

**ECONOMIC DEVELOPMENT ADVISORY COMMITTEE
WEDNESDAY, MARCH 9, 2022, 11:00 AM
ATTENDED VIRTUALLY**

1. CALL TO ORDER

The meeting of the Economic Development Advisory Committee was called to order by Councilor Cassutt, Chair, at 11:04 am, on Wednesday, March 9, 2022, and was attended virtually.

2. ROLL CALL

MEMBERS PRESENT

Councilor Jamie Cassutt, Chair
John Fiens, Vice Chair
Robert Lurcott
Ryan Cordova
Kate Kennedy
Johanna Nelson
(2 vacancies)

MEMBERS ABSENT

Ryan Gallagher, Excused
Melessia Coleman, Excused

OTHERS PRESENT

Rich Brown, Director, Community and Economic Development
Janice Krish, Committee Liaison, Economic Development
Daniel Hernandez, Project Manager, Midtown
Emily Ontiveros, UNM DPAC Team
Hally Bert, UNM DPAC Team
Lee Logston, Economic Development
Michaele Pride, UNM DPAC Team
Alexandra Ladd, Director, Affordable Housing
James Glover, Co-Partner, Once a Day Marketing
Casey Dalbor, Economic Development
Terry Lease, Asset Development
Andrea Salazar, Assistant City Attorney
Sam Burnett, Director of Facilities, Public Works and Acting Public Works
Maintenance Manager and Manager of the Midtown Site

Wayne Siefert, Vice President, Santa Fe Pickle Ball Club
Elizabeth Martin, Stenographer

3. APPROVAL OF AGENDA

Mr. Brown asked that items 7B and C be moved from consent to discussion.

MOTION A motion was made by Mr. Lurcott, seconded by Mr. Fiens, to approve the agenda as amended.

VOTE The motion passed on a roll call vote as follows:

Chair Cassutt, yes; John Fiens, yes; Robert Lurcott, yes; Ryan Cordova, yes; Kate Kennedy, yes; Johanna Nelson, yes.

4. APPROVAL OF CONSENT AGENDA

Chair Cassutt removed item 7A for discussion.

There being no items left on the consent agenda, there was no need for a vote.

5. APPROVAL OF MINUTES

A. FEBRUARY 9, 2022

MOTION A motion was made by Mr. Fiens, seconded by Mr. Cordova, to approve the minutes as presented.

VOTE The motion passed on a roll call vote as follows:

Chair Cassutt, yes; John Fiens, yes; Robert Lurcott, yes; Ryan Cordova, yes; Kate Kennedy, yes; Johanna Nelson, yes.

6. PRESENTATIONS

A. MIDTOWN PROGRESS REPORT: COMMUNITY DEVELOPMENT DEPARTMENT PRESENTATION AND KEY FINDINGS BY THE UNM DESIGN AND PLANNING ASSISTANCE CENTER AND MIDTOWN ENGAGEMENT PARTNERS

KEY FINDINGS REPORT

Ms. Ladd said they wanted to bring the public's voice in to the Midtown process in ways that it had not been before. The prior engagement efforts were limited in

diversity. We knew we had to do better this time. As a City our processes are not conducive to what is needed to reach person who are not able to participate in traditional ways. We looked to the UNM School of Architecture and Planning, Design Planning Assistance Center (UNM DPAC) and our urban development team to work with us on obtaining public input. Today we are presenting initial guidances and emerging themes from the public engagement. This was about creating a model for this process for the City and to identify overarching themes. You will hear this side of the guidances and later will hear the technical guidances that we need to weave together. Then that information will go back to the public. This is a living document and is not set in stone.

Ms. Bert, Ms. Pride and Ms. Ontiveros gave a Power Point presentation entitled the "Midtown Engagement Report". Ms. Bert stated that the final report will be completed on March 31, 2022.

Mr. Lurcott said the packet shows a list of guidance items. He assumes most of the comments came from the survey. Who did the comments come from.

Ms. Bert said the guidance came from a deep analysis of what we got from the surveys and community interviews and input and we worked with the Midtown Collaboration Partners. It was more about how we asked than what we asked. We collected surveys at the block party, through our Midtown partners and on line.

Ms. Pride said context is important and who asked was important. Trusted entities, such as community organizations they were familiar with, asked the questions in many cases, which made it easier for the participants to answer.

SECURITY AT MIDTOWN AND UPDATE

Mr. Burnett said he was asked to speak to security and safety at the site. When he first took over the management of the site it was largely vacant. There had been an influx of homeless and other folks and a lot of damage. Some items were stolen and put on line for sale. Today we have a secure site. We now have level three security guards and multiple patrols giving us coverage twenty four hours a day, every day. Overall, we are doing a very good job securing the campus. Also now we have a good portion of the campus leased out including the IT Department of the City and the City Emergency Management Office. The Santa Fe Shelter, the Santa Fe Art Institute and others have short term rentals. The robust and consistant security and tenancy on campus is something we have made great strides in. We also have B and D Contractors on site five days a week making rounds of all the buildings and checking for any hazardous issues or leaks. There are also more eyes, day to day, on the campus.

