

Agenda

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BY Zackary Quintero
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Nighttime Economy Taskforce

Market Station at the Railyard
500 Market Station, Suite 200

Round House Conference Room
Thursday, December 18, 2014
1:00 pm-3:00pm

- I. Procedures
 - A. Roll Call
 - B. Approval of Agenda
- II. Introductions of Members
- III. Review of the Resolution and Responsibilities of the Taskforce (Zack Quintero)
- IV. Reports on Nighttime Economy Grant Outcomes (Ross Chaney)
 - A. Nightwave
 - B. Brew and View
- V. Elections for Chairman of the Task Force
- VI. Topics for Future Agendas
- VII. Meeting Scheduling
- VIII. Items from Staff
- IX. Items from the Committee
- X. Adjourn

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NIGHTTIME ECONOMY TASK FORCE
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DECEMBER 18, 2014

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Reports on Nighttime Economy Grant Outcomes	<i>Informational</i>	Page 3-4
Elections for Chairman of the Task Force	<p><i>Mr. Lenfestey nominated Mr. Vince Kadlubek as Chair for the Nighttime Economy Task Force, second by Sonia Leyba, motion carried by unanimous voice vote.</i></p> <p><i>Mr. Kadlubek moved to nominate Shannon Murphy as Vice Chair, second by Mr. Lovato,</i></p> <p><i>Mr. Lovato offered a friendly amendment to modify the motion to nominate Shannon Murphy and Kate Kennedy as Co-Chair, second by Mr. Lenfestey, motion carried by unanimous voice vote.</i></p>	Page 4-6
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Meeting Schedule	<i>3rd Tuesday of the month, 1-3 pm, Next Meeting January 15, 2015</i>	
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Adjourn	<i>Meeting was adjourned at 3:00 pm</i>	Page 8

NIGHTTIME ECONOMY TASK FORCE

MARKET STATION AT THE RAILYARD

DECEMBER 18, 2014

1:00 PM – 3:05 PM

MINUTES

I. Procedures

Roll Call

Vince Kadlubek
Kate Kennedy
Jaime Lenfestey
Sonia Leyba
Todd Eric Lovato
Shannon Murphy
Victor Romero

Not Present

Rochelle Esquera, excused

Staff Present

Mayor Javier Gonzales
Kate Noble
Ross Chaney
Zach Quintero

II. Introduction of Members

Members individually provided a short introduction and bio information on their present roles within their profession and the community.

III. Review of the Resolution and Responsibilities of the Task Force – Kate Noble Thank you for your service, your time and willingness to serve on the Nighttime Economy Task Force. Everyone here has been exposed to the nightlife in some way and the expertise that everyone brings forward is exceptional. The Task Force will be in existence for 9 months.

Zack Quintero: At the end of the Task Force 9-month term, a report will go to the City Business and Quality of Life Committee (CBQL) and on to the Mayor and City Council. Mr. Quintero reviewed the resolution description with the members.

Mr. Kadlubek asked if there would be time to make recommendations to the CBQL within the 9-months. Mr. Quintero said that the CBQL meets monthly and they would welcome comments or questions from the task force

members. Ms. Noble added that the process and recommendations could evolve as they need to and staff will assist to further any questions or recommendations.

IV. Reports on Nighttime Economy Grant Outcomes

Ms. Noble noted that there was a \$5,000 grant awarded by the Economic Development Department in June 2014. Below are the two recipients and the amounts that they received.

a. Night Wave - \$3800

Night Wave was a three-night working model meant to demonstrate and evaluate new ideas that could increase night time vibrancy in Santa Fe and stimulate the post-9pm economy. These ideas included a late-night shuttle route, coordinated promotional efforts, late-night food options, outdoor performance, and public outdoor visual aesthetic improvements.

Nightwave took place on the corner of Galisteo and San Francisco St., an area of Santa Fe's downtown that is populated with late-night establishments. Participating venues included Matador, The Underground, Evangelos, Skylight, The Palace and Burro Alley Café. They successfully invited a larger crowd and it added to uplifting the downtown venue. Having food was also a very positive attribute to the evening activities.

Mr. Kadlubek said there is still money available to build the kiosk, which is basically bulletin boards specific to nighttime activities. You know if you go to this bulletin board you will know what is going on in Santa Fe's nightlife.

