



Agenda

CITY CLERK'S OFFICE

DATE 2/13/14 TIME 4:30
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CITY BUSINESS & QUALITY OF LIFE COMMITTEE

City Council Chambers
City Hall
200 Lincoln Avenue

Tuesday, February 18, 2014
11:00 am – 1:00 pm

- I. PROCEDURES
 - A. Roll Call
 - B. Approval of Minutes – January 14, 2014
 - C. Approval of Agenda
 - D. Approval of Consent Agenda
- II. INFORMATIONAL ITEMS
 - A. Housing and Community Development Annual Report (Kate Noble)
 - B. Outdoor Winter Recreation Trade Show Update (Fabian Trujillo/David Griscom)
 - C. Professional Services Agreement with the Regional Development Corporation for granting and contributing to Venture Acceleration Fund (Ross Chaney)
- III. CONSENT AGENDA
 - A. Consideration of Resolution No. 2014-____. Request for approval of a Resolution directing staff to create and establish an annual award to recognize and honor the accomplishments and contributions of an outstanding woman-owned business located in Santa Fe. (Councilors Wurzburger and Bushee) (Kate Noble)
 - B. Consideration of Resolution No. 2014-____. Request for approval of a Resolution supporting the continuation of the community development process to revitalize Santa Fe and outlining the next steps of the Re-Mike Project. (Councilor Wurzburger and Ives) (Kate Noble)
 - C. Consideration of Resolution No. 2014-____. Request for approval of a Resolution supporting efforts to retain younger talent and invigorate Santa Fe's nighttime economy and creating a task force to make action recommendations to the governing body (Councilor Wurzburger and Ives) (Kate Noble).
- IV. UNFINISHED BUSINESS (None)
- V. ACTION ITEMS
 - A. CIP High Speed Internet Project (Sean Moody)
 - 1) Request for approval of Telecommunications Services Agreement – Cyber Mesa Systems, Inc.
 - 2) Request for approval of Memorandum of Understanding – State of New Mexico Department of Information Technology.



Agenda

- B. Consideration of Bill 2014-8: Request for approval of an ordinance relating to the Single-Use Bag Ordinance, Section 21-8 SFCC 1987; Amending Subsection 21-8.1 to Modify the legislative findings related to paper grocery bags; amending Subsection 21-8.4 to eliminate the requirement that retail establishments collect a paper grocery bag charge of not less than ten-cents for each paper grocery bag provided to customers; Amending Subsection 21-8.6 to establish a 30 day implementation period; and making such other changes as are necessary. (Councilors Wurzburger and Bushee) (Lawrence Garcia)
- C. Arts and Creativity Center Project. (Kate Noble)
 - 1) Consideration of Resolution No. 2014-____. (Councilors Wurzburger, Rivera, Ives, Mayor Coss and Councilor Calvert) (Kate Noble)
Request for approval of a Resolution Directing Staff to work to support development of the "Santa Fe Arts and Creativity Center" as an economic development project to provide affordable live, work, creation, performance, sales space for artists an creative businesses in Santa Fe to strengthen Santa Fe's economy
 - 2) Request for approval of a Professional Services Agreement with Creative Santa Fe for implementation of the Arts and Creativity Center Project.
- VI. PUBLIC HEARINGS
 - 1) Consideration of Resolution No. 2014-____. Request for approval of a Resolution relating to construction apprenticeship programs; establishing an apprenticeship development task force to create an apprenticeship development plan for the City of Santa Fe that will benefit Santa Fe County residents and the Santa Fe Construction Industry. (Councilor Wurzburger, Bushee, Ives, Dimas and Rivera) (Kate Noble)
- VII. ITEMS FROM THE PUBLIC
- VIII. ITEMS FROM THE COMMITTEE
 - A. SF Global Trade Initiative Work Group Update (Alan Austin/Kathy Keith)
 - B. A Bag to Differ Work Group (Kim Kelly/Dena Aqualina/Fred Cisneros)
 - C. Proactive Marketing Work Group (Kathy Keith)
 - D. Other
- VIII. ITEMS FROM STAFF
 - A. CBQL Priorities from Jan 2014 Meeting (Kate Noble)
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Persons with disabilities in need of accommodation, 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
February 18, 2014**

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

February 18, 2014

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
Fred Cisneros
Miles Dylan Conway
Piper Kapin
Diane Karp
Kim Kelly
Frederick Warhanek

Members Absent:

Kathy Keith (excused)

Alan Austin has retired from the Committee leaving one vacancy.

Staff Present

Fabian Trujillo
Kate Nobel
Ross Chaney

Others Present

Eric Vasquez, RDC
Sean Moody
Councilor Peter Ives
Zachary Shandler, City Attorney's Office
Simon Brackley, Santa Fe Chamber of Commerce
Charmaine Clair, Stenographer

B. Approval of Minutes- January 14, 2014

Mr. Warhanek moved to approve the minutes of January 14, 2014 as presented. Mr. Cisneros seconded the motion and it passed by unanimous voice vote.

C. Approval of the Agenda

Mr. Cisneros moved to approve the agenda as presented. Mr. Warhanek seconded the motion and it passed by unanimous voice vote.

D. Approval of the Consent Agenda

Councilor Rivera moved to approve the Consent Agenda as presented. Mr. Cisneros seconded the motion and it passed by unanimous voice vote.

II. INFORMATIONAL ITEMS

A. Housing and Community Development Annual Report- Kate Noble

Ms. Noble said the Economic Development Annual Report (Exhibit 1) had been passed out and she encouraged everyone to peruse the Report. The work is being done on quantitative and qualitative measures to have absolute numbers and to understand the depth of impact of the programs. The amount of community leverage in hours volunteered and target areas: workforce, business development, etc., was looked at.

Ms. Noble reviewed the Report. She said a master list has measures and spending totals and allocations for each project. There is a cash budget of \$609,000 and a million dollars is allocated for the Broadband Project. Two years of spending and one year of budgeted spending is shown in the back starting with Fiscal Year (FY) 2011/2012 through current FY 2013/2014 that ends June 30.

Ms. Noble asked for feedback from the Committee within a week.

Chair Wurzburger said the Report is fantastic. She said there is an opportunity to create the release of the Report in the form of a press conference. She suggested the release be done in a thoughtful way such, like the success of the Angelou Report at the Lencic.

Chair Wurzburger acknowledged Councilor Peter Ives. She said he is interested in serving on BQL in the future and has helped with the international work on Creative Cities.

B. Outdoor Winter Recreation Trade Show Update (Fabian Trujillo/David Griscom)

Mr. Trujillo provided background on the tradeshow in Salt Lake City that ran from January 22 through January 25, 2014. He said the work was done by the CBQL Proactive Marketing Group, Santa Fe County,

the RDC and Santa Fe Chamber of Commerce and was put together to proactively market Santa Fe and northern New Mexico. He said the show was very successful.

Mr. Trujillo said the coalition visited 21 businesses in two teams and handed out tourism material. Work was done with the industry partners such as Outside Magazine, the New Mexico Brewers Guild, BTI and others. He introduced Ross Chaney and Eric Vasquez, members of the partnership that attended the trade show.

Mr. Vasquez said he is with the RDC. He said he represented Los Alamos County, Rio Arriba, Taos, Espanola and other partners in the area at the show. He said this is one of the largest retail shows in the world for outdoor recreational and peripheral equipment for a variety of sports. He said it was a great learning experience and they planned which shows they want to attend for the upcoming fiscal year.

Mr. Chaney added that it was a great opportunity to work with the eclectic group of New Mexico organizations at the tradeshow. He said it strengthened the communication and work would continue on other economic development projects with regional and statewide partners.

Chair Wurzbarger asked Mr. Chaney to provide an update on Sundance that supports the film industry.

