



Agenda

DATE 5/16/14 TIME 2:34pm

SERVED BY Kate Noble

RECEIVED BY R. Ortiz

**SPECIAL MEETING
CITY BUSINESS & QUALITY OF LIFE
COMMITTEE**

City Council Chambers

City Hall

200 Lincoln Avenue

Wednesday, May 21, 2014

11:00 am – 1:00 pm

- I. PROCEDURES
 - A. Roll Call
 - B. Approval of Agenda
- II. PUBLIC HEARING
 - A. Discussions of economic and community impacts of Zozobra; and review of the event permit application. (Kate Noble, Ike Pino)
- III. ITEMS FROM THE PUBLIC
- IV. ITEMS FROM THE COMMITTEE
- V. ITEMS FROM STAFF
- VI. ITEMS FROM THE CHAIR
- VII. NEXT MEETING DATE – **June 11, 2014**

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BUSINESS & QUALITY OF LIFE COMMITTEE
SPECIAL MEETING
May 21, 2014

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CITY OF SANTA FE
BUSINESS & QUALITY OF LIFE COMMITTEE

Special Meeting

May 21, 2014

I. PROCEDURES

CALL TO ORDER

A Special Meeting of the City of Santa Fe Business and Quality of Life Committee was called to order by Councilor Lindell, Chair on the above date at approximately 11:00 a.m. at City Council Chambers, 200 Lincoln Ave., Santa Fe, New Mexico.

A. Roll Call

Roll call indicated a quorum as follows:

Members Present:

Councilor Signe Lindell, Chair
Councilor Peter Ives, Vice Chair
Dr. Almi Abeyta (arrived later)
Miles Dylan Conway
Brad Furry
Piper Kapin
Tony Ortiz
Buddy Roybal
Damian Taggart (arrived later)

Members Absent:

Bill Sisneros (excused)
Diane Karp (excused)
Kim Kelly

Staff Present

Fabian Trujillo
Kate Nobel
Ross Chaney

Others Present

Isaac Pino
Charmaine Clair, Stenographer

B. Approval of Agenda

Councilor Ives moved to approve the agenda as presented. Mr. Roybal seconded the motion and the motion passed by unanimous voice vote.

II. PUBLIC HEARING

- A. Discussions of economic and community impacts of Zozobra; and review of the event permit application. (Kate Noble, Ike Pino)

Chair Lindell thanked everyone for coming to the special meeting of the BQL. She said the meeting was called to discuss the change in the scheduling of Zozobra and this is an opportunity for everyone to be heard. She said this is a listening session for the Committee and in the future they might look at the permitting process; not just for special events, but to streamline the process for the City.

Chair Lindell said she invited Ms. Lopez to speak about the actual permitting process. She reminded everyone who wants to speak to state their name and address for the record.

Ms. Barbara Lopez said she is the Special Events Coordinator for the City of Santa Fe. She explained that a 30 day notice is required for events, other than a major event such as Fiestas. She explained the online application process on the City website. People could type "reserve a park" and fill out the basic information asked: name of the event, the set up time and start time, etc. She said major events such as Fiestas are required to submit an online application by the first of the year. The City events and major commercial events listed in the City Code Book such as Indian Market, Spanish Market, Fiestas, etc., including Zozobra, take precedence.

Ms. Lopez said the Arts Commission puts out an Arts and Crafts Schedule, which is posted on the City website. She said there has never been a problem with dates.

Councilor Ives confirmed that other than significant events Ms. Lopez had addressed, the process is basically first come, first served.

Chair Lindell said Lieut. Polk from the Santa Fe Police Department (SFPD) would address the scheduling of officers and how they determine the needs for major events.

Lieut. Polk, the Support Operations Commander said he is in charge of the public safety aides, the police motorcycles and officers on bikes. He said SFPD works closely with all of the City departments. Once events are online he reviews the events with Ms. Lopez. Based on the anticipated number of people and the resources they determine what would be needed to make the event safe.

Mr. Ortiz asked what locations emergency personnel would cover in this event; obviously the park where Zozobra is held and the surrounding areas. He asked if consideration is given to the direction the crowd flows when leaving.

Lieut. Polk said they look at a projection of how many people might attend. Zozobra, by City ordinance is an event that the SFPD must staff and his entire division and patrol is at the event. When the events ends the officers are in the crowd, on the street on bicycles, motorcycles and as patrol officers and are taking calls also.

He said the police department does not have many complaints, but one of the biggest in the past was that citizens do not want to become a "police state". The police department objective is as a deterrent of crime to make the event safe.

Mr. Conway asked Lieut. Polk to describe the department's coordination with outside agencies.

