



# City of Santa Fe, New Mexico

# memo

DATE: July 25, 2014

TO: Mayor Gonzales & City Councilors

VIA: Brian K. Snyder by email  
Brian K. Snyder, City Manager

FROM: Yolanda Y. Vigil  
Yolanda Y. Vigil, City Clerk

## **ITEM & ISSUE**

Request from M2 Productions for a waiver of the 300 foot location restriction and approval to allow the dispensing/consumption of beer and wine at El Museo Cultural de Santa Fe, 555 Camino de la Familia, which is within 300 feet of Tierra Encantada Charter School @ Alvord, 551 Alarid Street.

## **BACKGROUND AND SUMMARY**

Pursuant to §60-6B-10 NMSA 1978, M2 Productions has requested a waiver of the 300 foot location restriction to allow the dispensing/consumption of beer and wine at El Museo Cultural de Santa Fe, 555 Camino de la Familia. This request is for the following events:

- "The Santa Fe Show – objects of art", to benefit New Mexico PBS, which will be held on Thursday, August 14, 2014 from 6:00 p.m. to 9:00 p.m.
- "The Santa Fe Show – objects of art" to benefit the Institute of American Indian Arts, which will be held on Tuesday, August 19, 2014 from 6:00 p.m. to 9:00 p.m.

Attached are letters from Carl Gruenler, Santa Fe Public Schools stating that the District will refrain from issuing a decision regarding opposition or non-opposition to these requests.

## **ACTION REQUESTED**

I hereby request that the City Council indicate its decision on the request for a waiver of the 300 foot location restriction and approval to allow the dispensing/consumption of beer and wine at El Museo Cultural de Santa Fe, 555 Camino de la Familia for the following events:

- "The Santa Fe Show – objects of art" event to be held on Thursday, August 14, 2014 from 6:00 p.m. to 9:00 p.m.

- “The Santa Fe Show – objects of art” to be held on Tuesday, August 19, 2014 from 6:00 p.m. to 9:00 p.m.

Attachments: Letter/M2 Productions  
Letter/Rodeo Plaza Liquors  
Letter/New Mexico PBS  
Letter/Santa Fe Public Schools  
Special Dispenser Permit Application  
§60-6B-10 NMSA 1978

**SF**  
**the SantaFe Show**  
objects of art

7/10/14

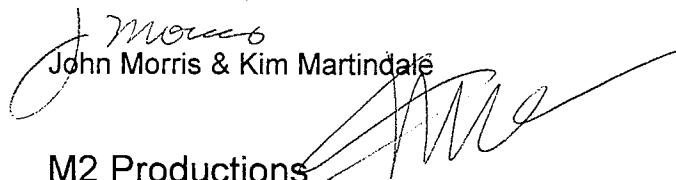
The Honorable Javier Gonzales, Mayor  
City of Santa Fe  
200 Lincoln Ave.  
Santa Fe, NM 87501

Dear Mayor Gonzales,

M2 Productions respectfully request the approval of the Special Dispenser Permits and waiver of the 300 ft. restriction for "The Santa Fe Show – objects of art" to be held on August 14 and August 19, 2014. Both events will be held at El Museo Cultural, and we would like to be allowed to serve beer and wine at these events.

The August 14<sup>th</sup> event will benefit New Mexico PBS and the August 19<sup>th</sup> event will benefit IAIA.

Thank you respectfully,

  
John Morris & Kim Martindale

M2 Productions  
505-660-4701  
310-456-2120

Presented by  
M2 Productions

[theSantaFeShow.com](http://theSantaFeShow.com)

Rodeo Plaza Liquors  
2801 Rodeo Road  
Santa Fe, New Mexico  
87507

July 17, 2014

The Honorable Javier Gonzales, Mayor  
Mayor, City of Santa Fe  
200 Lincoln Ave  
Santa Fe, NM 87504-0909

Dear Mayor Gonzales:

On behalf of The Santa Fe Shows – M2 Productions, I am submitting a request for approval of Special Dispenser Permits and waiver of the 300 ft. restriction to allow alcohol service on Thursday, August 14 and Tuesday August 19, 2014. These opening events will take place at El Museo Cultural from 6-9 pm each date. Beer and wine will be served.