Mr. Chaney said he is alumni of the Sundance Institute and was invited back as a guest and hosted at the Sundance Film Festival this year. He has been given a fellowship and works and collaborates with the Native American writers/directors and a network of producers and writers/directors that they continue to foster to help them produce their films. He said the Institute is celebrating their 20th anniversary with the Native American Program and a feature film; "*Drunk Town's Finest*" of which Robert Redford is the Executive Producer, was premiered at the last festival.

Mr. Vasquez said he wanted to give a "shout out" to one partner that attended- the New Mexico Partnership; a nonprofit organization funded by the State and actively working to support and develop the cluster for northern New Mexico.

Mr. Trujillo said out of this came three promising leads; two international manufacturers looking at distributorship in the United States and one lead is particularly interested in northern New Mexico. He said the tourism aspect was also good and the collaboration of public and industry sectors he thought would lead to success.

Chair Wurzbarger thanked everyone for their hard work and participation. She said a takeaway for her is when the time is taken to build collaborations, rather than do things themselves; exponentially that has increased their effectiveness.

C. Professional Services Agreement with the Regional Development Corporation for granting and contributing to Venture Acceleration Fund (Ross Chaney)

Mr. Chaney explained that the Venture Acceleration Fund (VAF) has been around since 2006 and is administered by the RDC and located in Espanola and is regional. Funding is from the organization funding the Los Alamos Laboratory and there is a seven county preference to identify and locate start-up businesses. He said 39 businesses have been funded up to \$100,000 each and over the course of the program, in the millions of dollars.

Mr. Chaney said they seek to continue the collaborative nature and develop the PSA to contribute \$30,000 to the next round of VAF to enlist and interview new applicants and for the funding process.

Councilor Ives asked on the memo of January 30, 2014 a reference states that "Santa Fe disproportionately benefited from these funds." He asked why that is thought to be disproportionate.

Ms. Noble explained that came from the VAF. She included the language because VAF tracks jobs created as well as locations of the companies who receive funding and hugely weighted to Santa Fe, being in the metro area.

Councilor Ives said it would be of interest to look at the metrics provided by the program, in addition to others and he would like to see that report.

III. CONSENT AGENDA - Previously approved as presented as follows:

- A. Consideration of Resolution No. 2014-____. Request for approval of a Resolution directing staff to create and establish an annual award to recognize and honor the accomplishments and contributions of an outstanding woman-owned business located in Santa Fe. (Councilors Wurzburger and Bushee) (Kate Noble)
- B. Consideration of Resolution No. 2014-____. Request for approval of a Resolution supporting the continuation of the community development process to revitalize Santa Fe and outlining the next steps of the Re-Mike Project. (Councilor Wurzburger and Ives) (Kate Noble)
- C. Consideration of Resolution No. 2014-____. Request for approval of a Resolution supporting efforts to retain younger talent and invigorate Santa Fe's nighttime economy and creating a task force to make action recommendations to the governing body (Councilor Wurzburger and Ives) (Kate Noble).

IV. UNFINISHED BUSINESS- There was none

V. ACTION ITEMS

Chair Wurzburger welcomed Mr. Sean Moody.

- A. CIP High Speed Internet Project - Sean Moody
 - 1) Request for approval of Telecommunications Services Agreement – Cyber Mesa Systems, Inc.
 - 2) Request for approval of Memorandum of Understanding – State of New Mexico Department of Information Technology.

Mr. Moody said he requests approval for the agreement with Cyber Mesa and a MOU (Memorandum of Understanding) with the State. He said the strategy is essentially to lower the cost and increase the speed and availability of Internet in Santa Fe.

He noted that implementation adjustments were made since the Committee last heard about the project: originally one agreement was for a telecom company to design, build and operate the two mile piece of fiber network. The second agreement was with the State to provide transport to Albuquerque in an exchange for connectivity within the City.

Mr. Moody said after months to get legal clarification, the implementation of design/build/operate could be wrapped into a single agreement. The previous agreement amount was \$132,000 with Cyber Mesa and now is \$882,100 for a turnkey product to design, build and operate the network. The program, the

implementation strategy and the goals are the same. The MOU with the State was always the intention and a turnkey agreement with the telecom company is standard in the industry. Mr. Moody said this is much simpler to implement and Cyber Mesa can respond to market conditions quickly without a host of contracts. September, 2014 is the target date for use of the system, if approved by City Council.

Mr. Conway moved to approve the Telecommunications Service Agreement with Cyber Mesa as presented. Mr. Warhanek seconded the motion and the motion passed by unanimous voice vote.

- B. Consideration of Bill 2014-8: Request for approval of an ordinance relating to the Single-Use Bag Ordinance, Section 21-8 SFCC 1987; Amending Subsection 21-8.1 to Modify the legislative findings related to paper grocery bags; amending Subsection 21-8.4 to eliminate the requirement that retail establishments collect a paper grocery bag charge of not less than ten-cents for each paper grocery bag provided to customers; amending Subsection 21-8.6 to establish a 30 day implementation period; and making such other changes as are necessary. (Councilors Wurzburger and Bushee) (Lawrence Garcia)

Chair Wurzburger said a slight modification has been made due to a legal interpretation. She asked City Attorney Zachary Shandler to introduce the change.

Mr. Shandler said going before the City Council are three modifications to the Plastic Bag Ordinance: 1) to modify the legislative findings, 2) to eliminate the requirement that retail establishments collect a paper grocery bag charge of not less than \$.10 for each paper grocery bag provided and 3) to facilitate the transition a 30 day implementation from the effective date of the Ordinance from February 27 until approximately March 27, 2014, the ban would be in place, but no tickets would be written.

Mr. Shandler noted the Code states there would be a public meeting of no less than 12 months (or sooner) after the effective date of the Ordinance [established as February, 2014] and that staff would do a comparison of retail establishments that charge for paper bags and reusable bags and those retail establishments that do not charge for those items.

Ms. Kapin said she had read Los Angeles, among others was able to implement what was considered a "tax". She asked why that [a tax] is not legal in Santa Fe, but others have been able to do that.

Mr. Shandler said there were two significant legal challenges; one in Los Angeles County and the other in the county that Aspen, Colorado is in. The challenge in Colorado of whether their fee is a tax is still pending. The challenge in California was challenged as a tax and upheld as permissible.

He said the Santa Fe City Attorney's office determined that at least two states have litigation filed. He said also although the results in the Los Angeles case were favorable it is distinguishable, because their fee is set up differently than the fee in Santa Fe. Santa Fe's proposed amendment retains the ten cents entirely by the establishment whereas; Los Angeles establishments have to use some of the fee for educational purposes.

Mr. Shandler said the evaluation of the City Attorney's office is that there isn't enough legal reasoning from the Los Angeles case to hang their "hat on". They are concerned that a "tax" would be subject to challenge and that the distinguishable factors from the Los Angeles case might not prevail in Santa Fe.

Councilor Rivera asked why this went through a year-long process and wasn't caught sooner.

Mr. Shandler said a company sent an e-mail to Mr. Trujillo in December, 2013 that questioned whether the \$.10 fee was subject to the New Mexico GRT (gross receipts tax). That started his office considering what the \$.10 charge is and if it is a tax or not.

He said several states were evaluated; in California it is not considered a tax and in the State of Washington it *is* considered tax and is taxable. He said his office considered the money coming from the consumer's pocket that is mandated by the Governing Body and going to an establishment. He said the Santa Fe City Attorney's office collectively advised that the money *is* a tax and that advice was given to City Council and the amendment process was started. He said City Council is free to reject or accept the legal position.

Chair Wurzburger said it is important to note is that part of the Committees process is to have the City Attorney look at each of their bills and they did go through the process for approval. She thought it important that the public understand the Committee did do their homework and new information caused the City Attorney's office to come up with a different opinion.

Councilor Rivera asked how long the process would take if Santa Fe did something similar to Los Angeles and used the \$.10 for educational purposes.

Mr. Shandler said a limited amendment is before the City Council, but nothing would preclude a Councilor from proposing an amendment. The "public meeting in 12 months" could be in a shorter time period and the group could if they want, submit a revision.