Lieut. Polk explained that he coordinates with many different external agencies; everyone from New Mexico State Police, Santa Fe County Sheriff's Department, probation and parole and Tribal Police. Letters are sent to advise them of the event and ask for their assistance and participation. Communication, coordination, organization and staffing takes place months in advance. All of law enforcement is required to work the event and overtime is huge.

Councilor Ives said he has received a lot of positive feedback. He thanked Lieut. Polk for his work and the continued presence on the Plaza. He said it is clear some are concerned about the impact of Zozobra downtown. He hoped that Lieut. Polk's presence in reaching out to the businesses and taking a pro-active approach, would ensure that the downtown businesses know who to call.

Lieut. Polk said he could assure business owners, merchants and street vendors and everyone on the Plaza that ample resources would be available. He said probably more law enforcement would be available more easily on major events than on other days. SFPD is on duty 24 hours around the event and the bicycle officers will be on the Plaza. He assured Councilor Ives that he, as well as other department officers goes out of their way to introduce themselves to the business owners at the Plaza.

Mr. Ortiz asked if the Plaza would be open that Friday for people who come, as proposed by the permit.

Lieut. Polk said there would be plenty of public safety and officers in uniform during that time. He said officers would be around long after Zozobra is over. He said based on history and precedents, they know that presence equals deterrence, equals less crime, equals more people enjoying themselves. He asked that Mr. Sandoval address the business aspect.

Mr. Ray Sandoval the Zozobra Event Chairman said Labor Day Friday was chosen, as they looked to exchange apples for apples. Currently the Fiestas Council has a permanent spot for the Plaza for Friday, Saturday, Sunday, and Monday. Friday is Labor Day arts and crafts set up, which begins at 10 a.m. and security is on the Plaza to ensure the booths are secure. He said the Plaza would continue to be closed.

Mr. Roybal asked if there is a difference between security for a Thursday night versus a Friday night.

Lieut. Polk said you can never predict what people will do when consuming alcohol. The bottom line is public safety would be present and active. He said they would make sure any criminal activity is deterred and everyone is safe.

Mr. Roybal asked if the event was changed from the 29th to Fiestas Friday, would that create problems.

Lieut. Polk said it is unknown, but as public safety and as public servants, his job is to make sure that everyone is safe. He said that is his intent and is what everyone in uniform would be doing.

Chair Lindell asked the representative from the Santa Fe Fire Department (SFFD) to speak.

Mr. Ray Gonzalez Fire Marshal said his department meets to go over the event details. He said there are other permits issued by the SFFD; food booth inspections and burn permits are required with vendors and

those are still in process. Mr. Gonzalez explained that the Incident Action Plan is done internally with operations and the SFPD closer to the event.

Mr. Roybal confirmed that the event, which has been going on for over 90 years, has never had an incident with fire. Mr. Gonzalez said that was correct. He said there has been some delay in the program due to weather, etc., but safety comes first.

Councilor Ives thought that SFPD activity is more EMT and City ambulances than with a ladder truck.

Mr. Gonzalez said that is accurate, but staffing is to accommodate the event and does not affect the City staffing. He said everyone working on the site or as a standby is extra coverage.

Chair Lindell thanked Mr. Gonzalez for coming. She said the permit has an area for waived fees. She asked Ms. Lopez who has authority to waive a fee.

Ms. Lopez explained that each City Councilor receives three waivers per fiscal year; occasionally the City Manager waives a fee, but that hasn't been done lately. She added that fees are automatically waived as part of the major commercial events, except for arts and crafts and food booths.

Chair Lindell asked Mr. Sandoval to provide a synopsis and then she would open the floor to discussion.

Mr. Sandoval said he took over in September 2012. He said Mayor Coss asked members of the Kiwanis Club to meet with the City and Zozobra was going bankrupt partly because of the 911 regulations on big events, which is where a \$20 ticket came from.

Mr. Sandoval said he explained in the meeting that Zozobra could not be viable on a Thursday night and they were looking at a \$35-\$40 ticket and children would not be free. The highest attendance to Zozobra before 2013 was 20,000 and the money they were spending for Zozobra was in anticipation of the crowd the venue could actually hold. He said after extensive meetings, Mayor Coss asked that they try Zozobra on a Thursday night one more time.

He said Kiwanis tried again; they ran radio ads and matches for advertising; they spoke to publications and did outreach for publicity in the Washington Journal and the New York Times. The efforts resulted in a crowd of 30,000, but only about 18,000 paying customers. People claimed their children were under age ten and the Kiwanis staff was not going to argue.

Mr. Sandoval said the decision was made to go to Friday and they first asked the Fiestas Council to close the Plaza at 8 p.m. and transfer the activities to Fort Marcy. After months of discussion, they were told they decided not to close the Plaza.