Attached are letters from M2 Productions, the Santa Fe Public Schools, New Mexico PBS and IAIA.

Rodeo Plaza Liquors respectfully requests City Council approval. Thank you for your favorable consideration.

Sincerely,



Kathleen Ortiz

Rodeo Plaza Liquors

To: The Santa Fe City Council  
From: New Mexico PBS  
Re: In the Matter of a Liquor Permit for the Objects of Art Show  
August 14, 2014

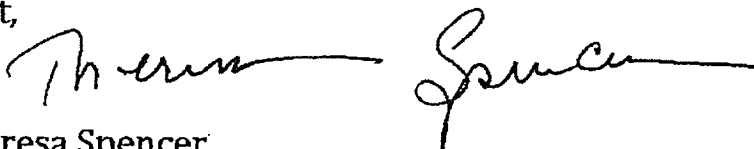
On Thursday, August 14, 2014 the producers of the Objects of Art Show are contributing its first night's proceeds to benefit an Arts and Education Endowment on behalf of KNME New Mexico PBS.

Thank you for your consideration in granting the liquor permit for this show.

Annual payouts from the restricted account will benefit KNME New Mexico PBS' audience in Santa Fe by allowing the station to purchase and produce on-air and off-air arts and education programming.

Thank you for your support.

Best,



Theresa Spencer

Development Director

KNME New Mexico PBS

O: 505.277.1225 C: 505.382.8582 F: 505.277.5967

[tspencer@newmexicopbs.org](mailto:tspencer@newmexicopbs.org)

knme 5.1 

V 5.2 

knme 9.1 

create 9.2

1130 University Blvd. NE

Albuquerque, NM 87102

Tel 505.277.2121

Fax 505.277.2191

June 9, 2014



John Morris

RE: "Objects of Art Santa Fe"

To Whom It May Concern:

Thank you for your request of June 6, 2014 concerning the event to be held at El Museo Cultural, 555 Camino de la Familia, Santa Fe, New Mexico on August 14, 2014 from 6:00 pm – 9:00 pm. Below are excerpts from the Santa Fe Public School District Board of Education Policy 623 "Certain Special Events within 300 Feet of District" adopted on December 18, 2012.

In accordance with the School Alcohol-Free Zone Act and NMAC 60-6B-10, the Santa Fe School District promotes and encourages an alcohol-free environment for District students and the District community, on school property, and within 300 feet of District property related to the functions of public schools.

The District will refrain from issuing a decision regarding opposition or non-opposition to the City of Santa Fe regarding special events where liquor will be sold consumed within 300 feet of school district property and instead will refer the City of Santa Fe to this policy.

Sincerely,

A handwritten signature in black ink, appearing to read 'Carl Gruenler', is written over a horizontal line.

Carl Gruenler  
Chief Business Officer  
Santa Fe Public Schools

cc: Joel Boyd, Superintendent

**ALCOHOL & GAMING DIVISION  
SPECIAL DISPENSER PERMIT APPLICATION (60-6A-12)**

Fee Per day:  \$50.00 Public Celebration  
 \$25.00 Private Event (Catered) (all fees are non-refundable)  
 A copy of all approved permits will be sent to the Special Investigations Division of the Department of Public Safety. They will notify you directly if they need additional information.

**LICENSE HOLDER INFORMATION**  
 Business Name (DBA) Rodeo Plaza Liquors Owner Name SRK, LLC Liquor License # 0830  
 Street Address 2801 Rodeo Road Ste. B-12 Mailing Address Same Local Option District City - Santa Fe  
 City, State & Zip Santa Fe, NM 87507 Telephone # 505-473-2867 Fax # 505-473-2867 e-mail codeoplaza@liquors.com hot mail: com  
**EVENT INFORMATION**  
 Description of Event "Objects of Art - Santa Fe" Date(s) of Event August 14, 2014 Begin Time 6pm End Time 9pm  
 Physical Address of Event El Museo Cultural Production 555 Calle de Familia SF Number of Persons expected 250 +/-  
 Description of Security Sandora Security - 2 Chauey Security 1 Number of Security personnel to be at this function 3  
 Security Contact Name Andrea Sandora / Pasa Chauey Telephone # Andrea - 505-310-0677 / Chauey - 988-2663

