



Agenda DATE 6/6/14 TIME 132r

PREPARED BY Fabian Trujillo

APPROVED BY [Signature]

**CITY BUSINESS & QUALITY OF LIFE
COMMITTEE**

Amended

**Market Station at the Railyard
500 Market Station, Suite 200**

**Round House Conference Room
Wednesday, June 11, 2014
11:00 am – 1:00 pm**

- I. PROCEDURES
 - A. Roll Call
 - B. Approval of Minutes – May 14, 2014
 - C. Approval of Agenda
 - D. Approval of Consent Agenda

- II. INFORMATIONAL ITEMS
 - A. Request for approval of a resolution declaring the governing body's intention to bring people to the Santa Fe plaza by providing a safer environment and increased economic development opportunities. (Mayor Gonzales, Councilors Ives and Dimas) (Isaac Pino).

 - B. Business Survey Update - (Fabian Trujillo)

- III. CONSENT AGENDA
 - A. Request for approval of a resolution directing staff to explore potential City of Santa Fe taxpayer empowerment polices related to outsourced city services that would promote transparency, accountability, shared prosperity and competition. (Councilors Dominguez and Rivera) (Marcos Tapia).

- IV. UNFINISHED BUSINESS (None)

- V. ACTION ITEMS
 - A. Request for approval of an ordinance relating to the City of Santa Fe Economic Development Plan Ordinance, Article 11-11 SFCC 1987; Amending Ordinance No 1997-1 for the purpose of approving and adopting an amended local economic development project participation agreement between the City of Santa Fe and Santa Fe Business Incubator, Inc. to amend the financial structure of the Project Participation Agreement. (Councilor Lindell) (Fabian Trujillo).

 - B. Request for approval of Professional Services Agreement, Amendment No 2 – Youthworks – from Workforce Development RFP 13/12/P (Kate Noble).

 - C. Request for approval of Professional Services Agreement - Social Media RFQ 12fps (Kate Noble).



Agenda

- VI. PUBLIC HEARING (None)
- VII. ITEMS FROM THE PUBLIC
- VIII. ITEMS FROM THE COMMITTEE
 - A. SF Global Trade Initiative Work Group Update (Mayor Pro Tem Ives)
- IX. ITEMS FROM STAFF
 - A. Outdoor Recreation Trade Update – (Fabian Trujillo)
- X. ITEMS FROM THE CHAIR
- XI. NEXT MEETING DATE – **July 9, 2014**
- XII. STUDY SESSION

Persons with disabilities in need of accommodation, contact the City Clerk's office at 955-6520, five (5) working days prior to meeting date.



Agenda

CITY CLERK'S OFFICE

6/4/14

TIME 11:29-

Fabian Trujillo

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BUSINESS & QUALITY OF LIFE COMMITTEE**

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CITY OF SANTA FE
BUSINESS & QUALITY OF LIFE COMMITTEE

June 11, 2014

I. PROCEDURES

CALL TO ORDER

A 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 the Railyard, 500 Market Station, Suite 200, Round House Conference Room, 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
Kim Kelly
Bill Sisneros
Damian Taggart

Members Absent:

Diane Karp (excused)
Tony Ortiz (excused)
Buddy Roybal

Staff Present

Melissa Byers, Legal Department
Fabian Trujillo
Kate Nobel
Ross Chaney
Zach Quintero

Others Present

Marie Longserre, Santa Fe Business Incubator
Adam Shaening-Pokrasso, 12fps
Isaac Mr. Pino, Director of Public Works
Charmaine Clair, Stenographer

B. Approval of Minutes of May 14, 2014

Councilor Ives moved to approve the minutes of May 14, 2014 as presented. Ms. Kelly seconded the motion and the motion passed by unanimous voice vote.

C. Approval of Agenda

Mr. Sisneros moved to approve the agenda as published. Councilor Ives seconded the motion and it passed by unanimous voice vote.

III. CONSENT AGENDA-

- A. Request for approval of a resolution directing staff to explore potential City of Santa Fe taxpayer empowerment polices related to outsourced city services that would promote transparency, accountability, shared prosperity and competition. (Councilors Dominguez and Rivera) (Marcos Tapia).

Mr. Conway moved to approve the Consent Agenda as presented. Ms. Kelly seconded the motion and it passed by unanimous voice vote.