Dr. Abeyta entered the meeting at this time.

Mr. Sandoval said Zozobra has basically three years of reserves and if this year is rained out the reserves would be zero. He said that is the impetus to find a way to make Zozobra survive. The Kiwanis held neighborhood meetings and learned of problems caused by Zozobra attendees; people that dug pits to

start fires on other people's property or that messed up the landscape to look for higher ground for a view. Kiwanis at their expense, agreed to fence off the area.

Looking at the economic impact they found the occupancy for the weekend they are going to is the lowest of the holiday weekends in Santa Fe. The data comes from the City's OTAB records. Kiwanis saw an opportunity to increase the 56.3% occupancy by working with alumni associations and bringing expatriates back home for high school reunions.

They also looked at what happens with downtown restaurants. He noted the color coded graph and explained what the colors meant. (Exhibit 1)

Mr. Sandoval said he was told about the Inn of Anasazi who was upset about a wedding that was planned. They were afraid the street closures would not work. Mr. Sandoval said if they had talked with him, he could have worked out the same deal he did in the Ft. Marcy neighborhood; guests could print out a pass that allows them access.

Mr. Sandoval said Zozobra is an amazing, unique, cultural event that does wonderful things for the children. There are thousands of volunteers that come together to bring the event and Zozobra is struggling to survive. He understands the difficulty for downtown merchants, but he would ask that they work together. He said the organization has gone above and beyond anything ever done by any other organization. Last year they spent almost \$70,000 (90% donated) to have the event looked at from not only a public safety standpoint, but also an economic standpoint.

Mr. Sandoval said he wants to help and will bend over backwards to address the issues. There are many opportunities for everyone to do well. He said he is here to listen and wants to make the event successful, but this is now the survival of the event.

Councilor Ives thanked Mr. Sandoval and said it is affirming that there has been a great deal of consideration by Kiwanis over the past several years about Zozobra. He knew there had been many discussions with Fiestas Council to find something that works for both organizations and both are significant and important to the cultural landscape.

Councilor Ives said in regards to occupancy it is interesting and suggests that Memorial Day is not a huge visitor time as reflected by the lodging establishments in the City.

Mr. Sandoval said the occupancy rate on Saturday night is much higher than both Friday and Sunday of Labor Day weekend. He is talking with Fiestas Council to move the Mariachi Extravaganza from Saturday night to Sunday night. Hotels could offer a package of a room, a ticket to Zozobra and a ticket to the Mariachi on Sunday night, in the hope that visitors would stay Friday, Saturday and Sunday night.

Mr. Conway said this event is one of the few in Santa Fe that has a sweeping impact for Santa Fe's recognition across the globe. He has learned there is a fear based reaction about a community full of adrenaline, heading en masse into town. He understood that work is being done to provide after-burn entertainment.

Mr. Sandoval said the public safety experts have suggested that it is better to disperse the crowd immediately after the lights come on. There would not be after-burn entertainment.

Mr. Conway thought that unfortunate. He asked if possible to contain the crowd and have a seamless transition from a burn, to an after event. The event could go on a couple of hours before the lights come on. He asked if the Kiwanis Club had invited downtown merchants to sponsor an aspect of the event. He said that would allow for more crowd control.

Mr. Sandoval said they wouldn't ask downtown merchants to adapt and not hold themselves to the same standards. He said that would be continually on the table.

Lieut. Polk said from a public safety perspective there would be 30,000-40,000 people in one location with a maximum of 300 officers. He said with alcohol consumption and the number of people, for public safety the SFPD feels it best to do it this way. He added that if the Governing Body and businesses want a different way the SFPD would adapt and adjust their plans accordingly.

Chair Lindell acknowledged the presence of Councilor Ron Trujillo and Councilor Patti Bushee. She opened the floor to public comment.

III. ITEMS FROM THE PUBLIC

Vince Kadlubek said he represents the After Hours Alliance (AHA), a group of music promoters, nighttime event coordinators and bar owners interested in increasing the night time economy in Santa Fe. He said the AHA believes that having Zozobra on Friday night is a huge opportunity for businesses to stay open past 9 p.m. This is an opportunity to have a second New Years Eve; the biggest night of the year for those in nighttime economy and the Alliance fully supports the event.

He thought there is business owner trepidation because the State pinpoints certain events aggressively, sometimes with entrapment, and targets the nighttime businesses. He said it is a huge boon for nighttime economy and the event is exciting for bar owners.

Mr. Kadlubek asked that the Committee look at the relationship and City stance against the SID (Special Investigations Department) from the State. Consistently bar owners feel increasingly attacked and set up for failure and violation by the SID. He asked the Committee to consider that in how to best protect its nighttime economy businesses.