**SPONSOR INFORMATION**  
 Sponsor of Event M2 Productions Contact Name John Morris Signature J Morris Telephone # (310) 901-6805

**BUILDING OWNER APPROVAL**  
 Name (print) MARIA MARTINEZ Signature MJM Telephone # 9920591 Date 3/17/14  
 Signature FOY EJ MUGLE

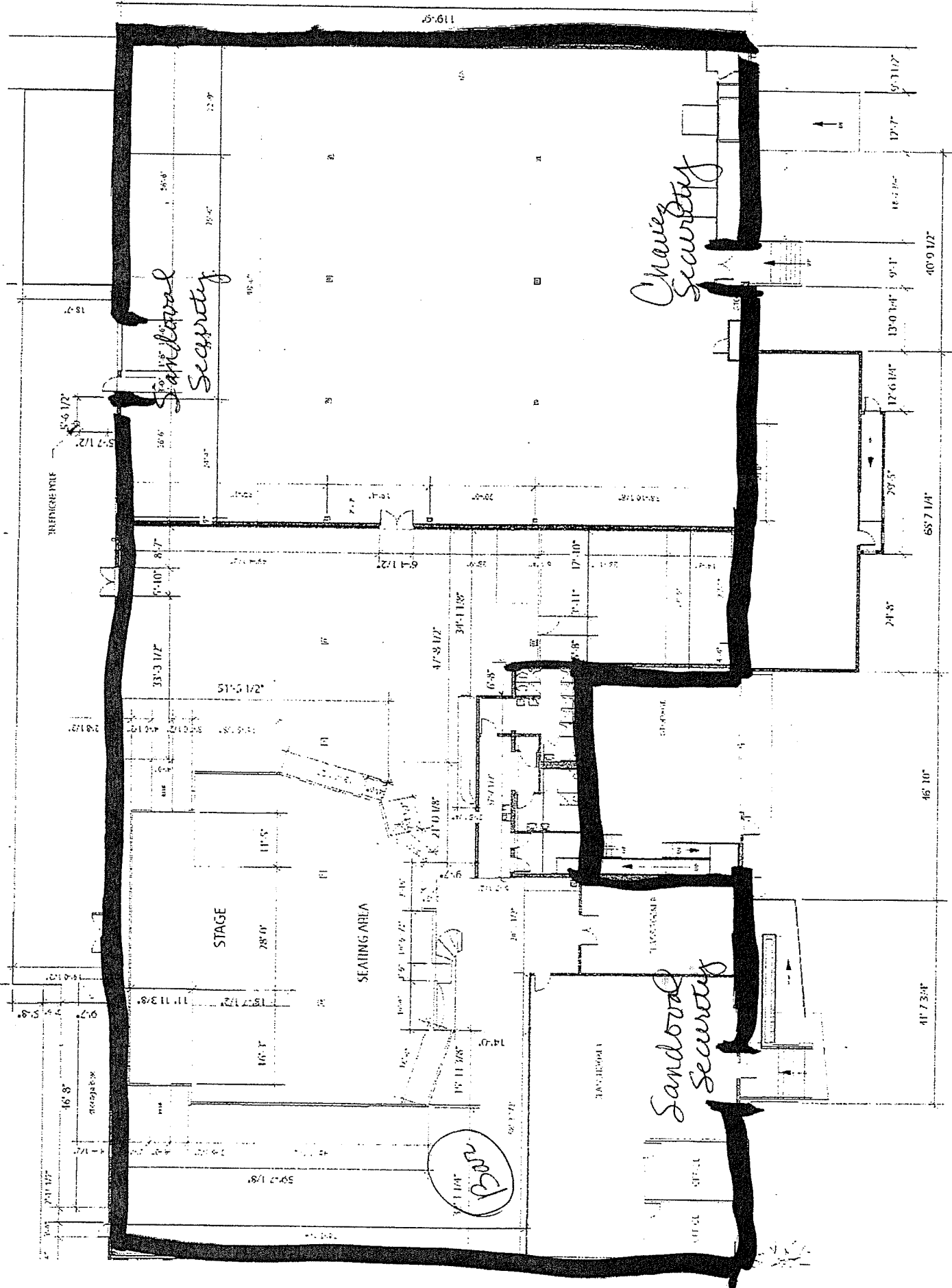
**LICENSE HOLDER & SERVER CERTIFICATION:** I, Kathleen Ortiz (Licensee) hereby certify that this event is within the same local option district as the dispenser's license, that event is not within 300 Ft. of a church or school unless alcoholic beverages were sold there prior to July 1, 1981 or a waiver is obtained from the local governing body. I further certify that all persons providing the service of alcoholic beverages are server certified and that they are my employees and that ALL the information in this application is true and correct.  
**NOTE:** List of servers including name, server permit # and server expiration date must be attached to permit application.  
 Licensee agrees that if any statements or representations herein are found to be false, the director may refuse to issue additional permits.