II. INFORMATIONAL ITEMS

- A. Request for approval of a resolution declaring the governing body's intention to bring people to the Santa Fe plaza by providing a safer environment and increased economic development opportunities. (Mayor Gonzales, Councilors Ives and Dimas) (Isaac Pino).

Mr. Pino said the People to the Plaza proposal was presented and supported by the Committee a month ago. The resolution has been through the Committee process and a public hearing. A public meeting was held at the Convention and Visitors Bureau (CVB) and about 60 people attended. The consensus was people basically want more food, music and cars.

The proposal was modified to reflect that the San Francisco leg of the Plaza would be left open for vehicle traffic. The Lincoln leg of the Plaza would have tables and chairs (picnic style) for leisurely visiting. The idea is for 8-10 tables and chairs, planters, bollards etc. The estimate is about 30,000 dollars and funds are available in the Plaza Improvement budget. Work has started with the HDRB (Historic Design Review Board) on the tables and the police and fire departments agree with the concept.

Safety vehicles would be allowed to park on the Old Santa Fe Trail leg. The existing loading zones would stay intact and there is an adjustment for ADA parking also. All other provisions of the resolution remain intact. The resolution would be effective from Memorial Day through the weekend after Fiestas (about 70 events) and the hope is to get final approval at the June 25th City Council meeting. The effort to get the tables and chairs takes about four weeks and is moving forward.

Ms. Noble said there are only eight dates for July and August that do not have an event programmed. The bandstand is planning eight nights and bringing in a food truck to match the music. Mr. Pino added that "cruise night" will be planned so the portal at the Palace of the Governors would be clear. All four legs of the Plaza would be open that evening.

Mr. Pino stood for questions.

Ms. Kapin confirmed the plan is that people would be allowed to drive by the Five & Dime straight through, but would not be allowed down the back side of the Plaza.

Mr. Pino said that was correct except the one night for "cruising" when the entire Plaza would be used. The

tables and chairs would be stored that evening.

Ms. Kapin asked if the permitting process had changed, because normally mobile food trucks are not allowed. She asked how they know to get in for bandstand.

Mr. Pino explained that bandstand was allowed as a pilot project. The ordinance provides for push cart vendors and the booths at the eight commercial events and amendments to the ordinance would be required if the pilot food truck project determines that food trucks will be allowed.

Mr. Pino said the tables and chairs would be for convenience and comfort of everyone. Ms. Noble added that many cities lease their streets and the resolution allows staff to bring further recommendations forward.

Councilor Ives said a comment was made at City Council that some retail vendors on the Plaza feel if people were not allowed to drive by their shops, their business would be hurt. He asked if that was an argument.

Mr. Pino said the argument does not hold water, because there is no parking on the Plaza. The loading zones are not being changed and the statement would be hard to substantiate.

Ms. Noble said staff researched the benefits of walk-ability and some studies lead to the more people walking, the more the business benefits. She said staff could find no definitive evidence of that. She added there is a lot of evidence that shows that slower traffic leads to greater business.

Ms. Kapin asked if consideration was given to the aesthetics of the tables and chairs. She was told the furniture would be cohesive with what is currently used and hopefully match the color and style of the park benches and dispensers now in place.

Ms. Kelly said the idea of leasing space is wonderful and many cities do pop-ups. She suggested the culinary school on the second floor might want to serve dinners on the Plaza.

Chair Lindell welcomed Councilor Dominguez to the meeting.

Councilor Dominguez apologized for being late. He confirmed that the item on the Consent Agenda was approved and thanked the Committee for their time.

Chair Lindell asked Mr. Pino about accommodations for the motorcycle parking on Old Santa Fe Trail.

Mr. Pino said he did not have an answer, but would continue to work on that. He said one idea was for the public safety vehicles to park in the loading zones during Bandstand. That would leave the area for motorcycles.

Mr. Conway said he is glad the City is moving forward, even if baby steps. He said he watched a PBS travel show where a travel writer in Europe made it a point to talk about central plaza and how the Plaza is closed to traffic. He said studies have proven the plaza is a tourist draw and he would hope that the City makes a leap forward to make the Plaza for bicycle and foot traffic. He thanked Mr. Pino for his hard work.

Chair Lindell said this goes off with the Committee's good wishes. She asked that Mr. Pino keep the

Committee informed.