Scott Wiseman- a member of the Santa Fe Kiwanis Club said he understands many of the businesses feel they have to close on Zozobra Friday. He said many expressed concern that the event would put them in a position to lose money, because there could be pandemonium on the Plaza or they don't want to do business with "that type of people". He said the question he would pose is who the businesses are referring to- does that include the school teachers, ambulance drivers, grocery checkers, students; is it the hard-working people of Santa Fe; the locals. He could only infer that the business owners don't want to deal with the locals.

He said the businesses, in particular the bars and restaurants, depend on locals during the off-tourist season. Regardless of whether you are a local or a tourist you should be entitled to the same service. The

closing of business on Zozobra Friday would diminish a feeling of community togetherness and is not a step in the right direction or in line with the festive atmosphere Santa Fe hopes to achieve.

Mr. Wiseman said part of the concern is there is no place to usher these people descending on the City. He said if the businesses decided to stay, Santa Fe would probably be the first city to complain they had booked hotels and full restaurants and bars. He said this is similar to the Boston bars closing after a Red Sox game to avoid dealing with adrenaline pumped Red Sox fans; or the New Orleans hotels closing because Mardi Gras is too hectic.

Mr. Sam Geberding 530 Garcia St. said he represents the Inn of the Governors, El Charro Restaurant and himself as a member of the community. He acknowledged the efforts of the police and fire departments and the Kiwanis. He said Zozobra is a wonderful event that represents the City beautifully and symbolically and the event historically is unique.

Mr. Gerberding said Del Charro has enjoyed Zozobra, but he had to admit it has required a lot of work and extra expense. He said with that in mind the event can be manageable as long as the group works together to make a safe and enjoyable experience.

Mr. Gerberding proposed an alternative idea. He said he attended his son's soccer practice at the Santa Fe Downs. He thought the Downs could provide an opportunity to not only host Zozobra, but provide the time and space to evolve into an even greater event. He added that he would be willing to discuss the many ideas he has with Mr. Sandoval or anyone interested.

Ms. Kapin asked Mr. Gerberding to talk about some of the successful changes that Del Charro made.

Mr. Gerberding said the restaurant staffs to accommodate the influx that evening and extra security or an additional bouncer is added to help mitigate anyone looking for an issue. Also it is the one night they charge a five dollar cover, but the charge prevents people who just wander through and brings in those who looking to have a good time. They have more management on staff for those with questions or concerns. They also make an effort through the hotel to educate the guests about the event and explain that the crowd would be slightly different. He said they promote Zozobra as a unique experience to mingle with the locals and participate in a wonderful and rich event.

John Rickey representing La Fonda said he would address two issues. The first was that he thought the occupancy survey was for the *entire* city, not just downtown. The downtown merchants and lodging is full during that timeframe. He said closing the Plaza that weekend is a significant barrier for guests who came to enjoy the Plaza.

He said everyone loves Zozobra and thinks it a wonderful and unique event and one that the City needs to continue. He understands Mr. Sandoval's challenges and economic problems, but would suggest looking at a different weekend. He said it is not the Thursday or a Friday, although the Friday is problematic when looking at the history. He suggested the Committee review the notes of all of the complaints and problems that occurred that caused the event to move from a Friday to a Thursday. He said we can all make this a wonderful event, but at that time, on that specific day with downtown full, it would be asking for an overstressed environment.

Mr. Rickey said the La Fonda Hotel is managed much like Del Charro with guards on duty at all of the doors. He said the people who flow into the Plaza get around that. He applauded the idea of after-parties and said people don't know where other activities are beyond the Plaza area.

He said the guests are not like after a Red Sox game or Mardi Gras, because people who go to Mardi Gras understand what that is about. He said it can be shocking for a person coming to Santa Fe for a Labor Day weekend and the activity is not something they always embrace.

Ben Tutt at 330 E. Palace Ave. said he represents the Santa Fe Lodgers Association and also works for La Posada. He said everyone loves the event and acknowledges Kiwanis. He said Mr. Sandoval is coming to their meeting next month and they appreciate that. He said the issue needs more discussion, but they understand that this year's event would be on Friday.

Mr. Tutt said the Lodgers Association and La Posada are very strong for the event, but an issue as a group, is occupancy. The biggest night is Saturday night and they push as much business onto their shoulders as possible. He said this event generates business for them during the off season. The following weekend is a slow weekend and lodgers as a whole benefit from the event. He sells a Zozobra package as do many of the groups and promotes the event on social media. He said for La Posada, Zozobra was always an event that pushed an extra week into the summer. He puts on additional security that night, but loves to put on additional security; they make money and there is profit in this for everyone. They would like to keep this as an event that drives the off-season.