Licensee Name (print) Kathleen Ortiz Signature (Licensee Only) Kathleen Ortiz Date 3-27-14  
 All profits derived from the sale of liquor will go only to the licensee. Only the owner or authorized person under this license may sign the permit. (seal)

Subscribed and Sworn before me this 27th day of March 2014 Notary Public Kathleen Ortiz Exp. 8/27/16  
**NOTARY INFORMATION**  
 Signature Kathleen Ortiz

**LOCAL GOVERNING BODY APPROVAL**  
 Print Name \_\_\_\_\_ Title \_\_\_\_\_ Signature \_\_\_\_\_ Date \_\_\_\_\_  
**ALCOHOL & GAMING DIVISION USE ONLY**  
 Approved by: \_\_\_\_\_ Date \_\_\_\_\_ Permit Number \_\_\_\_\_  
 Attachments: 1) Floor plan 2) Fees (listed on top of page) 3) Server information list





El Museo Floor Plan—1/16"=1.0'

8-14-14



INSTITUTE of  
AMERICAN INDIAN ARTS

June 17, 2014

The Honorable Javier Gonzales and City Councilors  
City of Santa Fe  
PO Box 909  
Santa Fe, NM 87504

Dear Mayor Gonzales and City Councilors:

On behalf of the Institute of American Indian Arts, I am writing to request your approval of a temporary wine and beer license on Tuesday, August 19, 2014 for the opening reception of the Antique American Indian Art Show at El Museo Cultural, 555 Camino de la Familia, Santa Fe.

M2 Productions, producers of the Antique American Indian Art Show, has generously designated IAIA as the beneficiary of the opening night reception. The receipts of this evening's event will directly benefit much needed student scholarships for IAIA students from Santa Fe and around the country.

We are honored to have received such a designation, and encourage your approval of this request.

Should you have any questions or concerns, please contact me.

Respectfully yours,

Alex Shapiro  
Director of Institutional Advancement  
Institute of American Indian Arts  
P 505.424.2309  
F 505.424.0900  
E ashapiro@iaia.edu



June 9, 2014

John Morris

RE: ""Antique American Indian Art Show""

To Whom It May Concern:

Thank you for your request of June 6, 2014 concerning the event to be held at El Museo Cultural, 555 Camino de la Familia, Santa Fe, New Mexico on August 19, 2014 from 6:00 pm – 9:00 pm. Below are excerpts from the Santa Fe Public School District Board of Education Policy 623 "Certain Special Events within 300 Feet of District" adopted on December 18, 2012.

In accordance with the School Alcohol-Free Zone Act and NMAC 60-6B-10, the Santa Fe School District promotes and encourages an alcohol-free environment for District students and the District community, on school property, and within 300 feet of District property related to the functions of public schools.

The District will refrain from issuing a decision regarding opposition or non-opposition to the City of Santa Fe regarding special events where liquor will be sold consumed within 300 feet of school district property and instead will refer the City of Santa Fe to this policy.

Sincerely,

A handwritten signature in black ink, appearing to read 'Carl Gruenler', is written over a faint, larger version of the same signature.

