



# Agenda

DATE 1/22/15 TIME 10:38am

BY Fabian Trujillo

BY Alicia Hartung

## CITY BUSINESS & QUALITY OF LIFE COMMITTEE

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

**Round House Conference Room  
Wednesday, January 28, 2015  
11:00 am – 1:00 pm**

### Amended

- I. PROCEDURES
  - A. Roll Call
  - B. Approval of Minutes – December 10, 2014
  - C. Approval of Agenda
  - D. Approval of Consent Agenda
- II. CONSENT AGENDA (None)
- III. ACTION ITEMS
  - A. Request for approval of Professional Services Agreement - Services to Investigate Business, Financial, and Economic Feasibility of a Public Bank Initiative for the City of Santa Fe; Building Solutions, LLC (Kate Noble).
  - B. Request for approve of the results of Entrepreneurship RFP 15/21/P
    - 1. Professional Services Agreement for Start Up Santa Fe
    - 2. Professional Services Agreement for Make Santa Fe
- IV. PUBLIC HEARING (None)
- V. INFORMATIONAL ITEMS
- VI. UNFINISHED BUSINESS (None)
- VII. ITEMS FROM THE PUBLIC
- VIII. ITEMS FROM THE COMMITTEE
  - A. SF Global Trade Initiative Work Group Update (Mayor Pro Tem Ives)
  - B. Friends of the Plaza Work Group Update (Buddy Roybal)
  - C. Business Regulation Work Group Update (Piper Kapin/Zach Quintero)



# Agenda

DATE 1/21/15 TIME 4:53pm

APPROVED BY Fabian Trujillo

PREPARED BY Alicia Martinez

## CITY BUSINESS & QUALITY OF LIFE COMMITTEE

**Market Station at the Railyard**  
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  - A. Roll Call
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  - C. Approval of Agenda
  - D. Approval of Consent Agenda
- II. CONSENT AGENDA (None)
- III. ACTION ITEMS
  - A. Request for approval of a Resolution Directing Staff to Implement the Next Phase of Developing the Santa Fe “Arts + Creativity Center” which is intended to provide affordable live, work, creation, performance and retail space for artists and creative businesses in Santa Fe. (Councilor Rivera) ( Alexandra Ladd)
  - B. Request for approval of Professional Services Agreement - Services to Investigate Business, Financial, and Economic Feasibility of a Public Bank Initiative for the City of Santa Fe; Building Solutions, LLC (Kate Noble).
  - C. Request for approve of the results of Entrepreneurship RFP 15/21/P
    - 1. Professional Services Agreement for Start Up Santa Fe
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- IV. PUBLIC HEARING (None)
- V. INFORMATIONAL ITEMS
- VI. UNFINISHED BUSINESS (None)
- VII. ITEMS FROM THE PUBLIC



# Agenda

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- IX. ITEMS FROM STAFF
- X. ITEMS FROM THE CHAIR
- XI. NEXT MEETING DATE – **February 11, 2015**

Persons with disabilities in need of accommodation, contact the City Clerk's office at 955-6520, five



# Agenda

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VIII ITEMS FROM THE COMMITTEE

- A. SF Global Trade Initiative Work Group Update (Mayor Pro Tem Ives)
- B. Friends of the Plaza Work Group Update (Buddy Roybal)
- C. Business Regulation Work Group Update (Piper Kapin/Zach Quintero)

IX ITEMS FROM STAFF

X. ITEMS FROM THE CHAIR

XI. NEXT MEETING DATE – **February 11, 2015**

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CITY OF SANTA FE  
BUSINESS & QUALITY OF LIFE COMMITTEE**

**Wednesday, January 28, 2015**

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**CITY OF SANTA FE**  
**BUSINESS & QUALITY OF LIFE COMMITTEE**  
**WEDNESDAY, JANUARY 28, 2015**

**I. PROCEDURES**

**CALL TO ORDER**

A regular 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 500 Market Station, Railyard, Suite 200, Round House Conference Room, City of 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  
Brad Furry  
Diane Karp  
Piper Kapin  
Buddy Roybal  
Damian Taggart