Paul Margetson with Hotel Santa Fe said he is on the OTAB board and he met Mr. Sandoval a couple of months ago. He said he challenges the 56% Saturday evening numbers. Labor Day weekend, historically like most holiday weekends are very busy.

He recommended the event not be on Labor Day weekend. The next weekend is the Fiestas and if the Fiestas Council doesn't want Zozobra on that weekend, they should move to the following weekend. He said the City needs help on the second and third weekend of September. He said he also thought Sam's idea of going to the Santa Fe Downs is good. He said he is concerned that there is too much police and he asked that they not be too aggressive.

Elaine Anton the retail manager at Sr. Murphy's said she came on three points; as a businessperson, a long time tenth generation representing many families and a resident and alumni of St. Michaels, who has their reunion every Fiesta weekend. She said groups and families come to town and make hotel reservations from Thursday through Sunday. She said many canceled because the events are no longer connected. The reunions of the Valdez, the Montoya's, the Armijo's, the Abeyta's, and the Gallegos families will be affected because the events are now separated.

She said secondly, she lives in the area and a lot of people were not notified of the change. Third, Sr. Murphy's does wonderful business Fiestas weekend with Zozobra. It is one of the biggest weekends of the year and she is afraid that will be impacted. She said they say this is for the locals but these are locals she is talking about and they were not included in this.

Stefanie Beninato said she lives in South Capital and has lived in Santa Fe for 39 years. She remembers when Zozobra was on Labor Day; it was overwhelming for the City and the people. The event was moved to the weekend after Labor Day and was helpful in a lull period in September.

She wonders about the rationale, because it is one Friday to another who cares; it is a Friday and people will go and party. She said the event should be contained to one weekend and there should be more concern about what is *in* the glass.

Ms. Beninato asked what will happen to the Plaza on Friday of Labor Day, will it be shut down like it has been for several years. She said last year as she was running several people were walking from South Capital through downtown. Security was more concerned with people on the Plaza than the open containers. She was not allowed to run through the Plaza and had to run around; someone left something at a restaurant but was not allowed to go back to get it. She asked why the Friday of Labor Day is different than the Friday of Fiestas weekend; she doesn't see a difference. In fact it is worse, because there will be more people in Santa Fe on Labor Day.

Bobby Morean, Santa Café said he is for Zozobra, but the weekend of the event is a problem for most restaurants downtown. It is a busy weekend and he wants to stay open, but has to make sure his customers can get to the Café. After Zozobra burns, he has the first bathroom from Ft. Marcy. He said the Café has adapted, but he suggested the event move back to Fiestas weekend-it is a part of Fiestas.

Chip Lilienthal 776 Avenida Frijoles said he has been a participant and an event producer for Zozobra for over three and a half decades. He shared history and experience; he performed as a fire dancer after Will Schuster died until 2003 when his youngest daughter took over. He said he used to sit on the tailgate of a pickup truck when he first danced and Harold Gance was the voice of Zozobra for over 40 years and Gus Thinger was the architect for the building and the one who put Zozobra in the history books.

He said they would burn tumbleweeds in the back of the pickup truck as the fire. That grew into getting State government documents to burn so legislators could say "there isn't a shred of evidence". He said the event was given to downtown Santa Fe Kiwanis to become a historic family event.

Mr. Lilienthal said Friday is a traditional time for the burning of Zozobra and everyone has been able to adapt. The tragedy in 1997 was taken care of by "let's limit". He said everyone talking today is talking about adapting and people have said to put it back on a Friday.

He is delighted that Zozobra is not going to happen on a Thursday night. It needs to be on a Friday night.

Victor Romero said he is a local business owner and social media blogger. He said everyone is passionate about Fiestas and Zozobra and it is causing a deterrent amongst the community. He thanked the Committee for addressing the issue. He said it sounds like everyone wants to work together and has been proven the event is a money maker and no reason to close it down. He thought it sounds like a personal choice of people who do not want to take care of the "locals". He does not favor closing the Plaza; that would send a bad message, not only to the local community, but to guests who are here to enjoy the national historic Plaza. He thanked Mr. Sandoval for doing a great job.

James Caruso is a Santa Fe resident with two restaurants downtown. The figures on the lodging do not reflect what is happening downtown and is one of the busiest weekends and revenue sources. He preferred to stay open, but people couldn't get to the restaurant with the crowds and the closed streets. More parking and open streets could be mapped out for people to get to the businesses and that would make a more successful event. He is for the Plaza being open. His biggest fear is spending all the dollars on tourism to get people to come to Santa Fe to have them find the restaurants are not open because of crowd difficulties.

