medical field; to observe; go back and talk about what they saw and implement. She said those things are different than what she sees in other districts around the state.

Councilor Rivera said there is a large immigrant population and a lot of the students don't get their first experience in English until they start pre-K or kindergarten. He said he appreciates the community program, but wonders if that should start before a child enters the school system.

Dr. Boyd said first they have to be sure to value bilingualism and measure the child's academic acquisition of Spanish at the same time. He said bilingualism is essential, particularly for young children, to be competitive in market places that don't yet exist. He said Facebook is an example of an opportunity that didn't exist when he was considering work and the individuals with Facebook are some of the wealthiest around the world.

He said starting early with every aspect of the educational environment is essential and he is excited about the partnership with the City and the nonprofit early learning providers. He said SFPS is working toward universal learning for Santa Fe to ensure that every child has access to the learning environment they need.

*Piper Kapin entered the meeting at this time.*

Ms. Keith said she appreciates Dr. Boyd talking about the comments he received from schools and the community listening sessions he held. She said she works every day with companies looking at making Santa Fe their home and hears time and time again the education is questionable. The companies feel they would have to pay their employees a lot to relocate, because they would have to pay for private schools. The public school system is not something they consider an option.

Ms. Keith thanked Dr. Boyd for paying attention to and understanding that issue.

Ms. Keith said the SFPS core value belief is that every adult in the system is responsible for the success of their children and she thought that broader. She said every person in the community is responsible for the children. She said she would challenge Dr. Boyd to tell people what SFPS needs; if it is a volunteer from 3 to 5 in the afternoon, he should tell the business community that. She said the business community and the community will look at how that can happen. She said it would be helpful for people to know how they could be part of the solution.

Dr. Boyd said there are three things. He said they have approved the legislative agenda, which speaks to increases in resources. He asked the Committee members to collectively support with lobbying, especially outside of Santa Fe and people would hear the needs of Santa Fe schools, which is the need of every school.

He noted that Santa Fe is among the lowest resource school district in the state and receives less than \$7,000 per child per year (25% of counterparts on the East Coast.) Currently the school district is ranked 82 out of 89 in terms of funding from the state.

Dr. Boyd said secondly an educational technology node is being considered to support resources in the classroom in technology to offset the burden of the operational resources.

Dr. Boyd said lastly, support is needed around teacher shortages and recruitment. He said shortly SFPS would announce entrepreneurial partnership with local institutions in Santa Fe.

Ms. Trujillo said to add to Dr. Boyd's comments about reaching out to legislators; it has to go beyond Santa Fe and the people in the room. She urged members to reach out to legislators and encourage others they talk with to do that also. She said they should state concrete things such as the need to pay teachers more; the need to have better resources for kids in the classroom; the need for extended learning, etc. She offered to give the Committee a list.

Ms. Trujillo said there is a coalition to pass the word about the importance for parents to attend Parent/Teacher Conferences. She said it is important to communicate with the parents, students and teachers and find ways to stay connected.

Chair Wurzbarger asked what degree affordable housing plays in terms of teacher shortages.

Dr. Boyd said there is more than one issue, but the issue is compounded by the cost of living in Santa Fe. He described a recent editorial he wrote that compared the pay of Santa Fe teachers to the local minimum wage. He said comparing a full-time minimum-wage salary to a teacher's salary, there is a difference of about \$9000. He thought that doesn't communicate the appropriate premium on education. He said the City should do with teachers what was done with the living wage, to ensure a premium on education not only symbolically, but practically.

Ms. Keith said she is a parent and her children are in the Santa Fe Public School system. She said she sees things going right and teachers more empowered. She gave an example of a teacher in her child's school that changed from a few years ago and is now more engaged with every child.

Ms. Keith said that as a parent, the quantitative things that have been put in place for teachers also helps parents to understand and be engaged in the classroom.

Dr. Boyd thanked Ms. Keith for her support of Santa Fe Public Schools and her kind words. He said he takes every opportunity when told of something working well, to say that it is not because of him; the teachers and principals do the hard work. He encouraged Ms. Keith to get the feedback to them too.