Ms. Kennedy thanked Mr. Burnett for the information and applauded him for the level of security he has and the resources allocated. She asked do you have a camera

system and who monitors that.

Mr. Burnett said we do have a camera system. In the past couple of weeks all systems made in China have become illegal to use in the United States. Our system is made in China. We have changed to a Cloud system and now store our footage for ninety days. We have had incidents where camera footage has been helpful. We have a functional system.

Ms. Kennedy asked as to your patrol services, the level three guard is in a car. Is there a walking patrol.

Mr. Burnett said Midtown is sixty five acres. The vehicle allows them to get around the campus. Between eight to sixteen hours every door on campus is checked to be sure it is locked. No fewer than five buildings a night are swept until they are all done. We have foot patrols throughout the campus.

Mr. Fiens thanked Mr. Burnett for all his efforts. Is it possible to create or designate the area as a major development level to extend penalties to people who damage the area.

Mr. Burnett said he would have to defer that question to Land Use or Legal. He has no idea. It is a good suggestion.

Chair Cassutt asked Mr. Logston and Ms. Salazar if they have seen that designation in the City.

Mr. Logston said he is not aware of any.

Chair Cassutt said we can follow up on that possibility.

Mr. Fiens said Midtown is special. "Put the legal eagles on it."

Mr. Lurcott asked what is the record of incidents there. Is there a serious problem.

Mr. Burnett said beginning in 2018 and 2019 there was a series of serious incidents with the homeless in the buildings. We had an individual stockpiling items and selling them on Craig's List. We had an individual with the film industry accosted. It was serious. Recently our big issues have been broken windows and spray paint. The issues are minor these days due to the measures we have undertaken.

B. SANTA FE OUTDOOR RECREATION (OR) INITIATIVE

Ms. Krish introduced James Glover, Co-Partner of Once A Day Marketing, and

said he also leads endeavOR New Mexico. EndeavOR is an outdoor recreation business and a unified voice for outdoor recreation throughout the state. We have partnered with them to help us develop a strategic direction for the City to take to highlight and develop the outdoor recreation industry in New Mexico. They are working with us to do an inventory and database of our assets in Santa Fe. We are dipping our toe in the water to see how we can expand this industry in Santa Fe. There is a concentrated effort in the State to expand and highlight outdoor recreation and businesses relative to that. We are working on the economic development side of that in Santa Fe.

Mr. Glover did a Power Point presentation on endeavOR and outdoor recreation opportunities.

Mr. Fiens said he loves this topic. He asked Mr. Glover, in the interest of time, to connect with him to discuss his thoughts.

Mr. Cordova said in the presentation Steamboat Springs and Ogden were highlighted. Steamboat Springs built their outdoor recreation from hosting the X Games. Ogden built theirs from hosting the Olympics. We need a big event to build on.

Mr. Glover said we have been approached by a nonprofit who wants to bring gravel race events to Santa Fe. It would be great to have that here. As long as Santa Fe has the mind set that they want to grow the economy it will happen naturally.

Ms. Krish said the nonprofit wants to make the gravel races a festival. Santa Fe wants these kind of events. We are working with them to make it successful.

Mr. Lurcott asked what is a gravel race.

Mr. Glover explained that it is a quasi mountain bike/road bike that you ride on gravel. It is the latest trend in biking. They like the bumpy gravelly roads.

Chair Cassutt thanked Mr. Glover for his presentation. We would like to invite you to come back and give us an update after your meeting in April with stakeholders. When would be a good time for you to come back.

Mr. Glover said a couple of weeks after that meeting. Think about how you would like to see this go in the future, five to ten years out.

Chair Cassutt said we talk a lot about how to keep young professionals here. This is a way to help bring them here and keep them here.

Ms. Krish said right now the data shows young professionals are looking for

experiences over things.

Chair Cassutt said we are looking forward to future meetings and updates from you.

C. EDAC MEMBER SURVEY: 15 ESSENTIAL INDICATORS OF A SUCCESSFUL CITY OVERVIEW PRESENTATION

Chair Cassutt said Mr. Brown sent the survey and link to everyone on the Committee.

Mr. Brown said we are looking for feedback from the membership of this Committee. Ms. Camacho will grab the data and organize it. We will come back to you with the information. We would really appreciate it if you would complete the survey.