Chair Wurzburger asked Mr. Shandler if he was able to give the Committee a legal opinion as to whether that was appropriate and whether that could be an avenue for the Committee to pursue.

Mr. Shandler thought it too preliminary to say what City Attorney Brennan would sign off on, but it would provide greater comfort, because it would be more analogous to the cases discussed earlier.

Chair Wurzburger said in her experience the process would take at least two months, but she couldn't give an idea how long it would take the City Attorney on an opinion as to whether or not they could do this. She asked if Councilor Ives would like to share his opinion.

Councilor Ives said under the law a tax is treated differently than a fee. A fee has to be reasonably related to the incident of the activities in terms of its amount. He said paper bags cost about 7 cents to manufacture and the thought was by imposing a 10 cent charge it was charging more than what might reasonably be interpreted as a fee and could be interpreted as a tax. Taxes imposed have to be considered by the electorate and would have to go back for a special or general election and that would be time-consuming.

Councilor Ives said the challenge with going back to something like Los Angeles is there is a bona fide question if they cause that amount to be charged even though going to a private entity, it could still be interpreted as a tax and subject to challenge. The challenge itself could result in the failure to implement the plan, because of the course of litigation.

Councilor Rivera said this does significantly affect the Ordinance and paper is not much better than plastic. He said part of the Ordinance was to encourage people to bring reusable bags and this takes out part of that will and is significant.

Mr. Warhanek thought they could endanger the whole process by going forward. He said they should find out which companies would continue to charge regardless of the law, because it may be a pointless to continue and might destroy the entire structure.

Chair Wurzburger said she wanted to be clear that the amendment does not prohibit a business from charging ten cents, or twenty cents, or five dollars.

Ms. Aquilina pointed out that *not* charging for the paper bags guts the Ordinance in a negative way; paper bags have a larger carbon footprint than plastic bags.

Ms. Kelly said this is not the ideal path, but is still a secondary path toward their goal. She said the City of Austin passed an ordinance and did not require a mandatory fee and increased almost 30 percent; and many businesses did voluntarily charge the fee.

Ms. Kapin said this shifts a lot of burden onto businesses. She said charging or not is difficult for not only business owners, but people who give the bags out, such as cashiers, etc. She thought it could be interesting to talk to Austin, or businesses to find out the reaction of those who have chosen to charge.

Mr. Conway suggested there are other municipalities they might look at; Breckenridge, Colorado called it a fee not a tax and became a fee and not a ban. The fee money went into a fund and split with the retailer.

Chair Wurzburger said the Committee could make a motion to approve, a motion to disapprove or a motion to move forward without a recommendation.

Councilor Rivera moved to approve the Ordinance with the condition that CBQL after the election, look at a fee structure where the money could be used toward education or another goal. Mr. Warhanek seconded the motion.

Ms. Karp asked about clarifying the language of *charge* to fee. Mr. Shandler replied procedurally what would be before the City Council is a narrow discussion that has been advertised. His office would advise against a change to the definitions, but that could be possible at a later date.

Chair Wurzburger asked if the City Attorney's office prior to the City Council meeting on Wednesday could come up with a clear response to that question and it could be part of the discussion as an advisory opinion. She said another option could be a motion at City Council to proceed in a certain direction.

Mr. Shandler said he would do additional research and get the information needed to best answer all of the questions.

Councilor Ives said if it came to a legal challenge, regardless of the label used by the Governing Body; the analysis would be to look at the underlying economics to determine if the amount being charged is reasonably related to the cost of what is involved in that item. He wasn't sure to call it a fee would have any impact to anyone that looked at challenging the Ordinance.

Counselor Rivera made a friendly amendment that the City Attorney's office look into options and report back to CBQL once they have a legal determination as to what could be done in the future.

Mr. Warhanek accepted the Friendly amendment.

The motion to approve the Ordinance with the condition was passed by majority voice vote. Mr. Cisneros opposed the motion.

C. Arts and Creativity Center Project. (Kate Noble)

- 1) Consideration of Resolution No. 2014-__ (Councilors Wurzbarger, Rivera, Ives, Mayor Coss and Councilor Calvert) (Kate Noble) Request for approval of a Resolution Directing Staff to work to support development of the "Santa Fe Arts and Creativity Center" as an economic development project to provide affordable live, work, creation, performance, sales space for artists and creative businesses in Santa Fe to strengthen Santa Fe's economy

Ms. Noble said the genesis of the project was more than 10 years ago and Creative Santa Fe has taken a lead and brought renewed energy. This is an agreement for a new phase of the project to provide affordable housing/workspace/shared performance space/affordable space for creative professionals in Santa Fe.

The next phase of the project looks at sites and where the project could go. The project is done in partnership with Art Space a national nonprofit with a long resume of more than 30 developments throughout the country. The Project Manager Chris Wadine has a long work track record, both at the national level and in the community.

The contract provides an analysis of sites where project could be placed and the factors to be considered in placement and a two to one match. Creative Santa Fe will match \$100,000 to the City's \$50,000 investment. Staff is directed to support the development and provide the \$50,000 with a plan to split the funding between affordable housing and economic development. In order to move expeditiously the PSA (Professional Services Agreement) has also been drafted.

Ms. Kapin said it was brought to her attention that the later phases of the project depend on a low income tax credit, which is difficult to get. She asked if there is a fallback plan, etc.

Ms. Noble said low income housing tax credits are very competitive in the State and there are different types and some are more competitive than others. She said both types of the credits would be looked at and the sense is that there could be a better chance getting the less competitive type. She said her understanding is the project would not "pencil out" without the tax credit. Art Space is confident that even if it takes a couple of years the project would be able to get the housing tax credit.

Chair Wurzbarger asked Ms. Wadine as the leader of the project if she would like to comment.

Ms. Wadine the Director of Community Action at Creative Santa Fe said she thought Ms. Noble did a good job answering the question. She pointed out that the State of New Mexico made a change in the number of points awarded for low income housing tax credits and added a component that gave additional points to communities with city or county support for their projects. Support could be in the terms of land or buildings

donated, zoning issues resulting in a cost saving and donations of money to the project. The hope is to get the additional 10 points which has made the difference in a number of communities recently.

Ms. Karp asked in light of the allocations to Santa Fe, especially in the Stagecoach Housing area; what could be anticipated for another large project to be allocated the low income tax credits. Ms. Noble replied that she couldn't answer that with accuracy, but the word on the street is that Santa Fe wouldn't get one [low income housing tax credit] for a while.

Chair Wurzburger this wouldn't happen unless they move forward and try it. She said it is not an inappropriate investment to go to the next step and see what happens. She said having the additional experience of Art Space will make the difference and increase their possibilities.

Ms. Kapin asked if there are other partners or projects for affordable housing in Santa Fe.

Ms. Noble said she wasn't aware of any. She said for the record the City Attorney's office is considering at least 51% in an affordable housing project and that enabled them to do the contract in the way they have; opposed to designating it an economic development project via ordinance.

Mr. Warhanek moved to approve the Resolution as presented. Mr. Dylan Conway seconded the motion and it passed by unanimous voice vote.

- 2) Request for approval of a Professional Services Agreement with Creative Santa Fe for implementation of the Arts and Creativity Center Project.

Councilor Rivera moved to approve the Professional Services Agreement as presented. Mr. Warhanek seconded the motion and it passed by unanimous voice vote.

VI. PUBLIC HEARINGS

- 1) Consideration of Resolution No. 2014-____. Request for approval of a Resolution relating to construction apprenticeship programs; establishing an apprenticeship development task force to create an apprenticeship development plan for the City of Santa Fe that will benefit Santa Fe County residents and the Santa Fe Construction Industry. (Councilor Wurzburger, Bushee, Ives, Dimas and Rivera) (Kate Noble)

Chair Wurzburger provided background on the Resolution. She said in the process of the Community Work Force Agreement it was recognized that apprenticeship for construction is still needed and those who had worked to reverse the Community Work Force Agreement, worked to have an apprenticeship program.