Chair Wurzbarger said she is excited and has changed her slogan to "world-class schools equal world-class economy, equals world-class city." She said she is proud that the Council has supported Dr. Boyd's initiative and language and over the past year, the teachers and the system have made a tremendous difference. She said it is important for her to see the City on this route.

Chair Wurzbarger said regarding the core belief of putting every child on a path to college; she has been impressed by the alternatives. She is curious why that is still a core value, opposed to recognizing there are many different paths, not all of which are college.

Dr. Boyd said it is the terminology of a "path" and SFPS is an educational institution. He said SFPS believes a decision a child makes beyond high school is left to the child and the parent. He said in some cases options are limited before the child reaches graduation. This is about providing children with that option and providing them with the skills, knowledge and capacity to make whatever choice life holds.

Chair Wurzbarger said she would be happy, with Councilor Rivera, to have City Council take a policy position on a resolution to support Dr. Boyd's legislative agenda. She said she would like three or four actions to put into the resolution and would be happy to cosponsor that.

Chair Wurzbarger thanked Dr. Boyd and Ms. Trujillo. She said she appreciates their work and looks forward to how the Committee could help.

Dr. Boyd said he would work with the City Manager's office to ensure Chair Wurzbarger has the documentation she needs. Ms. Trujillo added that she looks forward to seeing Councilor Wurzbarger and Councilor Rivera in the joint meeting.

#### B. BizMix Update- Kate Noble

Ms. Noble provided a BizMix update in the form of a video produced by Wes Sheridan.

Ms. Noble explained there were five winners who became the five finalists that completed the process. Each of them received a prize and gave a five-minute presentation followed by 5 minutes of questions.

Chair Wurzbarger asked that the winners be invited to the next meeting to give a modified presentation.

Ms. Noble thanked Ms. Kapin and Mr. Roach for being a mentor and judge.

#### C. Re-Mike Update- Kate Noble

Ms. Noble said outcome projects identified as part of the final report from the Re-Mike event last year is moving forward. A grant of \$10,000 was awarded by the Kendall Foundation to BizMix to mobilize the outcome projects and a separate grant application was submitted to the McCune Foundation.

Ms. Noble said the first outcome project is to identify development for the district. The Sense of the Center Design Contest is currently open and entries would be accepted until 18 November. The contest is open to design students and recent graduates of New Mexico colleges and universities. She said \$2500 would be awarded to the winning design concept.

Ms. Noble said three to five finalists would be selected and given \$300-500 to do a mock up of their concept. She said a main issue raised is that the business community has no identity. She hopes to create a district identity that could lift up innovative businesses in the area. She would work with the Public Works Department and Traffic to see if flags could be hung along the St. Michael's Drive district.

She said they are also looking at three outcome projects; a mobile parklet idea is to ask Solid Waste Environmental Services Division to provide an old dumpster. A contest would be held for metal fabricators to repurpose the dumpster with something that could be planted with trees, include benches and be mobile.



Ms. Noble said a mobile business initiative and pop-up business ordinance came from the younger creative population who asked; what if there were spaces BizMix businesses could go that have less commitment than a lease. The idea is to modify cargo containers as small store fronts that could be set in parking lots and create mass close to the street to create a different feeling for the area.

She said the Pop-up Business Ordinance is being mobilized by three UNM planning students under contract this fall. One of the students works in the Land Use Department and knows the culture and some of the issues with code.

Ms. Noble said enhanced safety is the number one concern raised by the process. She is working with the Traffic Division and the state to see how a flashing crosswalk, etc. could be done and the MPO (Metropolitan Planning Organization) is working on a study of a crossing at the Rail Trail.

Ms. Kapin said she loves the idea of a pop-up business park. She asked if the designers were thinking about different kinds of businesses and the containers would have plumbing and electrical and be able to have food, retail and manufacturing.

Ms. Noble said the pop-up and mobile business is not being designed yet and the design contest is for branding and identity for the district. She explained that the UNM students are investigating regulations to enable pop-up businesses, but thought there would be support for all types of businesses. She said there have been discussions about solar power, but nothing has been designed yet.

