



Agenda

CITY CLERK'S OFFICE

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CITY BUSINESS & QUALITY OF LIFE COMMITTEE

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

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

- I. PROCEDURES
 - A. Roll Call
 - B. Approval of Minutes – February 11, 2015
 - C. Approval of Agenda
 - D. Approval of Consent Agenda
- II. CONSENT AGENDA (None)
- III. PUBLIC INPUT SESSION
 - A. Bike and Brew Festival (Kate Noble)
- IV. ACTION ITEMS
 - A. Request for approval of an ordinance amending Subsection 23-6.2 SFCC 1987 to permit the sale and consumption of alcohol at the Railyard Park for the Bike and Brew Event. (Councilor Lindell) (Kate Noble)
 - B. 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)
 - C. Request for approval of an ordinance creating a new Section 10-11 SFCC 1987 to prohibit the sale of single serving containers of alcoholic beverages, in sizes of eight ounces or less, within the municipal boundaries of the City of Santa Fe. (Councilors Lindell, Dimas, Dominguez, Ives and Bushee) (Alfred Walker)
- V. INFORMATIONAL ITEMS (None)
- VI. ITEMS FROM THE PUBLIC



Agenda

- VII. UNFINISHED BUSINESS (None)
- 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 – **April 8, 2015**

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

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CITY OF SANTA FE
BUSINESS & QUALITY OF LIFE COMMITTEE

WEDNESDAY, MARCH 11, 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, but quorum was established later as follows:

Members Present:

Councilor Signe Lindell, chair
Miles Dylan Conway
Brad Furry
Diane Karp
Piper Kapin (arrived later)
Kim Kelly
Tony Ortiz
Buddy Roybal
Bill Sisneros

Members Absent:

Councilor Peter Ives, vice chair (excused)
Damian Taggart (excused)
Dr. Almi Abeyta (excused)

Staff Present

Kate Noble
Fabian Trujillo
Ross Chaney
Zach Quintero

Others Present

Sandra Brice, Director of Events, Santa Fe Railyard Community Corporation (SFRCC)
Mr. Alfred Walker, Assistant City Attorney
Chris Goblet, BTI/Bike and Brew
Simon Brackley, President of Santa Fe Chamber of Commerce
Charmaine Clair, Stenographer

B. Approval of Minutes- February 11, 2015

Mr. Roybal moved to approve the minutes of February 11, 2015 as presented. Mr. Furry seconded the motion which passed unanimously by voice vote.

C. Approval of Agenda

Item IV. Action Items (A) was moved to be heard before Item III. Public Input.

Mr. Furry moved to approve the agenda as amended. Mr. Roybal seconded the motion and the motion passed unanimously by voice vote.

D. Approval of Consent Agenda- None

II. CONSENT AGENDA – None

IV. ACTION ITEMS (Revised Agenda Order)

- A. Request for approval of an ordinance amending Subsection 23-6.2 SFCC 1987 to permit the sale and consumption of alcohol at the Railyard Park for the Bike and Brew Event. (Councilor Lindell) (Kate Noble) (Exhibit 1)

Mr. Goblet passed out a map of the location of events and the vision/strategic growth plan for the Bike and Brew Festival. He explained Festival will be a five day event geared to locals and will begin Wednesday the 13th of May. He provided a summary of the planned events.

A summary of the Festival follows:

- A ride event would be held at the trash pit and dirt jumps will take place at La Tierra. There are efforts being made to have Red Bull to host some large format jump events.
- There will be a dedication of new bike parking in front of the Cowgirl Restaurant with beer, dinners and bike rides. Thursday evening a bike circus is planned with CCA; a kid-friendly event to decorate bikes with LED lights, stickers, helmets, etc. for a Glow Ride on Saturday and a strider race around the CCA parking lot. There will be music, food, films, etc.
- Friday the stage and fencing will be installed at the Railyard Park area. A \$10,000 donation made possible the installation of a pump track for skateboards, razor scooters, rollerbladers and cyclists. Every hour a different activity will be held for a different age group. That area will have vendors for sunglasses, bicycles and bike rack companies and accessories.
- Friday night entertainment is being planned; Saturday and Sunday have been booked. Programs on the main stage will be from 4-9:30 p.m. The last call for beer is 9 p.m. for all events.

Ms. Kapin entered the meeting at this time.