Chair Cassutt stated this is part of the process to utilize EDAC as a way to filter issues and recommendations to the Governing Body. This is an initiative to tap your brains and expertise.

Mr. Fiens said he really appreciates this. It will be fascinating to see what comes out of this. He does want to express some trouble he had with a few of the items on the survey. Some of them felt like a presumption that we could do something about it. He is not sure we should focus on some of those. An example is night life. That is his perspective. In those cases what should he do. Do we write a paragraph and share our thoughts.

Mr. Brown said these are just indicators. What we want is feedback as to should this be a priority or not and if so what we can do. You can add whatever you wish to add as comments or thoughts. We wanted to start someplace. We don't have any benchmarks for any of these. We want to build policy around priorities.

Chair Cassutt said this is the beginning of the conversation. It is a heavy lift. She has a lot of faith in this group and what can come out of it.

MOTION A motion was made by Mr. Fiens, seconded by Ms. Kennedy, to remove item 7C from Discussion and move it to Action.

VOTE The motion passed on a roll call vote as follows:

Chair Cassutt, yes; John Fiens, yes; Robert Lurcott, yes; Ryan Cordova, yes; Kate Kennedy, yes; Johanna Nelson, yes.

7. ACTION ITEMS: CONSENT

- A. REQUEST FOR APPROVAL OF A MEMORANDUM OF AGREEMENT BETWEEN THE CITY OF SANTA FE AND SANTA FE COUNTY TRANSFERRING \$65,000 OF THE CITY OF SANTA FE OFFICE OF ECONOMIC DEVELOPMENT FUNDS TO SANTA FE COUNTY FOR THE SANTA FE FILM OFFICE (SFFO) TO HIRE AN ADDITIONAL FULL TIME EMPLOYEE TO ASSIST THE DIRECTOR IN THE BUSINESS DEVELOPMENT AND MANAGEMENT FOR THE EVER-GROWING LOCAL FILM PRODUCTIONS SECTOR IN THE CITY AND COUNTY.**

This item was pulled from consent by Chair Cassutt for discussion.

Mr. Brown said there is a staff memo in your packet explaining this item. We are adding one more FTE to the Santa Fe Film Office. The Director does not have enough capacity to do everything that is necessary in dealing with our growing film industry. He and the County agreed to fund one additional staff member to help Ms. LaBar with things such as special requests like renting a City bus for a commercial or film.

Mr. Lurcott asked what is the difference between the State Film Office and the Santa Fe Film Office.

Mr. Brown said the State Film Office deals with greater New Mexico and the Film Incentive Program. The Santa Fe Film Office is promoting Santa Fe and productions in Santa Fe.

Chair Cassutt requested a presentation of the film industry for EDAC. She, Mr. Brown and Ms. Krish will work on that.

MOTION A motion was made by Mr. Fiens, seconded by Mr. Lurcott, to approve the MOA as requested.

VOTE The motion passed on a roll call vote as follows:

Chair Cassutt, yes; John Fiens, yes; Robert Lurcott, yes; Ryan Cordova, yes; Kate Kennedy, yes; Johanna Nelson, yes.

- B. CONSIDERATION OF BILL NO. 2022-____. (MAYOR WEBBER) AN ORDINANCE RELATING TO THE CITY OF SANTA FE'S OFFICE OF ECONOMIC DEVELOPMENT PLAN ORDINANCE, sfcc 1987, SECTION 11-11; APPROVING AND ADOPTING A LOCAL ECONOMIC DEVELOPMENT PROJECT PARTICIPATION AGREEMENT BETWEEN THE CITY OF SANTA FE AND EARTH CARE TEARDROP TRAILERS,**

LLC FOR DESIGN, DEVELOPMENT AND CONSTRUCTION OF TENANT IMPROVEMENTS, LEASE PAYMENTS, AND EXPANSION OF A MANUFACTURING CENTER AND SILICONE VACUUM SYSTEM, A LOCAL ECONOMIC DEVELOPMENT PROJECT.

This item was postponed.

C. REQUEST FOR APPROVAL OF A BUDGET ADJUSTMENT RESOLUTION (BAR) IN THE ECONOMIC DEVELOPMENT DEPARTMENT IN THE AMOUNT OF \$250,000 TO FUND A FEASIBILITY STUDY AND ARCHITECTURAL PLANS FOR EL LUCERO CROSSING LEDA MANUFACTURING EXPANSION.

Mr. Brown said this item is part of our strategy toward growing and diversifying our economy. We are planning to use this property, which is just south of South Meadows and 599. Right now it is forty acres of open space. The State owns the property and has leased it to the City of Santa Fe on a fifty year lease. We are in year forty seven of the fifty.