Ms. Kapin said she was shocked about the issues with crosswalks on St. Michaels Drive. She asked what the issue is to get streets lined with proper crosswalks and visibility and why St. Michael's is different.

Ms. Noble said some of the complexity is the road is state owned and the City does the striping. She said traffic engineers told her that data doesn't show the road as one of the more dangerous. The accident rates are not high there because people drive their kids to school rather than have them cross the street.

She said the argument is to look at the issue in a more proactive way from a redevelopment perspective and push more walking and the growing university.

Chair Wurzbarger asked when a design would be awarded in the Sense of Center design contest.

Ms. Noble said the hope is to exhibit three to five finalists November 21 at the Mix event and have final judging in early spring/summer of 2014.

#### D. Introduction of Ross Chaney - Kate Noble

Ms. Noble said Mr. Chaney joined the Economic Development Division as full-time staff. She said Mr. Chaney prepared a presentation on employment in relation to the Mayor's promise to create 4,000 jobs.

Mr. Chaney said as the newest member of the Economic Development team, he looks forward to working with the Committee and the entrepreneurs of the community. He said his presentation used data from the Workforce Development Research and Analysis Division of the state. He explained their employment forecast does not use the same math as their employment numbers.

Mr. Chaney said he started with August, 2003 and looked at Santa Fe's workforce and the number of people employed. He said the number has shrunk over time and he attributes that to older workers, retirement, a slower growth rate for employment and the recession and also the cyclical process. The summer and tourist season shows the time of lowest unemployment.

Mr. Chaney noted the shortage of staff and teachers in the school system. He thought that could be attributed to the low salaries and other factors Dr. Boyd had mentioned.

He reviewed the findings of a 2012 study in Santa Fe County: the highest employer in the County is the public administration of the state/city/county and health care is second. Education has the fastest growth and Information (publishing, moviemaking, sound recording, etc.) is a small market with small growth. Tourism had job losses, but there were gains in tribal economic development initiatives such as casinos. Jobs were lost in the knowledge based/tech area over the decade. Self employed (includes industries such as art design, entertainment, media, etc.) was the largest percentage of all of the counties in the state and Santa Fe is expected to have the largest growth. Workforce development shows that labor force participation has declined, but state it is difficult to determine how and what impact that measurement has on unemployment.

Mr. Chaney said he plans to continue working with Workforce Development and members of the community and research teams to get better information to inform their policies and committees.

Chair Wurzbarger asked about addressing the emerging problem of the lack of sufficient healthcare workers, to respond to the thousands of people about to have insurance requiring additional services. She said in the past St. Christus had major problems recruiting nurses and doctors etc. She asked why that isn't reflected in the data. She said if not included, it should be done locally.

Mr. Chaney said he didn't pull that information for this presentation, but could. He said he had worked with an organization that hired nurses for home health care. Their business was difficult to grow because of scheduling and pricing issues for services and skills and the difficulty to maintain a workforce with ad hoc work. He offered to do more research.

Ms. Keith said the state has formed a Jobs Council that has been meeting around the state and Mr. Trujillo represents Santa Fe at the meetings. She said the conversation is interesting about the jobs that would be in demand and what could fill the employment gap.

She asked Mr. Chaney what his portfolio is in the Division.

Ms. Noble replied that the Division and the Department are doing work planning and some of that would be informed by the Committee and the priorities listed under Items from the Chair. She said initially she asked Mr. Chaney to work on understanding the data and measures for the outcomes of economic development work and data that forms their strategy.

She asked that the Economic Development Division and the Committee work together to maintain strategic vision and direction to inform the knowledge gaps.

Ms. Noble said the Division is also looking at a number of projects. She said the Community Foundation is

leading an effort called Birth to Career that integrates with the SFPS. The Division was asked to be involved and Mr. Chaney would be a member of that team, among other things. She said the Foundation hired Peter Winograd to lead the team and Mr. Winograd said on-the-ground knowledge in the community is needed to direct where this should go and how this would inform them.