B. Business Survey Update - (Fabian Trujillo)- Not discussed

IV. UNFINISHED BUSINESS (None)

V. ACTION ITEMS

- A. Request for approval of an ordinance relating to the City of Santa Fe Economic Development Plan Ordinance, Article 11-11 SFCC 1987; Amending Ordinance No 1997-1 for the purpose of approving and adopting an amended local economic development project participation agreement between the City of Santa Fe and Santa Fe Business Incubator, Inc. to amend the financial structure of the Project Participation Agreement. (Councilor Lindell) (Fabian Trujillo).

Mr. Trujillo said the Santa Fe Business Incubator Corporation runs the Incubator and was founded in 1997. The City of Santa Fe entered into a HUD loan agreement in 2004 as borrower, to finance \$300,000 for the second phase of construction. The loan amount is \$192,456 and the City would like to amend the project participation agreement and refinance \$300,000 to square up the financial picture for the Santa Fe Business Incubator Corporation.

He explained the loan has been financially difficult due to the recession, for the Incubator Corporation to make reimbursements for the last three years. There is \$400,000 identified in escrow since 1992 and the City Attorney's office said the escrow funds could be used to refinance or for the Incubator.

He said staff recommends the project participation agreement be amended and enter a 20 year loan; the first five years would have no repayment. The remaining 15 years would be at 1% repayment with semiannual payments of 6,924 dollars.

Mr. Trujillo introduced Marie Longserre, Executive Director of the Santa Fe Business Incubator.

Ms. Longserre said she has been the President and CEO of the Santa Fe Business Incubator since 1997. The HUD loan became onerous because it started with no payment and no interest for several years and after five years, ballooned. Currently they pay \$33,000 a year in interest and principal on a \$192,000 note. She explained that due to HUD loan restrictions, this is the first time the Corporation could pay off the debt from other types of financing.

She said the City also wants to get out of the HUD deal and the idea is to refinance and restructure the loan through the City and buy HUD out. Ms. Longserre said while looking for long term funding from other sources, an agreement would be entered with Santa Fe County for a small amount. She hopes that will begin a long-term relationship that will add sustainability and align them with another government entity that receives benefits and a tax return from the Incubator. She said the Corporation Board is also working diligently to build new resources for private sector funding.

Ms. Longserre noted that there has not been a cost-of-living raise with the City in a while and their private foundation money was cut severely or went away, during the recession. She said the Corporation is now rebuilding some of that and with the opening of the bioscience lab, the clients will potentially be new

sources of revenue.

Mr. Trujillo added that the refinancing was reviewed and unanimously recommended for approval by the Economic Development Review Subcommittee (EDRC).

Ms. Noble said the City has worked to maintain the funding when the budgets were looked at by EDRC in the recession. Also a new software system will help to understand the significant impacts of the Incubator.

Dr. Abeyta entered the meeting at this time.

Ms. Noble said staff would bring forward the annual Professional Services Contract with the Incubator and the Committee could look at the operational piece at that time.

Councilor Ives confirmed that the payback in five years on the 1% interest is annually. He asked when the interest would begin. Mr. Trujillo replied the interest begins the sixth year.

Councilor Ives asked for that to be more clearly stated. He said there are some situations when a loan is received even as a nonprofit, that the IRS would impute interest on the loan. He asked that staff have legal look at that to ensure there are no surprises about the terms and financing and staff should ensure as this comes to City Council that those issues are addressed.

Councilor Ives said presumably there are reports beyond 2011; for 2012 and 2013.

Ms. Longserre said this is a new agreement and in the regular operations contract with the City, the Incubator makes quarterly and annual reports. She said the report referred to by Councilor Ives is an independent study by the State Economic Development Department, a subset of the statewide study. She said there would be an updated version undertaken by the City that would be an amendment to that.

Mr. Trujillo explained that the City is required to have a cost benefit analysis and would use the New Mexico Economic Development Department Report done for the Incubator Program to meet the requirements.

Councilor Ives said he is also interested in the annual report.

Ms. Noble offered to bring the annual report with the public service contract and would get him the Annual Economic Development Report that has the numbers and measures summarized.

Chair Lindell encouraged the Committee to look at the report in the packet. She said the estimated revenues generated are impressive. She thanked Ms. Longserre for her work.