Mr. Kadlubek said that the success is shown in the revenue and data results in the report reviewed by the task force members. If we can create public space, food trucks, lighting, activity, etc., people will feel welcomed to participate. Mr. Kadlubek would like to collaborate and send a recommendation to CBQL to continue this concept and program for Santa Fe community and visitors.

Ms. Nobel also commented that the importance of the logistics - parking, etc., is very important. Nightwave was very interested in transportation in an attempt to get people downtown. Transportation is something that this task force may want to review in more detail to recommend to CBQL.

Mr. Kadlubek did reiterate that the survey discovered that free transportation on the weekends was a need. A concern was to take public transportation to get downtown but the concern was not being

able to get back to their starting location if the shuttle would end at 11:00 pm for example.

Included in the report were detail revenue reports and other data from The Matador and Skylight Santa Fe. Ms. Kennedy said that one recommendation she heard was that those participating would have liked to have a wristband, which would be inclusive of ride and attendance to the different venues.

Mr. Kadlubek agreed that coordination of the venues is important.

Ms. Kennedy noted that the hotel shuttles are also very cooperative and they will pick up their hotel guests. It was also noted that there have been some silver SUVs around town and are giving those who can't drive night rides. (Unknown).

b. Brew and View - \$1200

They completed their project a week ago. Mr. Chaney provided a report on their behalf.

Overview and Recommendations:

Specifically the organizers of Brew and View say Santa Fe is lacking a local bar.

V. Elections for Chairman of the Task Force

Ms. Noble reiterated that staff would work with the task force on specifics that relate to the city administration process. The primary influence of this committee will be on the City of Santa Fe; we will talk about liquor licenses, which are state governed, and any other topics. Task force should stay focused on what actions the city can take. This could include amending ordinances, transportation, etc., the more the task force can keep the work focused the more effective they will be. A lot of people have expressed interest to be a part of this committee, thank you for accepting your positions. The task force can also invite topic experts to speak at future meetings and staff will assist as much as possible. The message to the community is that this is an important topic for the City of Santa Fe.

Mr. Kadlubek asked what are the responsibilities of the Chair.

The Chair will run the meeting and keep the meeting process in order. The Chair will work with staff to construct the agenda's, sequencing the conversation, scheduling guest speakers, adjudicate, reviewing and signing minutes. Primary time commitment will be for the meetings. Ms. Nobel recommended the selection of a Vice Chair or Co-Chair.

Mr. Lenfestey nominated Mr. Vince Kadlubek as Chair for the Nighttime Economy Task Force, second by Sonia Leyba, motion carried by unanimous voice vote.

Mr. Kadlubek moved to nominate Shannon Murphy as Vice Chair, second by Mr. Lovato,

Mr. Lovato offered a friendly amendment to modify the motion to nominate Shannon Murphy and Kate Kennedy as Co-Chair, second by Mr. Lenfestey, motion carried by unanimous voice vote.

Discussion: Mr. Kadlubek would accept the nomination as Chair.

Mr. Lovato said that he supports the nomination of a Vice Chair.

Mr. Romero would also like to nominate Kate Kennedy as Chair.

Ms. Kennedy did convey that her time would allow her to be a Co-Chair if so nominated.

Mr. Kadlubek would like to support his motion to work with Shannon Murphy as the working relationship they have has a proven successful return in the cohesive work they have done.

Ms. Murphy did also support that Ms. Kennedy would be a positive addition to the taskforce as Co-Chair and the reason Ms. Murphy suggested herself is because the organization she founded in 2010 was specifically related to nightlife in Santa Fe and the flow of information is a continued commitment. Ms. Murphy feels that she can contribute whether voted as Vice Chair or not.

Ms. Kennedy said that she would be happy to serve as Vice Chair and she brings banking information as far as economic development knowledge and she is also a business owner through her venue, she is located in downtown Santa Fe.

Ms. Nobel did recommend that if either the Chair or the Vice Chair were unable to attend a meeting Ms. Kate Kennedy would Chair the meeting.

Mayor Gonzales expressed his thank you to the new task force members for the Nighttime Economy Task Force. We want to make this a great place for our young people; after 9:00 pm things close down. We need as much creative thought to build a nighttime economy that should be for everybody; not just for those who want to be in a nightclub, we want to have restaurants stay opened later, having entertainment. We want to bring people throughout the city on food and entertainment, how can we extend other activities throughout the city, not just the plaza. The Mayor expressed his support.