**Members Absent:**

Miles Dylan Conway (excused)  
Kim Kelly (excused)  
Tony Ortiz (excused)  
Bill Sisneros (excused)  
Dr. Almi Abeyta

**Staff Present**

Kate Nobel  
Fabian Trujillo  
Ross Chaney  
Zach Quintero

**Others Present**

Simon Bradley, President of Santa Fe Chamber of Commerce  
Katie Updike, Building Solutions  
Elizabeth Martin recorder, for Charmaine Clair

**B. Approval of Minutes- December 10, 2014**

**Mr. Roybal moved to approve the minutes as presented. Councilor Ives seconded the motion, which passed unanimously by voice vote.**

### **C. Approval of Agenda**

**Ms. Karp moved to approve the agenda as presented. Councilor Ives seconded the motion and the motion passed unanimously by voice vote.**

### **D. Approval of Consent Agenda-There was none**

## **II. CONSENT AGENDA – There was none**

## **III. ACTION**

- A. Request for approval of Professional Services Agreement - Services to Investigate Business, Financial, and Economic Feasibility of a Public Bank Initiative for the City of Santa Fe; Building Solutions, LLC (Kate Noble).

Ms. Noble said Resolution 2014-89 was passed and this contract goes hand-in-hand. Compliance will be achieved by the activities outlined in the contract and staff's work primarily in finance and economic development.

Ms. Noble introduced Katie Updike with Building Solutions, the principal contractor. She explained the contract is capped at \$50,000 and would normally come to BQL. However, at the request of Mayor the contract will go before the City Council for approval.

Ms. Noble said the work is in phases; the first phase is an analysis of the city's financials. They would then work with collaborators in the community and to develop one or more straw-man approaches to get the details of cost and financial analysis. Phase four is another community phase followed by an economic impact analysis of the straw-man approaches.

Mr. Roybal he said his first concern when government gets involved is if they can really do a good job managing this. He said you have to have the money to lend money. He asked if this would only be for Public Works.

Ms. Noble said this is partly about financial management and they would look at the city's assets. She said the function is still to be determined. The funding infrastructure could be one of the earlier functions to look at; whether to fund Public Works for the city rather than lend money to the private sector. She said this is more about looking and unlocking the city's financial assets in ways not previously used.

Ms. Noble explained the Arrowhead Center is part of New Mexico State University (NMSU); the entity that will do the economic impact analysis and part of the proposal team. Ms. Updike added that Building Solutions will access NMSU throughout the contract as a sounding board.

Ms. Karp said Santa Fe Community Foundation is mentioned as a potential collaborator. She asked if there is a sense of the Foundation's interest.

Ms. Noble said collaboration with the Foundation and the city already exists. Mr. Chaney has been attending many of their impact investment meetings and this would be another step.

Mr. Roybal asked if they have reached out to community banks to understand the hurdles for the city.

Ms. Noble said they have and that is part of the contract. She said the First National Bank and Wells Fargo were part of the six member review committee.

Councilor Lindell commended Ms. Noble and said that was important.

Mr. Furry said the request is for about \$140k (thousand). He asked if all of the money would come from Economic Development. He asked if this is the best use of \$50k for economic development.

Ms. Noble said all is economic development and a part of the existing Economic Development budget approved by City Council.

She said the question for best use is unanswerable. There has always been a portfolio and like a portfolio there might be riskier money with higher return potential; slower growth money, etc. She explained that this initiative is a resolution from the Mayor and had a lot of support in the community. The goal has always been to strengthen and diversify the economy and both initiatives- public-service banking and the entrepreneurship RFP are in service of that.

Ms. Nobel explained the benefit of public banking is the ability to access different financial mechanisms that are possibly more savvy, for a better leverage of the public assets for public good. She said there is an opportunity for Santa Fe to have expertise around complex financial assets; whether bonding capacity, reserve funds, etc. and to determine the highest and best use to serve the community.

She said it was discussed if something can be done to drive PayDay lenders out of business. She said Ms. Updike talked about the timing and mechanisms in the way the city issues its CIP (Capital Improvement Projects) bonds and if there is a more efficient way to do that.

Mr. Roybal said if the city steps out in the areas Ms. Noble just spoke of; the city will be competing against the private business sector. That will create a problem for the city.