Mr. Brown continued saying our plan is to have a Food innovation and Bioscience Hub including supportive housing and nonprofit food solutions. We will use the off ramps of 599 to create crossings and leverage assets with the State and County do develop the Hubs. This BAR is to create funding to do a feasibility study and architectural plans as to how this will work. Companies brought into this space will be eligible for LEDA funding. This item is going through the committee process and will go to the Governing Body tonight after this Committee discusses it and hopefully takes action.

Mr. Fiens said he loves this idea and the location. How did you arrive at this amount.

Mr. Brown said we received a bid from Wilson and Company, with whom we have worked with in the past. This is supplemental GRT monies that have come to the City. It is part of a larger package going to the Governing Body tonight.

Mr. Fiens asked if this was a competitive bid.

Mr. Brown said no, this company has an on call contract and is on the State agreement list. We are confident with this company and are also using them do the feasibility studies at Midtown.

MOTION A motion was made by Mr. Lurcott, seconded by Ms. Kennedy, to approve the BAR as requested.

VOTE The motion passed on a roll call vote as follows:

Chair Cassutt, yes; John Fiens, yes; Robert Lurcott, yes; Ryan Cordova, yes; Kate Kennedy, yes; Johanna Nelson, yes.

8. ACTION ITEMS: DISCUSSION

A. VICE CHAIR APPOINTMENT

Chair Cassutt said it was brought to her attention that she appoints the Vice Chair. She would like to appoint Mr. Fiens as Vice Chair.

MOTION A motion was made by Mr. Lurcott, seconded by Ms. Kennedy, to approve the appointment of Mr. Fiens as Vice Chair of the Economic Development Advisory Committee.

VOTE The motion passed on a roll call vote as follows:

Chair Cassutt, yes; John Fiens, yes; Robert Lurcott, yes; Ryan Cordova, yes; Kate Kennedy, yes; Johanna Nelson, yes.

9. PUBLIC COMMENT

None.

10. MATTERS FROM STAFF

Mr. Brown stated next month we will come to you with budget allocations for Economic Development for 2023 and an overview of the budget allocations of the ARPA funding. Also on your agenda will be a vote on LEDA finding for several companies. He and Janice are working with the Mayor on the appointment of new members to the Committee. We will also check with Ms. LaBar-Tapia regarding a presentation on the film industry for our April meeting.

Mr. Brown introduced Lee Logston, Asset Manager for Midtown.

Mr. Logston said he started working in economic development in the second largest City in Utah and ended up in long range planning then short term planning in Land Use here. He is happy to return to his roots in development planning.

Chair Cassutt said she was happy to have him here.

11. MATTERS FROM THE COMMITTEE

Mr. Lurcott asked in looking at the guidance report in the packet he wonders if the Committee could have a session to talk about what the thinking is around housing at Midtown, conceptionally.

Mr. Brown said we want to make sure we are clear. The public engagement guidelines are not necessarily what will happen. We have to pay the debt. City services may be on open land on Siringo. There will be revenue producing, open space and use of buildings. There will be a mix of commercial and housing together. We will come to EDAC with the full urban design plan.

Mr. Brown shared his screen to show the future forecast of the Midtown area and said we are looking at building housing and commercial on the property. In April we will show you the urban planning piece and how the ideas blend together.

Mr. Lurcott said he would still like to have a policy discussion.

Chair Cassutt said Midtown is in her District. One of the pieces she wants to be sure of is that we maximize this opportunity and the impact it can have. Midtown will not be a silver bullet. We still have to look at the City holistically. We have to look at a larger, broader plan for the City. The question asked in Council was how do we look at Midtown as a tool to address part of the issues.

Mr. Brown said there is a lot of private land in the City and we hope to guide them to address the issues of the City. There are shared objectives for Midtown. There is not a final plan yet, but you have a sense of what we are looking for. Affordable housing may be around the outside of the property.

Mr. Fiens thanked Mr. Lurcott for bringing up the housing issues and thank you Chair Cassutt for your comments. He concurs that there is a rising tide of housing concerns in Santa Fe and where we are on water. If we give in to the passion of the day we cannot take the long view. We need to manage expectations and take a step back and keep applying the vision.

Mr. Lurcott said he agrees that Midtown will not solve all the problems and should not even try. The Homewise project up for discussion is evidence of how there are different ways to put in housing for low income folks. There is an opportunity on this site, where we own the land, to take advantage of that. He wants a peek at the plan for housing at an early stage.

Chair Cassutt said housing is a critical issue.

12. MATTERS FROM THE CHAIR

None.

**13. NEXT MEETING
WEDNESDAY, APRIL 13, 2022**

14. ADJOURN

There being no further business before the Committee the meeting adjourned at 1:05 pm.

Councilor Jamie Cassutt, Chair

Elizabeth Martin, Stenographer