- There will be a 6000 ft.² beer garden for those 21 or over. Cowgirl is the only liquor license, but will bring in all of the out-of-state breweries. Seven or eight food trucks will be at Site Santa Fe from Santa Fe and Albuquerque.
- There is a kids' zone to ensure plenty of family-friendly activities.
- Vendors (non-cycling related) will be to the right of Paseo de Peralta and the Farmers Market building and local stage. A hand built bike and crafted beer show will be inside the Farmers Market building-attended last year by 1700 people; and two food vendors inside the building.
- The local stage will be sponsored by Second Street Brewery and a local bank. Bike to Work Day is from 2- 6 p.m. and two local bands will perform on a small stage after the event.
- Friday night Paseo de Peralta would be closed for pedestrian traffic only.

- Saturday all activities will be in the Railyard Park and Dale Ball, La Tierra, Glorietta, etc. The Expo will continue all day Saturday with live music from 4-9:30 p.m. and only the beer garden will be open.

Mr. Goblet said the Committee is asking approval of the main stage area beer garden. He wants to focus this year on proving this can be done responsibly, and if successful move forward in the future.

Mr. Ortiz asked the parameters of the beer garden. Mr. Goblet replied in most events children six and under is okay in the beer garden, but bringing in a number of children of different ages is not. He said that will be left to the discretion of the Committee or City Council.

Mr. Roybal confirmed wrist bands would be used. He said another concern is involving as many as possible local companies. He said he heard that quite a few food trucks were from Albuquerque.

Mr. Goblet explained the wristbands have four tabs on the band to allow four-16 ounce beers. He clarified that all of the food trucks from Santa Fe are already involved in the festival.

Mr. Roybal asked how the number of police/security presence will be determined.

Mr. Goblet said last year they worked with the Santa Fe Police Department in advance and allocated 6-8 officers, but quickly realized more were needed. He pays for 12 security guards in addition to the police officers. He said with double the attendance this year, he is giving serious thought to additional police and bike police presence; as well as hiring additional security guards.

Mr. Goblet said he has contracted with a national company. He has talked with their regional manager to make sure they have the right team for this event. The number of security and police personnel is mandated and required by the Alcohol and Gaming Commission and the Railyard Community Development Corporation to get the permit.

Chair Lindell opened the floor to public comment at this time.

III. PUBLIC INPUT SESSION

A. Bike and Brew Festival (Kate Noble)

Mr. Rick Martinez confirmed times for the concerts and that food will be allowed in the beer garden. He said last year there was a shortage of bike racks. He asked if there would be extra this year.

Mr. Goblet said last year the racks were in the wrong area. He said a number of bike racks in front of REI were never used and they will move the racks closer to the event inside the Railyard Park. There will be a designated bike parking area and a local bike company doing bike valet.

Mr. Martinez noted that people often leave the beer garden and go to another bar to drink.

Mr. Goblet explained that in addition to wrist bands there will be hand stamps with permanent ink. He said even if someone takes off the wrist band, the bartenders can see the person has been to the beer festival and will hopefully serve that person thoughtfully.

Mr. Martinez asked about admission prices. Mr. Goblet replied that admission is free to the events except the beer garden. Friday night is \$5; Saturday \$15 and includes the Farmer's Market events and beer garden; an idea is also a weekend pass for \$25 for the beer garden each night and the concert.

Mr. Goblet provided the website *outsidesf.com* that lists the events. He said there will be give-aways of a \$7 thousand bike; a three night stay at a five bedroom house in Santa Fe; and three winners for two nights in Hotel Santa Fe with all access to the events.

Ms. Brice, Director of Events at the Railyard clarified that the number of security/police will be determined after the prep' meeting with city staff. She said Lieut. Polk will recommend the number required for police personnel/security. She said as stated, the permit will not be issued until those contracts are in place and she will walk Mr. Goblet through the street closure process and neighborhood notification.

Ms. Kapin asked if the food vendor is open to Santa Fe businesses; or a reason for food trucks only.

Mr. Goblet said the food truck idea was conducive to the parking lot and last year all four food trucks sold out. He said opportunities are available for any business adding to the enjoyment and success of the event.

Mr. Conway asked what the interaction is with Chainbreakers regarding the bike valet. Mr. Goblet replied he will talk to that group first, but has not done yet done the outreach.

Mr. Martinez asked that recycling stations be identified so people know where they are located. Mr. Goblet replied Keep Santa Fe Beautiful has a program that lends recycling containers. Ms. Brice added there are new permanent recycling stations now and the trash and recycling bin will be in place once the new cinema opens in May. She offered to discuss that with Mr. Goblet.