He thought the problem had not been addressed that would make it work for everyone. Taking Zozobra away from Fiestas week does not benefit or support local people and the tradition. People want the two in the same week and have planned for that.

Councilor Patti Bushee thanked everyone for being present in the middle of their work day and the Kiwanis and Mr. Sandoval for their work. She said as a representative of downtown she has always sponsored resolutions to get OTAB funds for Kiwanis and Fiestas. Everyone wants to see Zozobra thrive.

She said she had hoped that today's discussion would be more about how to look at traffic plans and make things easier for the downtown merchants to drive traffic to their businesses. She and Mr. Sandoval are committed to work with businesses this season in the hopes that next year would be about putting Fiestas back with Zozobra on Fiestas Friday.

Councilor Bushee said she was here when the big decision was made in '96 and there was a communitywide discussion and decision. She said in the past everyone moved down to the Plaza and she would love to see that happen again.

Councilor Bushee said she is grateful the Committee is taking this on. She would hope they would discuss everything, including how to get the Spanish Winter Market back and the overall ways to increase participation. She said for this season she hopes they can assist where needed. She knows it means a lot to both the businesses and the locals to try to reunite Fiestas and Zozobra and put it back on a Friday.

She said Mr. Sandoval told her he is short by \$70,000 by moving the event to a Thursday. Everyone has cut their budget and it is incumbent on them to find a way to make this year work for everyone. Next year they can find the money and the way to make it safe.

Councilor Ron Trujillo said he is a lifetime resident and part time City Councilor. He said even though Zozobra is not part of Fiestas, it has evolved to become a major event during Fiestas. He said change scares people; when he wanted to bring a baseball team to Santa Fe people thought that it would be the death of downtown and Ft. Marcy. It is thriving.

Councilor Trujillo said he likes to see raw data and by moving Zozobra to Friday of Labor Day, he would have data and be able to make the determination whether this was the best move. He asked that the community give this a chance and take the opportunity to see if burning Zozobra this Labor Day weekend would work.

Councilor Trujillo said tourist versus local is a rift he does not want to see; we are one community, we are proud of our community and we are open and it is tourists and locals. He asked this be given a chance and the City Council would take it from there.

He thanked Chair Lindell for bringing the dialogue to the community and commended her and the Kiwanis and the businesses.

IV. ITEMS FROM THE COMMITTEE

Mr. Ortiz asked if Kiwanis has committed financial resources to the particular date; if so how much.

Mr. Sandoval said they have signed 41 contracts with vendors and another 12 contracts with food booths. In addition they have sold 1300 tickets at about \$14,000. He noted that normally ticket sales don't broach the 1,000 mark until late August. A reason for the sales is that the Labor Day allows people to bring their family members home. He said Kiwanis is committed to further discussions with Fiestas Council and would love to have Zozobra together. He said the first goal is to make sure the event is safe. They are prepared to go forward Friday, Labor Day weekend, but the 2015 discussion is one that they should all have.

Mr. Ortiz said he has heard different factors weighed; history, safety, community access, profitability. He places premium on the first three; he would love to see profitability work hand-in-hand, but it is at the bottom of the list of the things he cares about, in terms of how this goes.

Mr. Ortiz said he is troubled by the lack of certainty provided to the Kiwanis and the moving target they are having a hard time hitting; "we want it on a Friday but"... "we'd love to open the Plaza, but we are worried about the drunken throngs coming here that we can't control"; other groups say "but we'd really love to have access to our businesses at the same time". He asked what are we asking them to do. He said here we have an organization that is trying to carry on a tradition and is trying to do a very difficult job. There is some acknowledgment, but the community is doing a very bad job of giving Kiwanis something to hold on to and to trust the organization would do the right things with the factors at issue here.

Mr. Ortiz said he wants to give this weekend that has been scheduled an opportunity to work and he likes the idea of seeing what the data says. He said there is a permit issue, the cow is out of the barn and it's a done deal, so let's do it well and do it right. They are not going to pull the rug out from under Mr. Sandoval. As far as expenses, the Kiwanis has laid out money and the community has bought into the weekend. He does not want to see this become an ongoing problem for the Kiwanis and would for them come forward with a great plan after talking to the community and the business members.

He said Mr. Sandoval has his full support for now and he encourages him to work with the police, the business owners, etc. to make this a go. He wished the Kiwanis good luck and said he appreciates their efforts.

Councilor Ives said everyone is happy to enjoy the events and take a great amount of pleasure celebrating history and community, but it is not without a price. There wouldn't be anyone that would support the City taking on these events as an additional portion of their budget.