Ms. Updike said there is no interest in the city or on Building Solutions' part to duplicate any financial works currently in the city. She agreed that would not be good. She said however, the city could be helpful to some of those entities and beneficial to itself, in how it funds. She said the concept has gained cachet in the country because it is an age old problem; how to keep monies deposited into the community working efficiently within the community. This is about making the whole financial ecosystem work better.

Mr. Roybal reiterated his concerns of where funds would come from and how this would be financed. He



said that FDIC guarantees monies for banks. He asked how this would play into that. He asked if true that there are only three state banks in the country. He said the cost to manage this will be very important.

Ms. Updike agreed. She said there is only one formal state bank, the Bank of North Dakota, but there are many quasi-public banks. She said that is part of what will be studied. She said this may not result in a bank; it may be a new financial approach to the city's assets and that will be determined by the study.

Mr. Trujillo said a good argument for this type of funding is that New Mexico has a very conservative banking system and entrepreneur and start-up companies have a hard time accessing funding. Some existing companies in Santa Fe have gone to other states to get financing. He sees companies regularly with good credit ratings and in business for years that cannot get financing for basic things.

Ms. Updike commented on Mr. Trujillo's observations. She said that illustrates what she observed recently; there are a lot of financial institutions such as community banks, national banks, credit unions, etc. She said she has observed the entrepreneurial class does not know where to go. She said a simple potential outcome of this initiative would be to help those institutions co-operate, advertise, co-locate, etc. so the economic development staff could see where to lend.

She explained that the city might only facilitate those players getting together to identify the capitol and possibly the Community Foundation or other impact investors of the public sector would help fund those or encourage banks to fund them. She said resolution called for a public bank, but that will be analyzed and although a public bank might be recommended other solutions may be included.

Ms. Karp said the issue is they are doing a feasibility study and what will best serve the city; not establishing an entity.

Mr. Roybal said this does not belong in Economic Development, but in another part of city finances.

Mr. Furry asked why this is funded out of the Economic Development budget.

Ms. Noble said financing entrepreneurship is not a foregone conclusion, but this is to do robust infrastructure projects that enhance the economy. She pointed out this is a feasibility study of a public bank initiative; not just a bank itself.

Mr. Roybal asked if there would be enough money to give a clear picture.

Ms. Updike thought with this money they could get an idea of where the value is.

**Mr. Roybal moved to approve the request for a Professional Service Agreement with Building Solutions as presented. Mr. Furry seconded the motion, which passed by unanimous voice vote.**

B. Request for Approval of the Results of Entrepreneurship RFP 15/21/Professional Services

1. Agreement for Start Up Santa Fe

Councilor Lindell said the Committee would talk about and act on each of the two requests separately.

Ms. Noble noted the memo is included in the packet. She said the process within the context of the Economic Development goals is to diversify the economy and strengthen the gross domestic product. The most consistent goal has been to create and support a vibrant business sector with focus under the term *entrepreneurship*. The RFP was designed to ignite entrepreneurship and bridge the gaps of connectivity. She described the process:

- To see globally competitive and competent businesses and celebrate the stories of the businesses that succeeds and thrives and even fails.
- The EDRC (Economic Development Review Committee) chaired by Simon Brackley spent many hours on the process. The principles of seven proposals were interviewed and two teams were selected for second round interviews: Start Up Santa Fe and Make Santa Fe.
- The EDRC recommendation was to fund both PSAs with an initial amount of \$45k and a provisional recommendation for each of an additional \$45k to be approved.
- Provisions include a rigorous check in. Both businesses will meet monthly with Economic Development and the EDRC will review the outcomes of the initial period and revisit the provisional recommendations.

Ms. Noble said her expectation is that both proposals will present to BQL; the contract stipulates a requirement for two presentations.

Ms. Noble explained Start Up Santa Fe hopes to knit together the existing resources and provide integration of various resources not yet achieved. She said both proposals bring a new level of energy to entrepreneurship and will do fund raising in the private sector to leverage this money. She explained that at the end of both contracts Economic Development will have a great amount of knowledge about the entrepreneurial potential and the entrepreneurs that work in the community.