Chair Wurzbarger said Item 9 (Items from the Chair) would be on the next agenda for discussion. She said the purpose is for the Committee to think about what they want to accomplish between now and March third.

She asked the Committee to identify one or two strategic issues, such as the aging population and what will happen in terms of health care; as an adjunct to the Committee's plan for moving forward as a legacy for the next 3 to 5 years. She said the members should look at that in terms of the definition she uses for emerging issues; *an issue that would have a tremendous impact on the community, but one that is not yet widely understood, or one for which the Committee has a strategy.*

She thanked Mr. Chaney and welcomed him.

### **III. CONSENT AGENDA -** There was none

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

### **V. ACTION ITEMS-** Not Discussed

- A. Request For Approval Of An Ordinance Relating To The City Of Santa Fe Economic Development Plan Ordinance, Article 11-11 SFCC 1987; Amending Ordinance No. 2013-2 For The Purpose Of Approving And Adopting A Second Amended Local Economic Development Project Participation Agreement Between The City Of Santa Fe And Rodeo Property, Inc. For An Indoor Multipurpose Facility, A Local Economic Development Project. (Mayor Coss) (Fabian Trujillo)

- 1) Economic Development Amended Project Participation Agreement Between the City of Santa Fe and Rodeo Property, Inc.
- 2) Indoor Rodeo Arena Project Update (David Copher/Pilar Faulkner)

### **VI. ITEMS FROM THE PUBLIC**

*Ms. Talia Koch* said she is an attorney in Santa Fe and co-organizer for the music business summit held last week. The summit comprised two days of music industry professionals talking about the music industry and business related issues. She said the group is here to talk about that conversation.

*Ms. Koch* said the music industry as part of the creative class, earns much of their living through the opportunities from night life. She said nightlife is dwindling before their eyes and consensus among city governments in the country is that development such as entertainment destinations is imperative to urban growth. She said without that there is risk of falling behind in a global competition for capital investment,

new resident populations and tourism. Ms. Koch said that could be seen locally as many are leaving to find work elsewhere.

She said a progressive community nurtures entertainment opportunities for diverse ages, lifestyles and cultures. She said that is something Santa Fe struggles with.

Ms. Koch said the group respectfully requests the Committee support making nightlife and music and supporting the creative economy in a broader way than just the creative arts.

*Vince Kablebeck* said he represents about 40 active artists, DJs and musicians ranging from 18-40 in age. He asked the Committee to consider making nightlife and live music and millennial activities a top priority.

*Amy Lindquist* said she is a former music educator and co-directs two community choirs, is in a band and cofounder of a creative group for youth. She said she has seen the issue from all sides and encourages the Committee to make night life and community music a priority.

*John Waddell* a.k.a. Johnny Broomdust said he is an attorney and a musician and helped to found the Santa Fe Music Alliance to connect and empower the Santa Fe music community. He said together the Alliance of musicians, fans, industry professionals and the City are committed to developing a thriving music sector that enhances the quality of life and economy in Santa Fe.

Mr. Waddell said everyone is aware that Santa Fe is well known for the arts and painters and sculptors in Santa Fe have helped to make the City one of the biggest art markets in the country. He said people aren't as aware of the talented and great musical artists; performers, song writers, etc. in the City. He said musicians and live music acts would greatly benefit from the Committee and governmental support to strengthen the music scene and promotion as one part of the larger arts community. He noted that cities like Nashville, Austin and Telluride have shown music is a huge boon to the local economy. He said working together Santa Fe could be on the musical map.

*Janet Davidson* said she has a production company that does theater and along with music; nighttime enjoyment includes theater. She pointed out that Albuquerque has 10 theaters and Santa Fe has one. She said young professionals leave Santa Fe because there is nowhere for them to perform. She said they can't have a vibrant city that closes its doors at 6 p.m. They can't have theater for the over 50 crowd; they need to get youth used to going to the theater.