Mr. Lovato asked after 9-month how would the Mayor judge that this is a success.

The Mayor said he would like to see the growth and implementation of nighttime events; for example movie in the parks, more art events throughout the city, judging by how many people participate, getting individuals out of those silos and finding ways to get people participating in events. During the summer what we heard is starting with food and music, how do we include art, how do we enhance people who want to be a part of Santa Fe. The City has asked Ms. Nobel to find out who is participating in the nighttime economy. Being able to show that there is diversity in the nighttime activities. We would like to see more entrepreneurs for the nighttime environment.

Mr. Kadlubek asked if a focus point should be bringing the Southside to downtown or taking events to the Southside.

Mayor Gonzales said the task force should focus on all areas of the city. The Plaza is our legacy, which is where our heritage is. We want the younger generation to come downtown to be a part of their heritage, but the reality is that there are people who don't want to drive downtown. The Task Force is invited to research other venues and ways to enhance activities in other parts of the city. The Mayor reiterated that he is looking at the Task Force on what the agenda should be in 2015 for nightlife. The Mayor is looking for a plan and a geographic look at participation. The Mayor offered his time to meet with any members of the task force. If there is any message that the task force members would like for the Mayor to send out please do not hesitate to contact him.

Follow Up: Ms. Kennedy will provide a follow up report on the liquor laws through Mr. Simon Brackley, President of the Santa Fe Chamber of Commerce. Mr. Brackley would be a good resource to be a guest speaker before the task force.

VI. Topics for Future Agendas

- a. Transportation
- b. Tourism
 - i. OTAB Discussion, Scott Hutton is the new Commissioner for Tourism with the State of New Mexico. Cynthia Delgado and Randy Randall from the Convention Center is a great resource to invite.
- c. Street Use and Closure
 - i. (Galisteo Street)
- d. Food Trucks & Vendors
- e. Quality of Programming
 - i. Private Venues
 - ii. Public Events
 - iii. Fees

- iv. Collaborative role and coordination with the city
- f. Liquor Laws and Public Safety
 - i. State and City Requirements
 - ii. Lobbying
 - iii. Off site picnic licenses, specifically the Convention Center
- g. Marketing
 - i. Cross Promotion
 - ii. Kiosks
 - iii. Communications – Inviting and incentivizing the collaborative relationship with local businesses and partners.
 - iv. Economic Zones in the City, i.e., Southside.
- h. Entrepreneurial Development
 - i. Venues, Promoters, Food Trucks, Buskers, etc.
 - ii. Signage Fees
 - iii. New Business
 - iv. Check Lists
 - v. Training of service industry staff in the city, quality of programming.
- i. Parking
 - i. Customer as well as entertainment parking (busses), vendor (load in load out)

Ms. Kennedy feels that all taskforce members can become Ambassadors and take ownership of their roles in the Nighttime Economy Taskforce.

The Chair said that everyone is here to improve the economy and the vibrancy of nighttime economy.

VII. Meeting Schedule
 3rd Thursday of the month, 1-3 pm.
 Next Meeting January 15, 2015

VIII. Items from Staff
 None

IX. Items from the Committee
 None

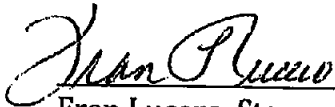
X. Adjourn

There being no further business to come before the Nighttime Economy Taskforce, the meeting was adjourned at 3:05 pm.

Signature Page:

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Vince Kadlubek, Chair

A handwritten signature in black ink, appearing to be 'Fran Lucero', written above a horizontal line.

Fran Lucero, Stenographer

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1 **WHEREAS**, Santa Fe's economic development plan seeks to strengthen and diversify the
2 economy; and

3 **WHEREAS**, Santa Fe is expected to have 1,000 residents turn 65 each year for the next 25
4 years and the senior population is expected to double from 2010 to 2020; and

5 **WHEREAS**, many cities are creating plans to address changing demographics and Santa Fe
6 needs a long-term plan to attract and retain younger people as residents, visitors, business owners and
7 workers.

8 **NOW, THEREFORE, BE IT RESOLVED BY THE GOVERNING BODY OF THE**
9 **CITY OF SANTA FE** that the Governing Body supports efforts to retain younger people and
10 invigorate the nighttime economy. Such efforts are a priority for the City of Santa Fe.