Councilor Lindell asked Mr. Brackley if he would like to comment.

Mr. Brackley thanked the committee for the amount of time they spent on the process. He said the city has a number of resource providers; some are independent and some are somewhat funded by the city. He said they are not always working in the same direction in the changing economic environment.

He said the community is unique and has a unique set of challenges and both proposals fit well into Santa Fe's local environment. He noted the importance of the meetings with contractors to update their progress and have measurements built into the process. He said he looks forward to what is done by the entrepreneurs and how he can continue to support the process as it moves forward.

**Councilor Ives moved to approve the Professional Services Agreement for Start Up as presented. Mr. Taggart seconded the motion and the motion passed unanimously by voice vote.**

## 2. Professional Services Agreement for Make Santa Fe

Ms. Noble said acknowledged Jacob. She said she met him yesterday at the Coffee with the Mayor for technology companies and he had mentioned the need for a maker space in Santa Fe. She told him about the contract before the BQL today and she wanted to recognize that it was nice that he attended.

Ms. Noble said at some point creating permanent spaces might be looked at, but EDRC asked that programming happen first. She explained the plan is to have pop up events. There will be a robust assessment at the end of "Making's" potential to launch companies, product development and entrepreneurship in Santa Fe. They will have a good understanding and activity generated around product redevelopment at the end of this project.

Mr. Noble explained pop up events. She said MIX Santa Fe is a project the committee is familiar with and every MIX event is a pop up event. The events are held in a new and different location and in this case, the six events will be in locations throughout the city. A pop up event is a moment in time focused on particular sector of making something; textiles, engraving, metalwork, etc. and is more about temporary events.

Councilor Lindell asked if Mr. Fisher would like to comment.

Mr. Fisher said Make Santa Fe will take people who are in technology or established crafts, etc. to the Southside library or turn a community room into a maker's space for a day. That ensures a cross-section of Santa Feans can experience the event and information can be collected from participants on the type of space that would be valuable and use by that particular community.

Councilor Ives said the Albuquerque Business Journal talked about an event around app development. He asked if that qualifies within the realm of a pop up event.

Mr. Fisher said that is possible. He said Make Santa Fe's primary concern is to look around the world where makers and hackers spaces are used interchangeably. He said where there are successful vibrant spaces that are financially sustainable and serve the community well; are the spaces that really serve the community. Mr. Fisher said it cannot be a one size fits all; they will have to learn from existing businesses, entrepreneurs, educators, craftspeople, etc. what this community needs and wants.

**Councilor Ives moved to approve the Professional Service Agreement for Make Santa Fe as presented. Mr. Roybal seconded the motion and the motion passed unanimously by voice vote.**

**IV. PUBLIC HEARING-** There was none

**V. INFORMATIONAL ITEMS -** There were none

**VI. UNFINISHED BUSINESS-** There was 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 staff is deeply involved in two particular items. He said he would turn the reports over to Mr. Quintero and Mr. Trujillo on the status of the trade mission with Mexico and relations with the State Trade Office in Mexico and on bringing the model UN (United Nations) at the collegiate level to New Mexico in November.

Mr. Trujillo explained he has been working on a proposal for a Mayoral trade mission to Mexico City. He described his work:

- They want to have both a tourism mission and a trade mission. The tourism mission will have a day to talk with travel and tour operators and the trade mission will take Santa Fe companies who are interested in trade and see if they can do business.
- A budget has been identified and there is collaboration with the New Mexico Economic Development Trade Office. He is also working on a workshop seminar. The Trade Director from Mexico City Economic Development Department will be in Santa Fe to help for a week in April.
- The targeted dates are in the May/June timeline for the trip and they hope to have a high-level mayoral visit for possibly 3 to 4 days.

Ms. Karp said the arts and culture are part of the city's economic picture and the tendency is not to make those connections when going to a foreign country. She asked for awareness of the power and value of the arts and culture when making plans. Mr. Roybal agreed and shared the same concern.