Chair Wurzburger opened the floor to Public Comment at this time.

PUBLIC COMMENT

Mr. Randy Griscom the Interim President of Santa Fe Community College said most know that the College has a comprehensive trades and technology program. The College has focused on the green building curriculum and has worked closely with the Santa Fe area Homebuilders Association and the Santa Fe Public Schools to develop welding, plumbing, heating/ventilation/air-conditioning programs and they hope to get back into the electrical program.

Mr. Griscom said this program is important in getting the economy up and going. He said the College is talking with the unions and others about how to tie their pre-apprenticeship programs into formal apprenticeship programs. The work with the Homebuilder's Association has made it clear that when the industry comes back it will be different and focus is on green building and energy efficiency.

The College would like more work with commercial type building and have talked with unions about training in Santa Fe. The College would be willing to provide space and possibly pay for instruction and give college credit not only for pre-apprentice, but after-apprentice training.

Mr. Griscom said the College is very supportive of the Resolution and looks forward to working with all of the partners.

Ms. Aquilina moved to approve the Resolution related to construction apprenticeship programs as presented. Councilor Rivera seconded the motion and it passed by unanimous voice vote.

Mr. Simon Brackley the President of the Santa Fe Chamber of Commerce said he wanted to take the opportunity to thank Councilor Wurzbarger for her service to this Committee and her support of local business over the years.

VIII. ITEMS FROM THE COMMITTEE

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

Mr. Trujillo said the meeting was good. A summary of his highlights of the meeting follow:

- The Work Group discussed the Outdoor Trade Show mentioned earlier.
- The Chinese website is underway and continuing to progress.
- A FAM trip with Mexico would start on February 20th through Tuesday of the following week and 8 to 10 members of the Mexican press would visit Santa Fe. They will hopefully go home to report on events in Santa Fe and what a wonderful time they had.
- A business survey is being done through the Business Ombudsman's Office and has been advertised in several media events. The survey will be completed on March 31 with a report to follow.
- There are ongoing discussions with the Work Group and the New Mexico Economic Development Department and the University of New Mexico on a Tourism and Trade Office with Albuquerque.
- The Work Group discussed getting an international list of people who visit Santa Fe on a frequent basis. There are visits from the Ambassador to Brazil on February 26; the Consul General of Japan in March and the Ambassador to Portugal in May.
- The Work Group plans a public showing of a portion of the Taiwanese documentary made during their visit to Santa Fe.

B. A Bag to Differ Work Group (Kim Kelly/Dena Aquilina/Fred Cisneros) - Previously discussed

C. Proactive Marking Work Group – Kathy Keith- There was no Report

D. Other- There was none

IX. ITEMS FROM STAFF

(Next Steps for CBQL (Mayor Pro Tem Rebecca Wurzburger/Kate Noble)

Chair Wurzburger said Ms. Noble would lead the Committee in looking at what the Committee has done that should move forward and what should change and what to tell the new mayor should be done in economic development.

A highlight of the discussion session follows:

Ms. Noble said we're losing a lot of institutional knowledge with Mayor Coss, Councilor Wurzburger and Councilor Chris Calvert no longer on the City Council. The Committee would prioritize things for the next mayor, city council and chair of this Committee and would be a fundamental cornerstone for the strategic plan for economic development.

Chair Wurzburger asked the Committee to tell the next mayor in particular and the next chair of the Committee, about the work that has been or needs to be done.

- Mr. Conway- the new administration should see the synergy; the Rail Yard project should be working with the Rodeo project who should be working with the Arts project, etc.
- Ms. Aquilina- to look at what connects all of this is; the Silver tsunami and youth drought are critical issues.
- Mr. Cisneros- to support businesses that create jobs.
- Ms. Kelly- the Green Chamber feels Santa Fe should be branded as a green business; a Leed certified convention center; the green lodging and green jobs related to solar and technology. She thought focus on mixed zoning and more urban density and high speed Internet; sustainability and jobs and economic growth intersection points and creating urban density that made it possible for people to walk more and support small businesses in the area and better environmentally by the use of public transportation and lessening the commute. She said determine where the leaks are and stop where the money is draining. Santa Fe has a lot of assets like the Rail Yard that is not maximized.
- Ms. Kapin- it would be nice to stop the leaks. Many people don't connect with what has been done or identify with that. Santa Fe Senate Bill a place not just for tourists, but for people who want to live and stay in Santa Fe and feel connected and invested in the City.
- Mr. Warhanek- it is important to keep youth in Santa Fe after college and emphasize the things available to them and encourage businesses, etc. Keeping youth in Santa Fe is our future.
- Ms. Karp- Santa Fe should be a place that is good to live and work and not just for retirement or a lovely weekend. The sustainable future for Santa Fe has to be the internal strength and services and the quality of life that Santa Fe can project. The crisis is that Santa Fe could not look to continual growth in an exponential way and is a matter of "shoring up" internally and supporting what is feasible. Building the local economy is a better platform on which to put tourists. Inherent in the strength and future of Santa Fe is to figure out ways to create more financial and economic equity within the city structure and address not only the citizens who want to come to Santa Fe to live, but the underbelly of the City. We need to clean up, address and support that so the City is stronger and more consistent.
- Ms. Kelly-like Albuquerque -set aside a percentage of their budget for solar installations and energy efficiency within the city which creates a lot of jobs and helps their businesses decrease baseline costs.

Ms. Kelly- it would be nice if those doing an apprenticeship program and vocational school look at sustainability and creating jobs in that way that is supported by the City. A lot of people are interested in a Green Business Certification program; there could be funding for youth to learn vocational jobs and the Community College could help make that happen.

- Ms. Aquilina- Santa Fe should be collecting green yard waste etc. to make compost. The recycling bins should be giant and the trash bins smaller and recycling should be mandatory.
- Ms. Kapin- great programs exist with composting funneled back into the school system and raised [garden] beds in people's homes to produce food, etc.
- Ms. Karp- Santa Fe needs to have political, emotional and civic will to fix the educational system. A solid economy with youth that bring innovative ideas and green, etc., isn't possible without a decent public school system.

Chair Wurzbarger said the Mayor's number one job will be to turn the economy around. She said that isn't done by just building on what is here, but by reaching out to get new resources, ideas etc., as well as bringing back what the City has lost. Recognizing the low hanging fruit on economic development is the link between affordable housing and those who work here to be able to live in Santa Fe. She said the mayor should spend time focused on how he will activate the Council to move this forward.

Chair Wurzbarger thanked the Committee members for the opportunity of working with them. She said she really likes to bring people together around ideas and the issues that she is passionate about and how to better affect the economy and build wealth in the community and have the resources to be an even better community.

Ms. Noble said the contributions of the BQL are invaluable for the work in economic development. She asked that members stay engaged and continue to ask questions and look at the issues. She said the Committee sense of "what is working and what is not" seems concrete, including how the work groups lack a political agenda and are able to work for the community. She said she hopes the Committee would continue to evolve and be the body to the economic development ideas and help their work to be stronger because of the perspective the Committee members bring.

Ms. Karp said the quality, clarity and coherence of the economic Report is a constellation away from where it had been. She said it is a response that is positive and promising about how we tell the story of who we are, which is at the core of everything and how they move forward.

Ms. Kelly thanked Chair Wurzbarger. Ms. Karp added that the CBQL was the baby and brainstorm of Chair Wurzbarger and a demonstration of how the City can draw on the wealth of the community; unions, business, the food industry, the creative sector, etc. She said the Committee was a model of engagement that changed a lot of how business gets done at City Hall.

Ms. Karp acknowledged Chair Wurzbarger's insightfulness and foresight and said everyone is grateful.