11 **BE IT FURTHER RESOLVED** that:

12 **Section 1.** Economic development staff is directed to design and execute a selection
13 process for a portfolio of nighttime economy pilot projects proposed by the community each of which
14 will receive a small scholarship (not to exceed \$5,000 in total – e.g. five projects at \$1,000 each, or
15 ten projects at \$500 each, or two projects at \$1,500 each and one at \$2,000) to take immediate action
16 to invigorate the nighttime economy and gather information on possible long-term, systemic
17 solutions.

18 **Section 2.** The Economic Development Review Committee (EDRC) shall be the
19 selection committee for this portfolio of community proposed projects.

20 **BE IT FURTHER RESOLVED**, that the Governing Body hereby establishes the Nighttime
21 Economy Task Force ("Task Force").

22 **Section 1. PURPOSE:** The purpose of the Task Force is to make recommendations on
23 how to invigorate Santa Fe's nighttime economy that will impact in the short, medium and long-term.

24 **Section 2. DUTIES AND RESPONSIBILITIES:** The Task Force shall:

25 A. Take a comprehensive look at the issues contributing to a vibrant nighttime economy,

1 including, but not limited to: public policies; transportation; venue space and location
2 availability; alcohol permitting, service and safety; zoning; noise and traffic
3 concerns; and costs to do business.

4 B. Develop a set of short-term, low cost solutions to be piloted within the year and used
5 to inform a long-term plan to be presented to the governing body.

6 C. Develop a set of recommendations for systemic medium and long-term solutions
7 including a plan to build and maintain a vibrant nighttime economy.

8 D. Explore the possibility of a 'nighttime economy zone' or other solutions to develop
9 and diversify Santa Fe's economy and to address the need for different areas to serve
10 different needs and populations in a growing city.

11 E. Maintain a private sector perspective and seek to stimulate private sector partnerships
12 and investment.

13 F. Investigate incentives and ways to lower costs including, but not limited to: the use of
14 city owned buildings, parks and other properties; providing for shared equipment, use
15 of a municipal liquor license, parking ticket waivers; kiosks for listing and other
16 communication. Such investigation shall also include examining the liability
17 concerns and issues for the city on any of the recommended actions or resources to be
18 used.

19 G. Investigate models for incentivizing and invigorating activity at existing venues and
20 other locations.

21 H. Report to the City Business and Quality of Life Committee ("CBQL") on a monthly
22 basis on the progress of the Task Force, until a final plan is completed and presented
23 to the CBQL and the Governing Body.

24 **Section 3. MEMBERSHIP; OFFICERS; TERM:**

25 A. Within two months of the adoption of this resolution, the City Business and Quality

1 of Life Committee ("CBQL") shall provide Task Force member nominations to the
2 mayor for appointment, with the approval of the governing body.

3 B. The Task Force shall consist of five to ten members who will represent a diverse
4 constituency surrounding the nighttime economy and may be representatives of
5 private businesses, artist organizations, non-profits, community activists, local
6 colleges and universities and other organizations.

7 C. The Task Force shall select its own chairperson from the appointed members.

8 D. The members shall serve until they complete their duties and responsibilities as set
9 forth above.

10 E. Members shall serve without compensation

11 **Section 4. VACANCIES:** Vacancies on the Task Force shall be filled in the same
12 manner as initial appointments.

13 **Section 5. MEETINGS; DURATION:** The Task Force shall meet at least once per
14 month and shall conduct public meetings in accordance with the Open Meetings Act and adopted city
15 policies and procedures. Unless further extended by the Governing Body, the Task Force meetings
16 shall conclude no more than nine months from the date of passage of this resolution.

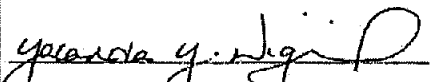
17 **Section 6. STAFF LIAISON:** Economic Development staff shall serve as the liaison to
18 the Task Force.

19 PASSED, APPROVED AND ADOPTED this 26th day of February, 2014.


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22 ATTEST:



DAVID COSS, MAYOR

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24 
25 YOLANDA Y. VIGIL, CITY CLERK

1 APPROVED AS TO FORM:

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3 _____
4 KELLEY A. BRENNAN, INTERIM CITY ATTORNEY

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25 *M/Melissa/Resolutions 2014/ 2014-16 Nighttime Economy*