He said part of the challenge has been correctly identified: how to ensure Kiwanis has an opportunity for success to put on an event costing a quarter of a million dollars. He thanked everyone who came and said

it has been instructive and informative. Clearly there is a greater opportunity for the Kiwanis to work with lodging and restaurants and the City to plan an event with positive impact on everyone.

Councilor Ives said the after party was discussed and the disbursement of the crowd from a safety standpoint. From the downtown merchant perspective, it's about having an avenue for revelers to divert to rather than downtown. He thought creative ways could be looked at to use the convention center to host an after Zozobra activity. That would allow a calmer disbursement of the crowd, yet an opportunity for people to come together and continue the spirit of celebration Zozobra should be.

He said he would call on the Committee to offer and create a platform for the Fiestas Council, Zozobra, the City and local businesses to come together. He offered the Committee's assistance to make sure the issues are bridged and do not become a significant source of downside impact.

VI. ITEMS FROM THE CHAIR

Chair Lindell thanked the Committee for coming together on short notice. She said that speaks highly to the commitment of the group. She thanked Fabian Trujillo and Kate Noble for pulling the meeting together on short notice and everyone who attended. She said the forum is valuable and they will end up with a better product, which is what everybody wants. Everybody loves Zozobra.

Councilor Lindell said Mr. Sandoval has the full support of the community and the Committee. She hoped he would allow the Committee to facilitate communications that make Zozobra a better product for the community.

V. ITEMS FROM STAFF- There were none

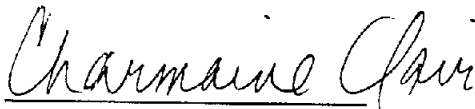
VII. NEXT MEETING DATE- June 11, 2014 at 11:00

VIII. Having no further business to discuss the meeting adjourned at 12:43 p.m.

Approved by:

Signe Lindell, Chair

Submitted by:


Charmaine Clair, Stenographer

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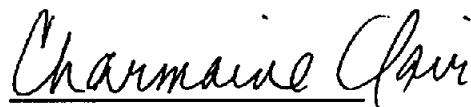
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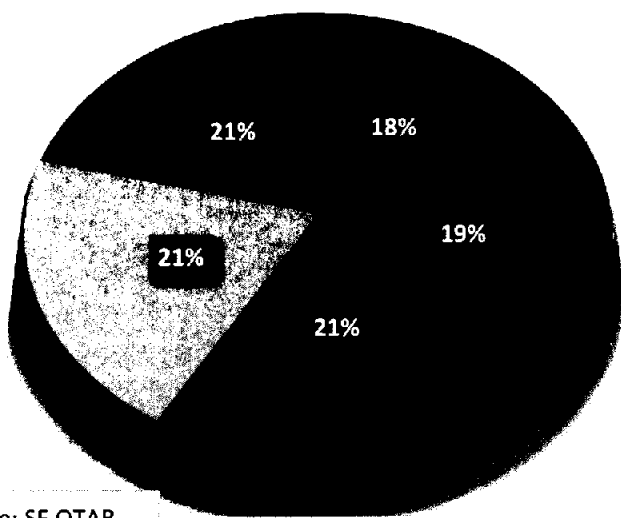
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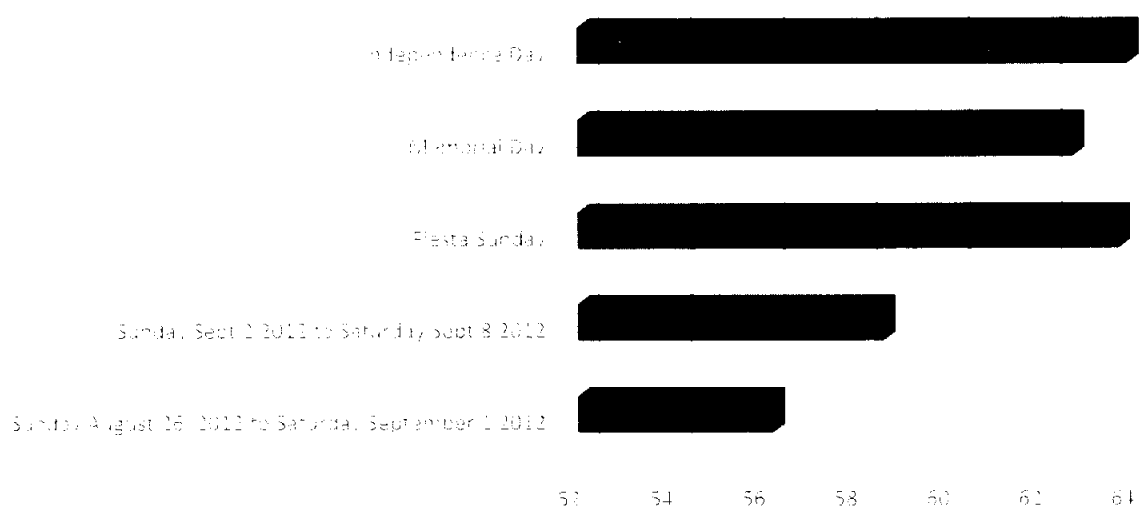
Occupancy