Councilor Ives moved to approve the request as presented. Mr. Sisneros seconded the motion and it passed by unanimous voice vote.

- B. Request for approval of Professional Services Agreement (PSA), Amendment No 2 – Youthworks – from Workforce Development RFP 13/12/P (Kate Noble).

Ms. Noble explained the Youthworks PSA in the packet is the primary investment in Workforce

Development and is \$196,200 this year. The Program has been going on about 6 years and initiated with a proposal from Youthworks by the Economic Development Division years ago that was called the Green Collar Jobs Program. The Program has evolved, but the fundamental function has not changed, which is to subsidize the wages of disconnected or at risk youth. The youth are paid a living wage through with a business paying less than the living wage that is given as an incentive to work with the youth. The contract pays both the administrative and direct costs; wages, employment, insurance, workers compensation, etc.

Each individual is put on an educational tract and completes a GED and makes an educational plan to achieve certifications, etc. The program has been a success and recognized a number of times nationally by the ETA (Employment Training Administration) as a model workforce development program involving government, the private sector and nonprofit. The measurements have been improved so that completion of the Program is a defined number of 380 hours. The education and case management piece remains the same. Also a future entrepreneurs' program was added.

The Program exceeded the minimum benchmarks required with more than 30% over the program completion requirements on enrollment and 60% of the participants' securing full-time employment. The professional certifications more than doubled and an additional \$418,000 was leveraged for the program. Youthworks continues to get large federal grants to leverage the City's investment.

The contract is an increase of \$11,000 from last year, partly because it is anticipated that the living wage will increase again on March 1 and will continue to impact.

Councilor Ives asked the types of professional certifications that doubled.

Ms. Noble said most were through the community college in green building certifications; some fire fighter and forest clearing, HVAC, etc. She said Youthworks has GED classes, but the advanced certification is through the community college.

Councilor Ives asked what Ms. Noble meant by "leveraging the program".

Ms. Noble explained that grant money has attracted and brought in additional money for the program. She explained that kids stay in the program about 380 hours (about 3 months if full-time), but no one has stayed over a year. Youthworks had to cap the number of hours with some employers because they would continue to let Youthworks pay the subsidy otherwise.

Councilor Ives asked the number of clients trying to get the GED certification, how many receive a GED. Ms. Noble offered to send the annual report that has the information; she thought about a dozen kids.

Councilor Ives asked that staff supply all of the annual reports with the contracts on programs, because it is helpful to have the information. He thought it would be good to have the program show how all of the programs and money was used effectively in the community and is fabulous that 60% secured full-time employment. He was also interested in a longitude study to see how successful kids were in moving into the workplace and if they were employed beyond two years.

Ms. Noble said the contract asks Youthworks to track that for six months. She said she would need to discuss with Youthworks if tracking was going to be for a two-year time frame. She said another annual report is planned and will be brought for review in August or September that breaks down the budget and

shows where money was spent.

Ms. Kelly asked if some people received part-time employment versus full-time.

Ms. Noble said some would drop out of the program and some could have started a full-time education, but more often they are still looking for a job. She said Youthworks will often move individuals that are good candidates into another program, if they can't find them employment.

Mr. Furry confirmed that some of the \$11,000 increase for the living wage was passed on to the employer; and several sets of 50 kids are in the program throughout the year, not just one set.

Mr. Sisneros asked how kids are recruited and if that is coordinated with the schools on the kids' career development.

Ms. Noble said Youthworks serves a population primarily of drop outs and most are going for their GEDs. The engagement with schools is minimal and more is done with the community college.

Mr. Conway added he ran programs that operated on the same grants and at that time, the Bureau of Prisons, CYFD and Teen Court referred children.

Ms. Kapin asked about the Dreamers; the young immigration group. She suggested there be a way to connect those youth to organizations that could help and then they could come back to the Youthworks program. Mr. Conway said he wasn't able to hire the kids that had no papers. Mr. Furry said if Youthworks paid the workers comp directly and the employer pays Youthworks that could be a way to do that.

Chair Lindell asked the percentage of the total budget the grant is and learned it was \$1.5 million a year. She asked the percentage of wages versus costs and was told this contract is roughly 50-50.

Councilor Ives moved to approve the PSA as presented. Mr. Furry seconded the motion and it passed by unanimous voice vote.