Carl Gruenler  
Chief Business Officer  
Santa Fe Public Schools

cc: Joel Boyd, Superintendent

**ALCOHOL & GAMING DIVISION  
SPECIAL DISPENSER PERMIT APPLICATION (60-6A-12)**

Fee Per Day:  \$50.00 Public Celebration  
 \$25.00 Private Event (Catered) (all fees are non refundable)

A copy of all approved permits will be sent to the Special Investigations Division of the Department of Public Safety. They will notify you directly if they need additional information.

**LICENSE HOLDER INFORMATION**

Business Name (DBA) Rodeo Plaza Digueros Owner Name SRK, LLC Liquor License # 0830  
 Street Address 2801 Rodeo Rd. Ste B #2 Mailing Address Same Local Option District City - Santa Fe  
 City, State & Zip Santa Fe, NM 87507 Telephone # 505-473-2867 Fax # 505-473-2867

**EVENT INFORMATION**

Description of Event "Antique American Indian Art Show" Date(s) of Event August 19, 2014 Begin Time 6pm End Time 9pm  
 Physical Address of Event The Santa Fe Show" 112 Prod. 555 Calle de Familia - SF Number of Persons expected 250 +/-  
 Description of Security Sandorval Security - 2 Chavez Security! Number of Security personnel to be at this function 3  
 Security Contact Name Andra Sandorval / Pero Chavez Telephone # Andra- 310-0624 / Chavez 988-2663

**SPONSOR INFORMATION**

Sponsor of Event M2 Productions Contact Name John Morris Signature J Morris Telephone # (310) 901-6805

**BUILDING OWNER APPROVAL**

Name (print) MAVIA MAJESTULS Signature MMA Telephone # 9920591 Date 7/17/14  
 Signature FOY E MAGEBULS

**LICENSE HOLDER & SERVER CERTIFICATION:** I, Kathleen Ortiz (Licensee) hereby certify that this event is within the same local option district as the dispenser's license, that event is not within 300 Ft. of a church or school unless alcoholic beverages were sold there prior to July 1, 1981 or a waiver is obtained from the local governing body. I further certify that all persons providing the service of alcoholic beverages are server certified and that they are my employees and that ALL the information in this application is true and correct.

**NOTE:** List of servers including name, server permit # and server expiration date must be attached to permit application. Licensee agrees that if any statements or representations herein are found to be false, the director may refuse to issue additional permits.

Licensee Name (print) Kathleen Ortiz Signature (Licensee Only) Kathleen Ortiz Date 3-27-14  
 All profits derived from the sale of liquor will go only to the licensee. Only the owner or authorized person under this license may sign the permit. (seal)