*Daniel Worwith* said he represents himself but also Mix; a sanction effort of the City's EDD. He said the music scene in Santa Fe is hurting and major venues have been lost. He said nightlife and musicians are essential types of entrepreneurs and a big priority for the City's economic development. He said MIX surveys of events found nightlife as the number one issue for young professionals and the main reason they leave and the number one challenge perceived in the community.

He said he would like the EDD to undertake a City sanctioned process to look at barriers in the nightlife scene and City policy; a strategic process where different people look at the barriers and how the City could provide better support to develop this sector.

*Shannon Murphy* with the Afterhours Alliance said she would reiterate it is not only a quality of life issue, but clearly an economic development issue. She said supporting nightlife would support business. She said the group asks that the Committee have the EDD focus on the issue for a while. She said the general feeling is they need support with a few systemic things.

Ms. Kapin said she is in support. She asked Ms. Murphy to identify some of the systemic issues.

Chair Wurzbarger said the conversation has been had before and they need to go to the next stage. She said she had hoped the additional money for OTAB to generate new activities would go toward this.

Ms. Murphy summarized the discussion at the summit: Santa Fe is a uniquely challenging environment for being a player in the live national music scene. The group wants support in cultivating an ecosystem and to have City branding efforts and the culture embraced. There is a cloud around permitting and City code and laws are difficult to navigate, especially for young entrepreneurs.

*Mike Baker* said he has been in Santa Fe for 35 years and has owned /operated a nightclub. He said the group is looking for a task force to look at the problems. He suggested rather than look at this as the group needing the City's help; the City needs the help of the millennial's - the younger people. He said the town once more vibrant, needs that infusion of fresh energy. He said they won't get that if they shut the town down.

*Mary Bonney* said she serves on the OTAB Board and the Board is very supportive. She addressed the funding and said about \$40,000 is still left. She said the Board developed a formula to give \$30,000 in grants to organizations, but only received 4 applications. She invited anyone with questions about the application process to contact her.

Chair Wurzbarger said she asked to halt the process to discuss the initiatives because she believes in identifying how they should move forward. She said they met a year ago on nightlife. She said *Shoot Santa Fe* is a model for this; businesses were leaving and a regional coalition was formed to develop a plan.

She asked if the group could only do two things in the next six months, what that would be. She said the Committee could form a workgroup and start the conversation and a resolution could support the group in one or two specific items.

Chair Wurzbarger asked those interested to give their names to Mr. Trujillo. She suggested that meetings include stakeholders that represent key components. She offered to facilitate some of the meetings.

Chair Wurzbarger thanked everyone for coming and welcomed the group back.

## **VII. ITEMS FROM THE COMMITTEE**

Due to time restraints Items A & B were not discussed.

- A. SF Global Trade Initiative Work Group Update (Alan Austin/Kathy Keith) -
- B. Make the Bag Fun Work Group (Kim Kelly/Dena Aquilina/Fred Cisneros)-

C. Small Business Finance Work Group (Alan Austin, Michael Roach/Simon Brackley)

Mr. Roach said the Work Group identified two gaps; the initial start-up gap and the business expansion gap. They decided to focus on the small business start-up gap.

D. Other

Ms. Keith asked if the Rodeo agenda item would have delayed deadlines, if not discussed today.

Chair Wurzburger said the item does not need to come back to the Committee. She suggested concerns could be forwarded to her or Mr. Trujillo, but otherwise the item could move forward in the process.

**VIII. ITEMS FROM THE CHAIR-**

A. Priorities for the Committee from November 12, 2013 – March 3, 2013

Discussed previously

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

**X. NEXT MEETING DATE-** December 10, 2013 at 11:00 a.m.

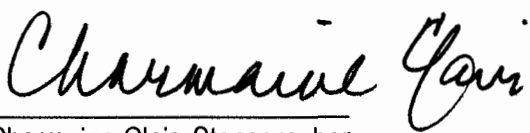
**XI. ADJOURN**

*Having no further business to discuss the meeting adjourned at 1:00 p.m.*

Approved by:

\_\_\_\_\_  
Rebecca Wurzburger, Chair

Submitted by:

  
\_\_\_\_\_  
Charmaine Clair, Stenographer