C. Request for approval of Professional Services Agreement - Social Media RFQ 12fps (Kate Noble).

Ms. Noble said she should mention that Youthworks was reviewed and approved by EDRC (a subcommittee of BQL) as was Social Media 12fps. She said talent retention and the flight of young people is one of the biggest issues facing the Santa Fe's economy and this project seeks to address that. Staff was asked to look into the program by Mayor Gonzales and the City Manager.

Ms. Noble explained that this contract, unlike the previous two, would not go further than this Committee. The Committee could make a recommendation to the City Manager who could choose to accept or reject the recommendation. She noted that the City Manager has always taken the advice of the Committee in the past.

Ms. Noble said 9 proposals were received and four were interviewed. The project veers toward tourism and is designed to attract talent and tell the story about living in Santa Fe as a young professional. The proposal has a number of components: increasing the capacity of businesses on social media; business partnerships and business coaching and individual attention on how to utilize social media for their

businesses. Also there is a talent development component that is designed to build the capacity of younger people to earn money through efforts like this.

Ms. Noble explained the program; in August/September 12fps will bring high profile instagrammer's that have hundreds of thousands of followers and audiences nationally and globally. She said all of the social media proposals received emphasized the beauty of Santa Fe and the photogenic nature. Local instagrammers would also be cultivated. The idea is for business partners to amplify what is happening in Santa Fe at the instameet. The hope is better trained people earning money through social media while building business capacity and the story of Santa Fe and that would bring tourists and attract younger people who want to live in Santa Fe.

Ms. Noble introduced Adam Shaening-Pokrasso with 12fps to answer questions.

Mr. Shaening-Pokrasso, owner of 12fps said he is from Santa Fe and knows the City well. He developed this business in San Francisco and established an office in Santa Fe in September. The company designs, markets and messages with a focus on video. He realized as a business owner in the community, the deficits in dealing with the retention of talent and the capability to expose the business on social media effectively.

He said there is 3 components of the project; 1) the recruitment-for local businesses and local and out of state talent. The recruitments would converge in an instameet (a national photographic meet up) where an itinerary of events and activities are created to service many local businesses. The second stage is the large capacity of exposure provided by the instameet. Local businesses could put their brand center stage and tell the story of how they use social media to best capture new clients/customers etc.

The third stage is an educational partnership and reporting component to bring back many of the local talent engaged in the instameet. The program would conduct educational workshops for both the businesses and the individuals would be given a tool kit that teaches how to utilize social media channels to tell their story. Local artists and photographers would learn how to make new contacts with businesses and establish new contracts with businesses to do their social media.

The social media all stars would be brought to Santa Fe to inspire and create a huge wave of exposure. They would give the tools to business and young people in the community who want to see this as a new career opportunity. Throughout the stages, social media activity and qualitative activity would be tracked, such as stories and interviews by the visiting social media stars, local people and business owners. The hope is they would have clarity on how to best use their budget for marketing and shift to local talent and social media to expand their business.

Councilor Ives said he would be happy to participate in the campaign and would like to understand the process more. He asked the timeframe and whether that would be between Fiestas and the Balloon Fiesta. Ms. Noble replied probably it would be for the instameet.

Mr. Shaening-Pokrasso said the time is not been locked in and is partly dependent on City events. He said this is not a story about tourists; it is more a young creative professional in Santa Fe. He said they are looking at Zozobra and the AHA (After Hours Alliance) Festival and events at the Railyard, etc.

Councilor Ives asked what the commitment on page 2 means regarding identifying participants for their

increased visibility and celebrity on social media channels.

Mr. Shaening-Pokrasso said as far as local talent, this is a minimum number effectively providing commitment to several stages of the project, beginning with the recruitment stage. The individuals would commit to attend both the meet up with out of state photographers and social media all-stars and learn and to increase their social media, social capital. There would be collaborative opportunities for the local individuals to work with out-of-state individuals taking them into the mobile media workshop stage. He said they will identify the few high profiles in Santa Fe to carry through the program and in the end, these individuals would be the best poised to provide new partnerships in the future with businesses that do social media.

Councilor Ives asked about the “high profile” instagrammers and who those might be.