Mr. Trujillo said about 10 companies will be sent to Mexico and the Mexico Trade Office will look at if there is interest in the particular areas; arts and culture; manufacturing, high-tech services, etc. The Trade Office will do a lot of the work and the businesses visiting Mexico will pay their own travel expenses. Matching funds for a translator and set up cost will be paid by the State of New Mexico.

Councilor Ives said it will hopefully be a process that identifies which companies are interested in not only Mexico, but in different parts of the world.

Mr. Quintero said the United States has a strong relationship with the United Nations and that has manifested in New York, Portland and Seattle to host conferences. He said there has never been a Southwest conference and this would be an excellent opportunity. He said his hope is to attract 450 students from around the world using the tag line: "why not study international affairs in America's oldest capital". Santa Fe would be seen as a destination place for more than just one demographic and that people could come for an academic competition.

He said a conference would be an interesting way to boost Santa Fe's profile and increase the GRT (Gross receipts tax) and Lodger's tax. He has secured the destination of the State Capital and the request has to be passed in the House and Senate chambers, but because the conference would be for educational purposes he thought the request will be approved.

Councilor Ives said having the State legislature available would be fantastic in terms of meeting rooms and chambers for people to meet in. They will go through the Convention and Visitors Bureau to set room rates and reserve rooms.

Mr. Quintero said speaking as a person who has been to some of the conferences; he believes that students will fall in love with Santa Fe. He said Santa Fe is unique in that the students are offered a different culture. He said people from Latin America could visit Santa Fe and consider the city as a future destination. He said UNM and NMSU are partners and will run the conference. He said this would be the step to bring the younger generation to Santa Fe.

Councilor Lindell thanked them and said this sounds terrific.

Councilor Ives said this is the 50<sup>th</sup> anniversary of the Council in International Relations and also UNESCO's 70<sup>th</sup> anniversary of which Santa Fe is a participant in the UNESCO Created Cities Program. He hopes that they can bring in the regional consul generals and others to add to the international flavor.

#### B. Friends of the Plaza Work Group Update- Buddy Roybal

Mr. Roybal said Friends of the Plaza involves getting volunteers and they have over a hundred. He said a lot of work needs to be done in the Plaza and his hope is this will be a yearly event. He wants to do a similar event in March or April to spruce up the Plaza before the tourists.

He said there is a good volunteer base, but last year they were out-of-pocket about \$1100 and cannot afford that every year. He said he thought the downtown merchants might help and one way to do that is a membership like the Old Santa Fe Association with dues, etc. He thought a volunteer program with dues could also be started. He said currently the Downtown Merchants, Santa Fe Beautiful and Randy Randall with tourism is involved.

Ms. Kapin said when doing the Second Street Experience years back, someone from Home Depot found them and wanted to help and that might be a way to get supplies.

Mr. Roybal said because of his business it would be hard for him to ask competitors for paint. He preferred if possible, to get money from association dues.

Ms. Noble said the first meeting of the People to the Plaza Initiative was yesterday. She explained that the Initiative is the Mayor's first piece of legislation and was responsible for closing the streets [at the Plaza]. The Plaza will remain as it is with the Lincoln and Old Santa Fe Trail legs closed from Memorial Day through Balloon Fiesta weekend. The outdoor tables will remain and more tables will be ordered.

She said there is a new Parks and Recreation Department with a new director, Richard Thompson and a lot of emphasis on Parks workers and their work in the landscape, etc. She said Mr. Thompson is motivated and excited about making the Plaza beautiful.

Ms. Noble said also she and Debra Garcia y Griego with the Arts Commission were asked to develop a program schedule for events and a call for nonprofits for possibly performance art on the Plaza.

Mr. Roybal confirmed there were no actual people in the Initiative. Ms. Noble explained that Friends of the Plaza is the volunteer group and the People to the Plaza Initiative is city staff pulled together to work on this. She said no money is involved.

Councilor Lindell said along those lines she is working to put together a program to consolidate the number

of newspaper/free paper boxes. Currently all of the boxes are individual and chained to a post on the Plaza. She is working to consolidate the boxes and have continuity.

Councilor Lindell thanked Mr. Roybal. She said the Friends of the Plaza event was a "ten" last year. She said the program worked great and had a ton of people and everyone had fun and it was a wonderful day.