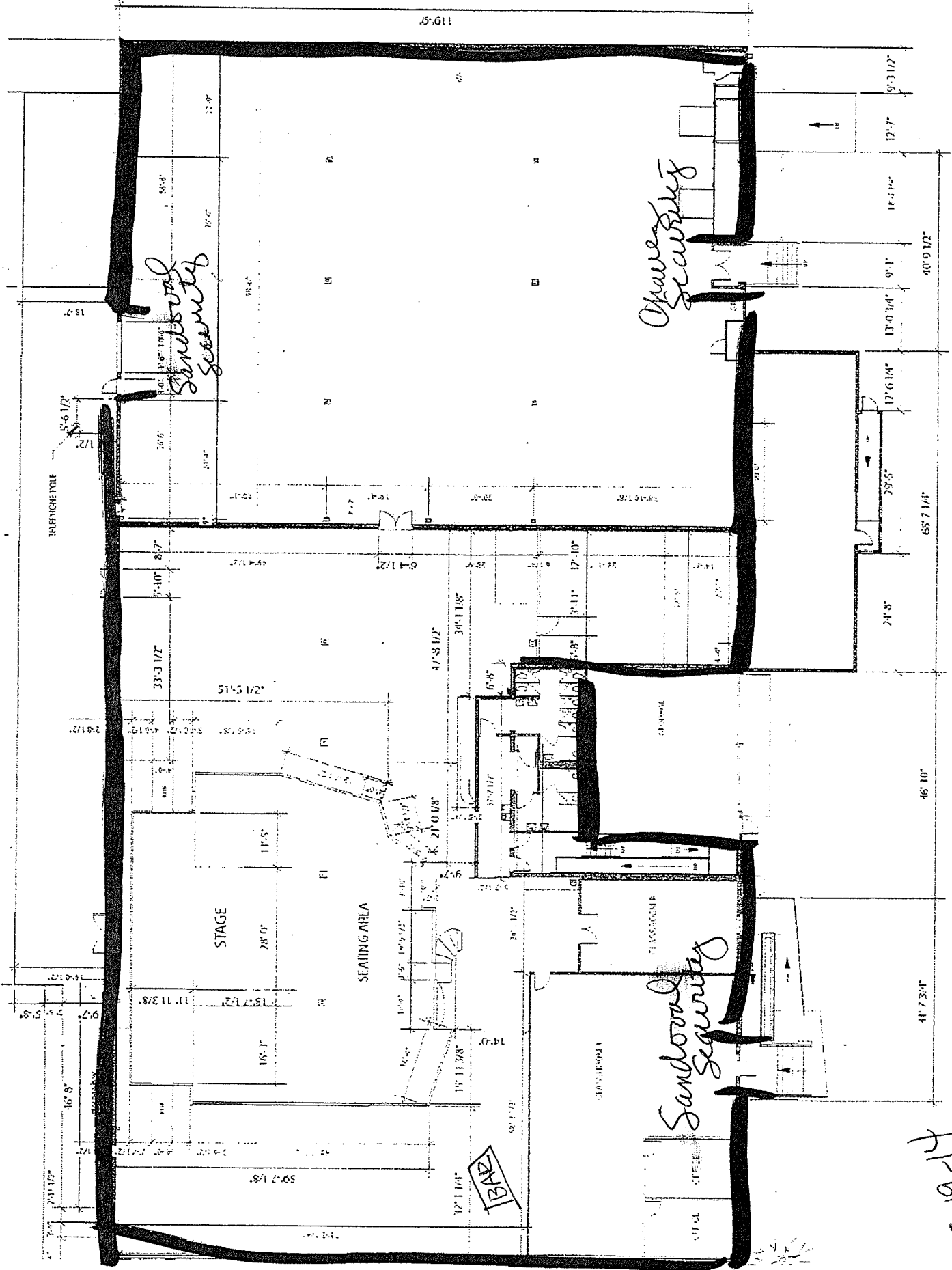
Subscribed and Sworn before me this 27<sup>th</sup> day of March, 20 14 Notary Public Kathleen Roybal Exp. 8/27/16

**LOCAL GOVERNING BODY APPROVAL**

Print Name \_\_\_\_\_ Title \_\_\_\_\_ Signature \_\_\_\_\_ Date \_\_\_\_\_

**ALCOHOL & GAMING DIVISION USE ONLY**

Approved by: \_\_\_\_\_ Date \_\_\_\_\_ Permit Number \_\_\_\_\_  
 Attachments: 1) Floor plan 2) Fees (listed on top of page) 3) Server information list



El Museo Floor Plan—1/16"=1.0'

8-19-14

**60-6B-10. Locations near church or school; restrictions on licensing.**

No license shall be issued by the director for the sale of alcoholic beverages at a licensed premises where alcoholic beverages were not sold prior to July 1, 1981 that is within three hundred feet of any church or school. A license may be granted for a proposed licensed premises if the owner or lessee has, prior to establishment of a church or school located within three hundred feet of the proposed licensed premises, applied for, been granted and maintained a valid building permit for the construction or renovation of the proposed licensed premises and has filed on a form prescribed by the director a notice of intention to apply for transfer of a license to the proposed licensed premises. A license may be granted for a proposed licensed premises if a person has obtained a waiver from a local option district governing body for the proposed licensed premises. For the purposes of this section, all measurements taken in order to determine the location of licensed premises in relation to churches or schools shall be the straight line distance from the property line of the licensed premises to the property line of the church or school. This provision shall not apply to any church that has been designated as an historical site by the cultural properties review committee and which does not have a regular congregation.