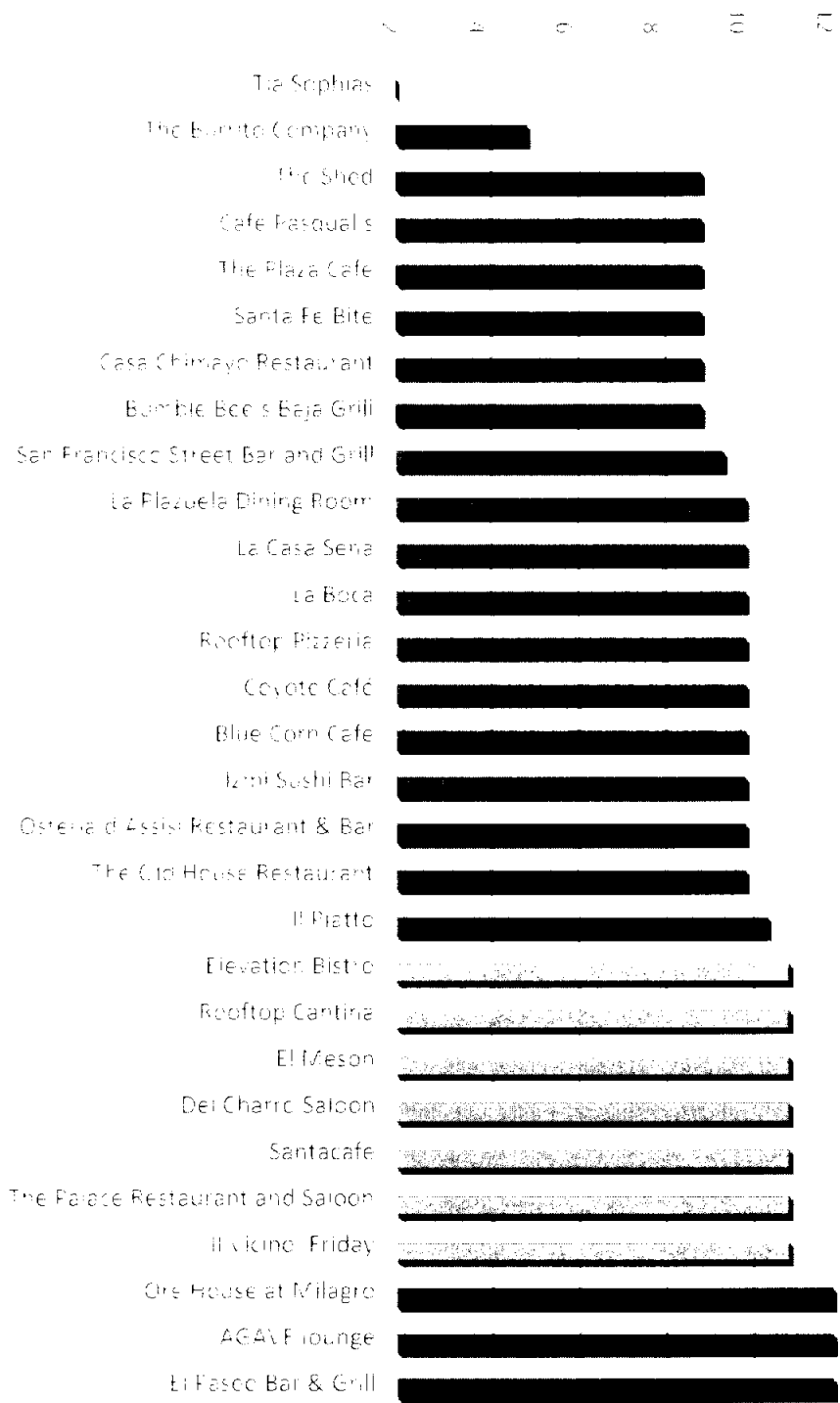


- Sunday August 26, 2012 to Saturday September 1 2012
- Sunday Sept 2 2012 to Saturday Sept 8 2012
- Fiesta Sunday
- Memorial Day
- Independence Day

source: SF OTAB

Occupancy





Restaurants within 5 blocks of the Plaza
Closing Time

LEGEND

- Before
- During
- After within 1hr
- Late night

Source: YELP