X. ITEMS FROM THE CHAIR- Previously discussed

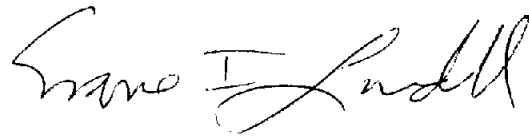
XI. ADJOURN / NEXT MEETING DATE- April 11, 2014

X. NEXT MEETING DATE- April 11, 2014

XI. ADJOURN

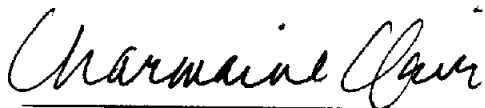
Having no further business to discuss the meeting adjourned at 12:50 p.m.

Approved by:

A handwritten signature in cursive script, appearing to read "Rebecca Wurzbarger".

Rebecca Wurzbarger, Chair

Submitted by:

A handwritten signature in cursive script, appearing to read "Charmaine Clair".

Charmaine Clair, Stenographer



City of Santa Fe

Economic Development

ANNUAL REPORT

Fiscal Year 2012-2013

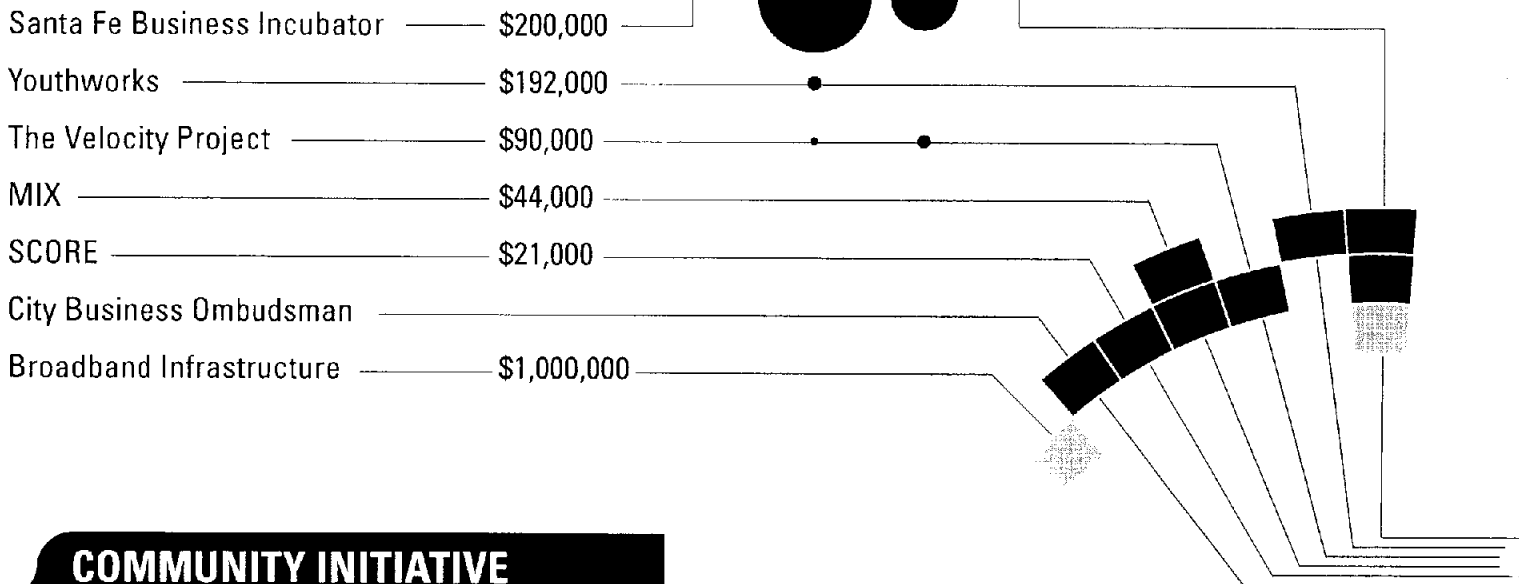
CITY OF SANTA FE
FUNDING

JOBS CREATED ○ = 20
● FT PT

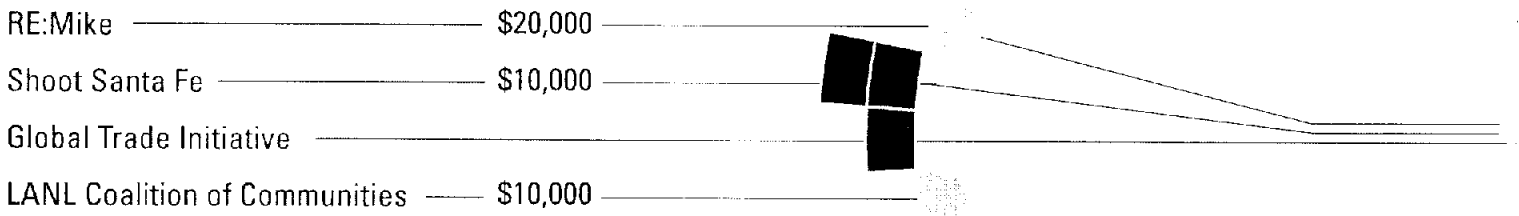
AREA OF SUPPORT

WORKFORCE DEVELOPMENT
BUSINESS DEVELOPMENT
SITE'S & INFRASTRUCTURE

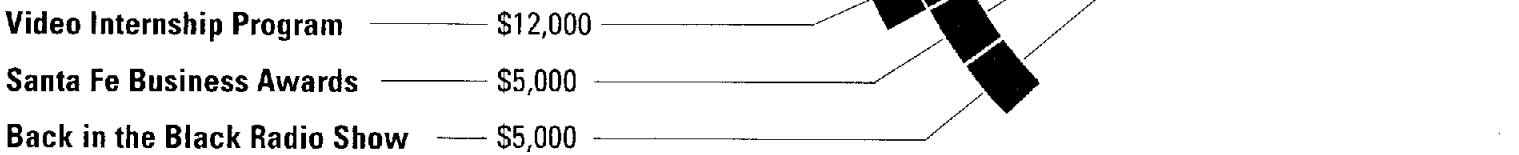
MAJOR INITIATIVE



COMMUNITY INITIATIVE



COMMUNICATION—OUTREACH



TOTALS

City of Santa Fe Spending

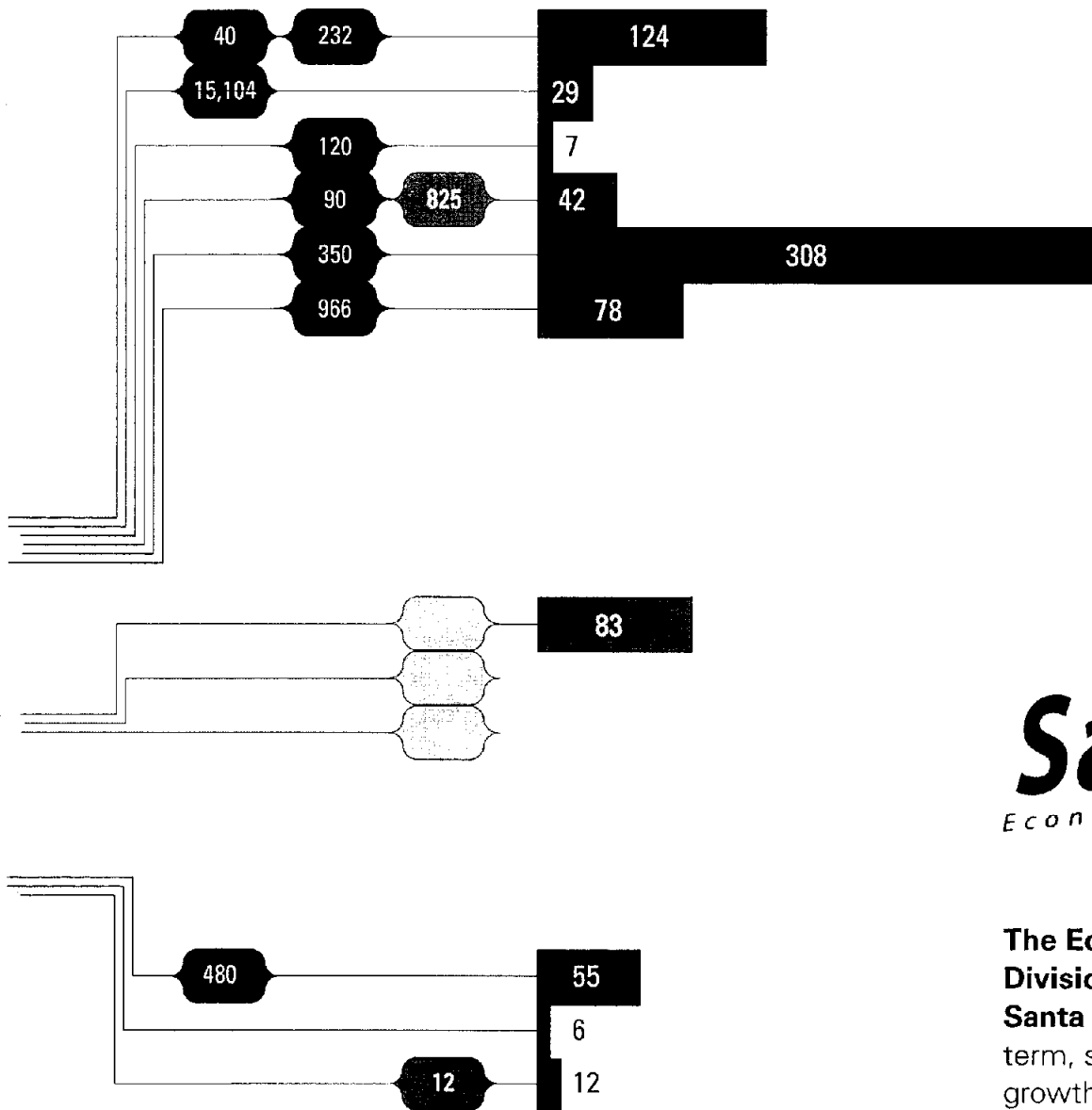
\$1,609,000

Jobs Created

FT 69.3 PT 42

HOURS
WORKFORCE ENTREPRENEURIAL COMMUNITY

BUSINESSES
ASSISTED



The Economic Development Division (EDD) of the City of Santa Fe works to achieve long term, sustainable economic growth by building a diverse and innovative economy with high-wage jobs that provide opportunity and prosperity for the City's residents, businesses and entrepreneurs.

To the left is a summary of the main projects and outcomes for the Economic Development Division in fiscal year 2012-2013.

Hours of Training + Community Leverage

Workforce 15,624
Entrepreneurial 1,758
Community 3,121

Businesses & Organizations Directly Assisted

744

AREA OF SUPPORT



WORKFORCE DEVELOPMENT
BUSINESS DEVELOPMENT
SITES & INFRASTRUCTURE

HOURS

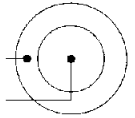
40 WORKFORCE
237 ENTREPRENEURIAL

BUSINESSES ASSISTED

124

JOBS CREATED

FULL TIME 58
PART TIME 35



SANTA FE BUSINESS INCUBATOR (SFBI)

ED Funding \$200,000



For the past fifteen years the **Santa Fe Business Incubator (SFBI)** has been a vital component of economic development in Santa Fe. It has successfully grown companies which pay high wage jobs and diversify Santa Fe's economy. The Santa Fe Business Incubator provides growing Santa Fe companies with shared facilities, infrastructure, and business development services.

In fiscal year 2012-2013, SFBI companies achieved the following:

- Created 58 full-time and 35 part-time jobs
- Payroll of \$1,457,945
- Revenue of \$3,678,371
- Funding of \$1,391,395
- Graduation of 3 companies
- Entrance of 5 new companies

In the latest contract, measurement of the effectiveness of the incubation program itself has been added to the existing measures of what the businesses achieve. That means, in addition to collection economic data from clients on measures like job creation, SFBI is also developing a survey tool to evaluate the effectiveness of the program.



ED Funding \$192,000

YOUTHWORKS



¡YouthWorks! engages marginalized youth who have not succeeded in traditional education environments. They provide our youth a free education, life skills and leadership development training along with job training, and hands on experience through environmental work crews and apprenticeships with local businesses. They are dedicated to developing entrepreneurial models for youth workforce development.