Mr. Shaening-Pokrasso said it is fair to assume it could be a celebrity in the non-pop culture field. He explained a smaller, similar campaign was for Ski Santa Fe-Ski Bueno Contest. They brought in social media all-stars. He said it is important to know them as every day photographers; creative people who have leveraged the social media channels and have hundreds of thousands of followers on social media.

Ms. Kapin defined areas she said Santa Fe has a lot to offer: dining, visual arts, music, etc. She said celebrities in those areas would come and bring their followers in the niches that they exist in already.

Mr. Shaening-Pokrasso said a lot depends on the businesses that provide buy-in, if a large amount of restaurants and food places, then the out of state social media all-stars would be identified who trend well in that field. The first stage is to identify the local businesses that are willing to provide in-kind services and products for the campaign: complimentary meals and activities and prize packages both for locals and out-of state who might participate.

Ms. Kelly said the program is wonderful for bringing people under 55 years old in to Santa Fe. She asked after the program ends, if it would be integrated into the Convention and Visitors Bureau (CVB) website and Santa Fe.org where photos could be added.

Ms. Noble said CVB has been in on the conversation and Cynthia Delgado, the Marketing Director was part of the staff review team for the written proposal and interviews. She said CVB supports this and has ideas of how this could be integrated with their website. This proposal was selected because it could exist in a contained media universe on instagram and everything could be freely shared.

Ms. Noble said the hope is to determine a way to iterate and continue to live on its own and there is a will to integrate with the City. She hopes that the program is so successful that the CVB could see something like this as part of their marketing, but they don't know what happens next.

Ms. Kelly asked for a definition of the 10 sponsors; would they be individuals or associations.

Mr. Shaening-Pokrasso said individuals or associations per se have not been considered as sponsors. He gave an example is a restaurant that is interested in offering in-kind product and services. The restaurant would be encouraged to open an instagram channel and tell their story on social media. People will be brought from out-of-state talent to Santa Fe and receive comp meals and hotels and tell a larger story of the things they are engaged in; the restaurants they go to and where they stay and the types of things they are

doing. The comp product and services would provide more encouragement to out-of-state individuals to share their shout outs and enthusiasm across social media and that effectively would achieve a high number of hits.

Mr. Shaening-Pokrasso said that was seen with the Ski Santa Fe- Ski Bueno Campaign. He said to extend past the restaurant and hotel industry is very important and galleries and arts organizations have been talked about. They could provide studio space so the group of out-of-state and local photographers could collaborate in a well produced activity and raise the statue of the local photographers and creatives. At the same time that gives exposure to businesses that are providing services and products in-kind to the campaign.

Mr. Conway asked Mr. Shaening-Pokrasso to discuss the great divide between Ski Santa Fe's website and Ski Bueno. He asked how partners could be helped when their website is as clunky as that and what would be needed to connect the loop. He also wanted to know what five pillars of Santa Fe he would like to highlight.

Mr. Shaening-Pokrasso said from a statistical standpoint Facebook and instagram referrals back to Ski Santa Fe website almost doubled. He said it is about driving channels to those particular places. Work is being done on a new website for Ski Santa Fe that will be rolled out this summer when Season Pass sales are launched.

He said the instameet timing in late August /September gives the ability to engage business first and audit their social media and website presence to best utilize what they currently do. That time would be used to identify businesses whose websites and culture already embraces those things.

Mr. Sisneros said he is excited about the proposition. This has the potential to change the concern about the Exodus of young people, because of a lack of opportunities. The problem has been how to reach the young people and social media can do that. He thought the City should use this to tell people that there are opportunities coming in the future. He said that conversation is critical for the ongoing health of the community.

Councilor Ives said he and Rebecca Wurzbarger developed a proposal to create three new shoulder events and this is within that shoulder season; an event that could be reproduced annually and has flexible focus; food, art, etc. He asked staff if it would make sense to look at the opportunity in a duplicating context annually.

Mr. Furry asked if there is in-kind collaboration, how are the majority of the funds (\$47,000) used.

Mr. Shaening-Pokrasso said the \$47,000 the City puts up for the project is matched by businesses. The money from the City would do the administrative tasks, including coordination and recruitment of local and out of state talent, consulting and working with businesses to help them understand what they are doing with social media and preparation for the instameet; airfare and stipends. He said in addition to airfare, looking at drive markets has been discussed for some higher profilers (upward of 500,000 -700,000 followers). Road trips from key drive markets would be coordinated to capture the drive market stories.