#### C. Business Regulation Work Group Update- Brad Furry/Piper Kapin/Damian Taggart

Ms. Kapin said the group met four or five times and looked at things they hope to improve and they welcome feedback.

Ms. Kapin listed the issues they hope to improve:

- The current process is not user-friendly or efficient for licensing/permitting. The online does not work well and does not tie into data collection. There is no opportunity for the city to collect data and they would also like the public to be able to access the data. They hope to streamline regulation/licensing and make that modern and user friendly.
- Each member of the group researched several other cities practices. There were portions of each site the group thought could be compiled with the main idea to move the entire process on line. That might involve a kiosk, etc. at city hall for people without a computer. The hope is to have data for new and existing businesses and documents and there will be a check list for every business. They would like to grow this into use at the county and state level also.
- The group looked at how to merge this with Land Use in the future.
- They hope to provide a service to the business community by creating a directory and advertising/hiring boards for businesses to connect with one another.

Ms. Karp said they need to be sure everything communicates and intersects.

Ms. Kapin said Mr. Taggart created a template for the group to work from. The next piece is to find out the capability with SunGard (the city's provider) on the contract, services and the costs.

Mr. Taggart explained SunGard handles the online process for the city and set up the database for Permit/Land Use, etc. He said they will talk with SunGard about the possibility of their ideas within the current software and the cost to implement the ideas. They will start with SunGard because the city has a contract with them.

Mr. Furry added the group is going full steam ahead and are committed to seeing results.

Ms. Kapin said the group discussed it would be ideal if the city owned the technology.

Ms. Noble said a lot of software companies do business licensing/registration and the software and management is very expensive. She said the group is working on an issue that is important and the committee should be a resource. She said this may end up being an exercise in what is possible, because the group will run into two things: land use processes and the website. Currently they have been collecting codes for business sectors and that has gone nowhere.

Councilor Ives said he is a strong advocate for IT (Integrated Technology) and funding of that. He said the city received a contingency list last year from IT totaling 3 ½ million dollars and that included an upgrade for the Land Use systems. He said no money was allocated and bond funds were reprogrammed to get three quarters of a million dollars allocated.

He said the new acting director of IT is critical in the discussions and she is currently working on a strategic plan for IT. He said the lack of funding caused the IT functions to be distributed throughout the departments. He hopes with the new director that everything can be centralized and run through her office.

Ms. Kapin said that the IT director sent a representative to their last meeting. Mr. Quintero added the representative provided solid answers and led them to SunGard.

Mr. Taggart said he was struck by the survey of other states and municipalities. He said this is an opportunity for Santa Fe to be a national leader because many places are not doing a great job.

Councilor Ives said it is critical to help City Council understand why the investments are necessary. He said that will take good proposals that demonstrate efficiency and results or the metrics to measure results.

Mr. Roybal noted that Rio Rancho is a city that does well with their building permits.

Councilor Lindell thanked the committee.

#### **IX. ITEMS FROM STAFF**

Councilor Ives said he has started a process on the short term rental ordinance. The city currently allocates about 350 licenses, but there are about 500-600 people that did not bother to get a license or pay Lodger's Tax or gross receipts or have the necessary inspections. He has developed a timeline to bring that forward and part is to look at licensing and the appropriate penalties for failure to comply, etc. He said he will share that with the subcommittee.

#### **X. ITEMS FROM THE CHAIR**


Councilor Lindell thanked the committee and staff. She said everything they consider is important and sometimes takes more time than they would like, but deserves the time.

She said the committee examines, analyzes and researches and does their work at a very high level and the support from staff is terrific. She said BQL allows a way to analyze and do things better and their service does not go unnoticed and she is honored to work with everyone.

#### **XI. NEXT MEETING DATE-- February 11, 2015**

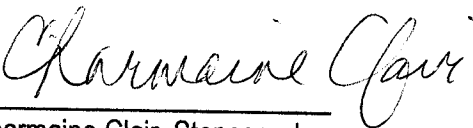
*Having no further business to discuss the meeting adjourned at 12:30 p.m.*

Approved by:



Signe Lindell, Chair

Submitted by:

  
Charmaine Clair, Stenographer