Since 2008, ¡YouthWorks! has run an apprenticeship program under a City economic development contract. Now known as the Workforce Innovation Program (WIP), this effort serves the goal of increasing the number of qualified workers in Santa Fe and improving economic stability for youth

in the community.

In fiscal year 2012-2013, the ¡YouthWorks! WIP achieved the following:

- 47 apprentices placed with local businesses/organizations
- 2 apprentices placed with the plasters/masons union
- 15,104 total hours worked by apprentices
- \$106,048 paid by employers to apprentices
- 8696 educational hours logged by apprentices
- 12 GEDs earned by apprentices
- 9 apprentices enrolled in full time college/educational programs



THE VELOCITY PROJECT

ED Funding \$90,000

The Velocity Project is an eight-week accelerator/boot-camp business development program. Entrepreneurs participate in a rigorous process that includes individual coaching, mentorship from seasoned entrepreneurs, and development of a targeted action plan. The 2013 pilot project worked with Santa Fe based entrepreneurs to grow their businesses and generate awareness and excitement around Santa Fe's growing entrepreneurial community. Used throughout the country, accelerators are a model to drive results-oriented entrepreneurial development. The Velocity Project is unique in that it serves many different types of businesses.



In fiscal year 2012-2013, the pilot round of The Velocity Project achieved the following:

- Companies created 4 full-time jobs and 7 part-time jobs
- Four companies reported revenue increase of 20-30%
- Three companies expanded or are seeking to expand their space
- Two companies filed major patents
- One company received Venture Acceleration Funding from Los Alamos National Lab
- 125+ people attended Demo Day presentations



ED Funding \$44,000

MIX & BIZMIX 2013

MIX is a structure for interaction and collaboration among inspired individuals, entrepreneurs, innovators, businesses and organizations. Through monthly events that showcase talent and local resources MIX provides an avenue for personal contact, networking, and data gathering. Each MIX event draws between 200-500 people from the Santa Fe community with a total annual attendance of 2475 for the 2012-2013 fiscal year and total community leverage of over \$100,000. Each MIX event is hosted in different location and embraces a unique business theme; with a DJ, food, and drink sponsors and variations in leveraged giveaways or special attractions.

BizMIX is a business plan competition which offers prizes, entrepreneurial expertise, and access to a great launching pad for start-up businesses. The finalists make connections with Santa Fe's entrepreneurial leaders as they compete for cash and other valuable prizes.

- Ten finalists competed in bizMIX 2013 which extended through October.
- \$14,000 was raised in sponsorship funds for cash prizes.
- \$15,000 was donated in prizes.



SCORE

ED Funding \$21,000

AREA OF SUPPORT		BUSINESS DEVELOPMENT	HOURS	350	ENTREPRENEURIAL	BUSINESSES ASSISTED	308
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Santa Fe **SCORE** Chapter 373 is part of a nationwide volunteer organization that provides professional guidance and information to local small businesses and non-profits organizations. SCORE provides individual counseling as well as a series of seminars and workshops. The City funding supports marketing and outreach for SCORE activities.