He said it is negotiable what some profilers are paid and money would be set aside for licensing so that select photos representative of Santa Fe could be used for marketing or on websites and in print media. He

explained that 12fps is a content group and produces videos. They would produce a large story that tells all the chapters from the business integration and education component and locals that rise to the occasion to be part of the social media career and the visiting individuals and their stories. Mr. Shaening-Pokrasso said this would be the emotional story and the feel good element and the forward thinking work done in Santa Fe. He added that the City would own the video and there would be comprehensive educational workshops and tool kits for businesses tailored to different industries. He said the big wave is really effective and better than bringing in one individual at a time, like a travel writer.

Mr. Shaening-Pokrasso says it has been discussed how to leverage the shoulder season and times when they are not already creating a buzz. The Ballon Fiesta is unique and authentic to the local story and is very photographic. He said it is important not to identify peak season when many businesses would be compromised in their ability to provide in-kind services and product.

Mr. Furry moved to approve the Professional Services Agreement social media RFQ with 12fps. Ms. Kelly seconded the motion.

Chair Lindell ask what 12fps refers to. She was told it is 12 frames per second; a story about the origin of film and motion graphics and the accidental realization of motion pictures by setting up a series of horse stalls and photographs of a horse in motion.

The motion passed by unanimous voice vote.

VI. PUBLIC HEARING (None)

VII. ITEMS FROM THE PUBLIC- There were none

VIII. ITEMS FROM THE COMMITTEE

A. SF Global Trade Initiative Work Group Update (Mayor Pro Tem Ives)

Councilor Ives said the Work Group met Monday and discussed how to determine the impact of international trade and tourism on Santa Fe. He said June 19 there is an export workshop hosted at the CVB from 2 p.m. to 5 p.m. and there would be the special trade representative from Germany as well as others in that field. He invited everyone. He asked that Mr. Trujillo send the promotional materials to the Committee members.

IX. ITEMS FROM STAFF

A. Outdoor Recreation Trade Update – (Fabian Trujillo)

Mr. Trujillo said the trade show is August 6-9 and is collaboration with the City, County, the Regional Development Corporation, the New Mexico Economic Development Partnership, private sectors, outdoor recreation and BTI. The purpose is to market and recruit businesses in the outdoor recreation industry to Santa Fe. The first show in January was successful and at this show there would be an expanded presence with a 10 x 20 booth. CVB would also attend to recruit for New Mexico Tourism. A goal is to identify projects that might be interested in northern New Mexico.

Councilor Ives thought given the focus on outdoor recreation, there are possibilities in terms of businesses coming to Santa Fe to work with Instagram and 12 fps. He said that might be a great way to leverage some of the work at trade shows and keep the word going out that Santa Fe is a place to do business.

X. ITEMS FROM THE CHAIR

Chair Lindell said Mr. Roybal is not present, but she wanted to be on record and offer congratulations to him from the Committee for celebrating 30 years in business.

She also thanked the Committee for convening on extremely short notice for the meeting on Zozobra. She said the accomplishments in the follow-up meetings have been great. She thanked the Committee members for their public service to the City and said it was a display of loyalty.

Chair Lindell introduced Zach Quintero and asked him to provide some of his background.

Mr. Quintero said he is from Las Cruces and graduated New Mexico State University and interned at the US Department of State last summer. He was recommended from the Economic Development Department at New Mexico State. He said he is happy to be here and is passionate about the topic. Everyone has been very welcoming and this is a nice place to be.

Chair Lindell welcomed Mr. Quintero. She said speaking for the entire Committee, everyone is available to him and he could feel free to call anyone at any time.

She said some people on the Committee might want their packet electronically and if so, should talk with Mr. Trujillo. Mr. Trujillo added that the packets are also on the website the Friday before the meeting.

XI. NEXT MEETING DATE- July 9, 2014 at 11:00 a.m.

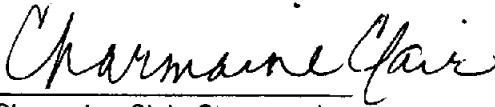
Having no further business to discuss the meeting adjourned at 1:03 p.m.

Approved by:



Sighe Lindell, Chair

Submitted by:



Charmaine Clair, Stenographer