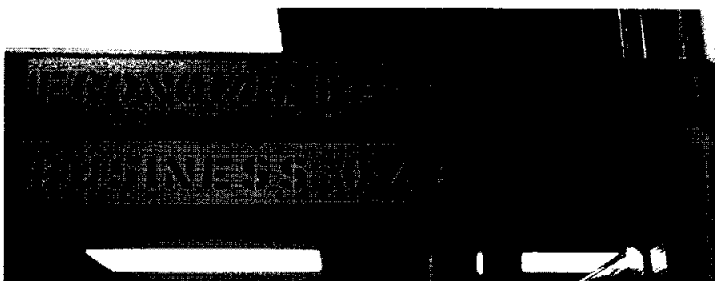
In fiscal year 2012-2013, SCORE achieved the following:

- 9 workshops with an average attendance of 16 people
- 10 seminars with a total of 266 attendees
- Attendance doubled from previous years
- 350 hours of entrepreneurial assistance provided



CITY OF SANTA FE OMBUDSMAN OFFICE

AREA OF SUPPORT		BUSINESS DEVELOPMENT	HOURS	966	COMMUNITY	BUSINESSES ASSISTED	78
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The City of Santa Fe Business Ombudsman Office is the hub for business services at the City of Santa Fe. Businesses can get assistance in the licensing and permitting processes, and access resources for starting and growing a business including information on incentives, locations, financing, marketing and other key business topics.



The **RE:MIKE** Urban Prototyping Festival took place over 3 days in September of 2012 and brought together 60 organizations and businesses, 30 artists and artist groups and over 70 in-kind contributors. A culmination of months of planning and prep, the event was attended by approximately 3,000 people. Primary funding came from the City of Santa Fe and from the Kindle Project Fund of the Common Counsel Foundation. Multiple possibilities in economic development, nightlife, energy, infrastructure, transportation and ecology were represented. Participants were surveyed about their desires for the future of this Central Santa Fe area. Surveys were conducted before and during the event and continued for months after in order to maximize community input. Outcome projects designed to catalyze revitalization of the area were identified and are currently being mobilized.

AREA OF SUPPORT



SITES & INFRASTRUCTURE



The Regional Coalition of Los Alamos National Lab Communities

was formally established in 2011. At that time, members included elected officials from six neighboring cities and counties directly affected by Los Alamos National Laboratory site activities. The group brings to Northern New Mexico a regional governmental organization focused on the shared goals of ensuring efficient and compliant environmental cleanup and maintaining long-term, stable funding for LANL that in turn, supports jobs and the regional economy.

In fiscal year 2012-2013 the LANL Coalition achieved the following:

- Helped secure an additional \$40 million in DOE Clean-up funding for the region and the successful passage of two state legislative memorials.
- Created a community listserve & website to ensure compliance with the Open Meetings Act
- Adopted federal legislative priorities
- Ohkay Owingeh joined as a Board Member to the Regional Coalition

SHOOT SANTA FE

ED Funding \$10,000

AREA OF SUPPORT



WORKFORCE DEVELOPMENT
BUSINESS DEVELOPMENT

HOURS

150 COMMUNITY



Shoot Santa Fe is a working partnership around the film industry in Northern New Mexico. The group includes local governments in the region, the private sector, the local film technicians union, and educational institutions. Through a series of promotional activities the group has marketed the region directly to filmmakers and industry representatives. An estimated eight productions have come to shoot in the region as a result of these activities. Shoot Santa Fe also worked on legislation around the film incentives offered and administered by the State of New Mexico.

GLOBAL TRADE INITIATIVE

AREA OF SUPPORT



BUSINESS DEVELOPMENT

HOURS

120 COMMUNITY

The Santa Fe Global Trade Initiative (SFGTI) is a working group of the Business and Quality of Life Committee and was formed to enhance and unlock international opportunities for local businesses. SFGTI has worked to enhance international tourism in Santa Fe, stimulate international trade and to bring international students to study here. Specific projects include developing partnerships to open a trade and tourism office in Mexico, and to develop a website for Chinese markets. The group has also drafted a survey to learn about local businesses interested in exporting in order to design and facilitate an export workshop in the spring/summer of 2014.



ED Funding \$12,000

VIDEO INTERNSHIP PROGRAM

AREA OF SUPPORT



WORKFORCE DEVELOPMENT
BUSINESS DEVELOPMENT

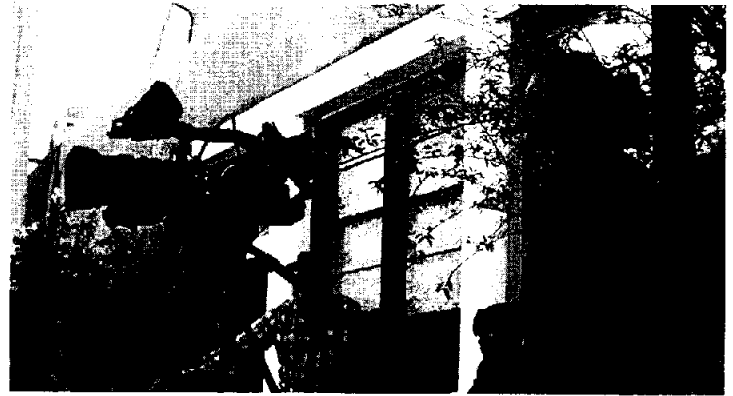
HOURS

480 WORKFORCE

BUSINESSSES ASSISTED

55

Initiated by a grant of \$25,000 from the Governor Richardson Administration, the City's **Video Internship Program** has provided a hands-on training opportunity for motivated individuals. More than 70 short videos have been produced profiling Santa Fe businesses and economic development efforts. These are shown on the weekly City Hall Live broadcast and on a dedicated YouTube Channel. Interns also participate in the live broadcast of City Hall Live and learn different roles including directing, producing and floor managing.



ED Funding \$5,000

BACK...IN THE BLACK (RADIO SHOW)

AREA OF SUPPORT



WORKFORCE DEVELOPMENT
BUSINESS DEVELOPMENT

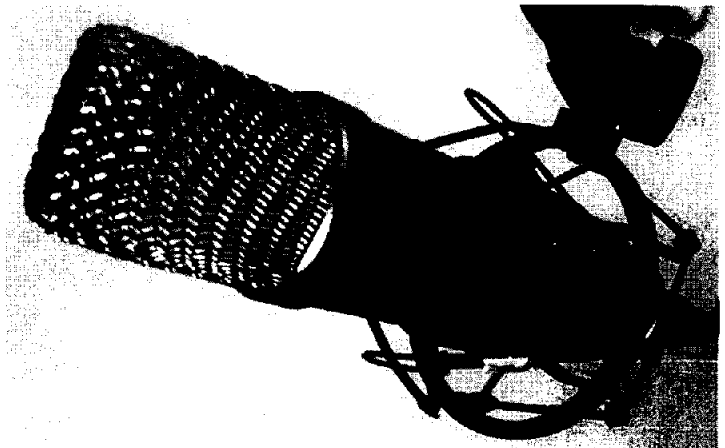
HOURS

12 COMMUNITY

BUSINESSSES ASSISTED

12

Every Monday at 10am on the local talk station 101.5 KVSF-The Voice of Santa Fe, the Economic Development Division hosts a discussion about entrepreneurship and doing business in Santa Fe. The show's focus is on drawing out secrets of success from businesses and nuggets of wisdom for starting and growing a company. The discussions are designed to provide insight, discussion and wisdom for Santa Fe's entrepreneurial community.





2013 BUSINESS AWARDS

ED Funding \$5,000



The Santa Fe Chamber of Commerce, the Santa Fe Community College, and the City of Santa Fe presented the 2013 **Santa Fe Business Awards** at the Chamber's Red Carpet Awards event on June 6 at the Santa Fe Farmers Market. Over 50 local businesses were nominated this year for a variety of business performance categories. Judging criteria included: business growth, customer service, green, and family friendly business practices. Six awards were given in all, including the three Century Bank Business Excellence Awards, The City of Santa Fe Small Business of the Year Award, Family Friendly Business of the year award, and the Santa Fe Community College Green Business of the year award.

The winners are as follows:

Century Bank Business Excellence Awards

- 1-4 Employees – Mind Over Markets
- 5-20 Employees – Santa Fe Spirits
- 21 + Employees – Kokopelli Property Management

Santa Fe Community College - Green Business of the Year

- Linograt LLC

City of Santa Fe - Family Friendly Business of the Year

- TogetherStrong

City of Santa Fe - Small Business of the Year

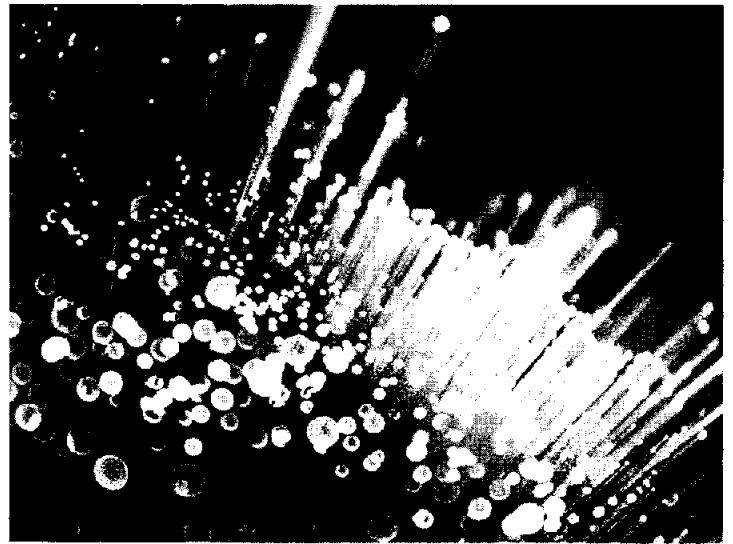
- Mesa Photonics



CIP Funding \$1,000,000

BROADBAND

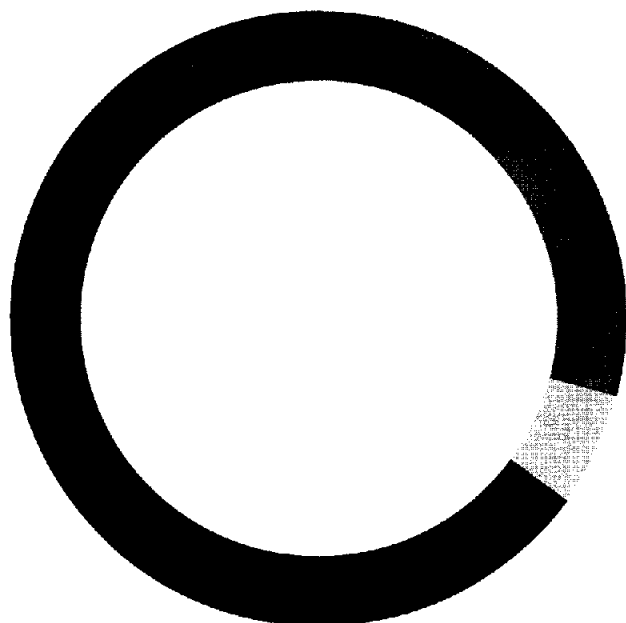
In recognition of the fact that Santa Fe's continued economic prosperity relies on its access to affordable high speed internet delivered via a competitive commercial marketplace, the Santa Fe City Council has allocated \$1,000,000 of gross receipts tax-financed bond revenue for capital facilities intended to enhance the choices available to local businesses for high speed internet service.



The work and funding portfolio of the Economic Development Division is directed in three primary areas: business development, workforce development and sites & infrastructure development. The following charts illustrate the funding portfolio for the Economic Development Fund for the past two fiscal years (actual funds spent) and the budget for the current fiscal year - FY 2013-2014 (allocations, not actual spending). This does not include additional funding from other sources, i.e. \$1 million allocated from the 2012 CIP Bond to improve broadband infrastructure.

TOTAL BUDGETED \$836,000

Fiscal Year 2013/2014



**Business Development
\$536k (64%)**

SFBI: \$200k
The Velocity Proj: \$190k
SCORE: \$21k
MIX (50%): \$25k
Community Proposals: \$80k
Special Projects: \$20k

**Workforce Development
\$245k (29%)**

Youthworks: \$185k
MIX (50%): \$25k
Video Internship: \$15k
Community Proposals: \$20k

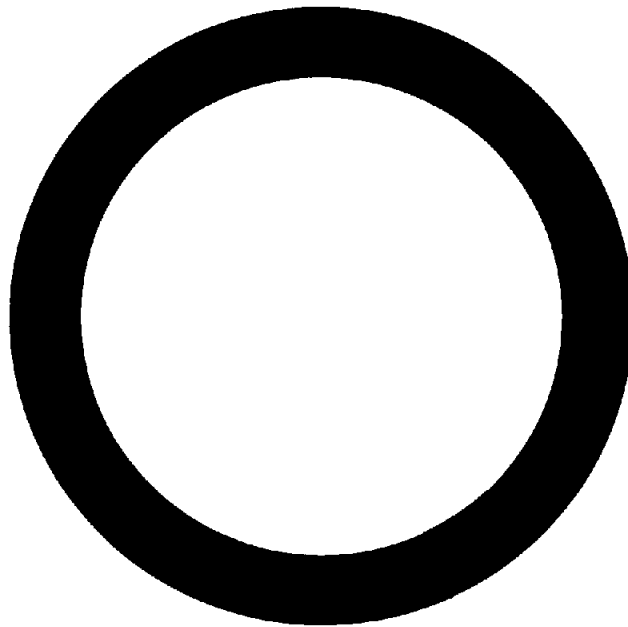
**Sites & Infrastructure
\$30k (4%)**

St. Mike's: \$20k
LANL Coalition: \$10k
Broadband bond alloc: \$1mil

**Marketing & Misc
\$25k (3%)**

Fiscal Year 2012/2013

TOTAL SPENDING \$609,000



**Business Development
\$333k (55%)**

SFBI: \$200k
The Velocity Proj: \$90k
SCORE: \$21k
MIX (50%): \$22k

**Workforce Development
\$226k (37%)**

Youthworks: \$192k
MIX (50%): \$ 22k
Video Internship: \$12k

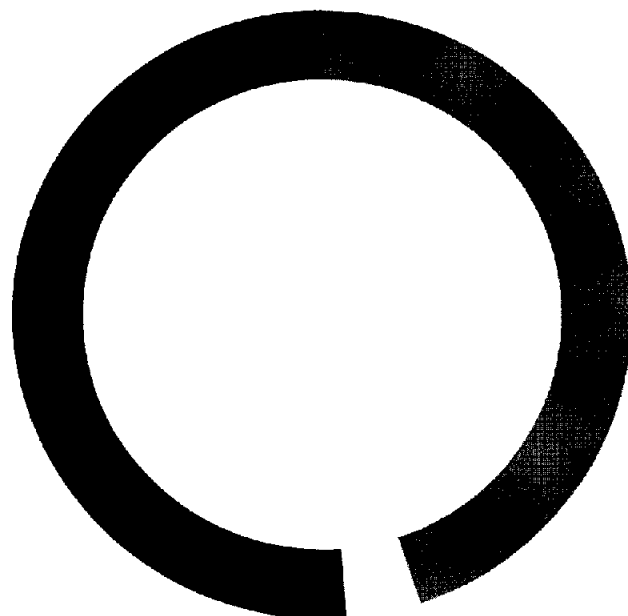
**Sites & Infrastructure
\$30k (5%)**

St. Mike's: \$20k
LANL Coalition: \$10k
Broadband bond alloc: \$1mil

**Marketing & Misc
\$20k (3%)**

Fiscal Year 2011/2012

TOTAL SPENDING \$530,000



**Business Development
\$254k (48%)**

SFBI: \$200k
SF Complex (52%): \$13k
SCORE: \$21k
MIX (50%): \$20k

**Workforce Development
\$236k (45%)**

Youthworks: \$192k
MIX (50%): \$ 20k
Video Internship: \$12k
SF Complex (49%): \$12k

**Sites & Infrastructure
\$20k (4%)**

St. Mike's: \$10k
LANL Coalition: \$10k

**Marketing & Misc
\$20k (4%)**



Santa Fe
Economic Development