Ms. Kelly asked Mr. Goblet if he talked with Re-unity Resources on composting food waste. She said she was in Brooklyn at a huge event with 100 vendors and all used biodegradable. She thought it amazing that with such a quantity of people and food, the event was green.

Ms. Brice said the plan could be discussed with waste management, but part of the problem is the servicing from the city.

Mr. Ortiz said he did not want the city to repeat the "beer prison" at the baseball park. He thought there would be a problem for a parent with a child to have a beer.

Mr. Goblet said he was willing to make the beer garden three times the size and more than happy to make accommodations to allow everyone in the beer garden with proper ID and wrist banding.

Mr. Furry recommended there be a plan in place before going to City Council. He noted that paperwork on the ordinance states 12 ounce glasses for beer [not sixteen]. Mr. Goblet said that is non standard and he has never worked with a 12-ounce glass.

Mr. Sisneros asked in terms of attracting people from Los Alamos and Albuquerque, if races are planned in the morning or there is some coordination.

Mr. Goblet said advertising will be in four national publications to over a million national subscribers and television advertising from Las Cruces to Durango and regional contracts throughout New Mexico; print ads in the Alibi and the Reporter; and Santa Fe Fat Tire Society, Pedal Queens and a number of other biking organizations are reaching out statewide. The purpose is to get over 16,000 people to participate in Santa Fe over the five days.

He said there is a critical mass ride on Saturday night from the Santa Fe St. Vincent Hospital Foundation to the main stage. A proclamation will be given by the mayor to designate Santa Fe Sentry Day. The hope is for a thousand bikers to show how the two events can be blended.

Mr. Ortiz said he does not want a user-unfriendly space where people are packed like sardines, elbow to elbow spilling beer. He asked what the downside is to a larger beer garden.

Ms. Brice said part of the problem is there is no defined space yet and square footage is a big part. She said his point is good about safety and people on top of one another, but state regulations are specified. She said she and Mr. Goblet need to have a more comprehensive conversation and the Board needs more of the specifics.

The Committee discussed the issue of a larger beer garden.

Mr. Goblet suggested a silo of different beer gardens in different areas. He is working with his team to determine within regulatory compliance, what makes the most sense. He said some of this is for the citizens and residents and business owners to say what is most logical.

Chair Lindell said she has every belief that the Festival will turn into an event much like the Wine and Chili or the International Folk Art Market. She said for BQL to be on the ground floor and for her to have the opportunity to bring this forward to the Governing Body is a tremendous privilege. She thanked Mr. Goblet for the opportunity and all of his work.

Chair Lindell asked the Committee to hold their recommendation until they read the clarification on Section 23-6.3 of the code.

Mr. Walker noted that City Council adopted the code to avoid having to do this every time alcohol was used in a public space and to have best practices in place.

Ms. Kapin asked why the rules would not be the same as the state on the consumption amount per hour or number of ounces. She said two beers are not near the limit of what people can be served.

Mr. Ortiz asked why the Committee would not align the ordinance with four 16 ounce glasses. Mr. Walker pointed out that an amendment to the ordinance will require another publication.

Ms. Nobel noted the ordinance states three alcoholic beverages per person of 12 fluid ounces at 5% alcohol. She said the ordinance is not written for craft beer.

Ms. Brice suggested trying a different format that provides one ounce tastings. She said if there are eight breweries and people can only sample two beers that limit the number of tastings.

Mr. Sisneros thought the Committee should leave the cup size to Bike and Brew to determine.

Chair Lindell said the Committee is trying to move this forward and it is legislatively late and all have acknowledged that timing is tight. She asked Mr. Walker what would happen if they remove the phrase: *including subsection 23.3-6.3 in Section E of the ordinance.*

Mr. Walker said the ordinance still states '*in accordance with all city and state requirements*' and there will still be an issue.

The Committee discussed the issue and possible ways to meet code requirements.

Ms. Nobel consulted with Melissa Byers the legislative liaison. She said Ms. Byers suggested asking Mr. Walker if a subparagraph could be added to the ordinance similar to Ft. Marcy specifying the requirements for Bike and Brew and excepting 6.3 to allow serving standard pint size beers.

Mr. Walker suggested the Committee talk with City Attorney Kelley Brennan.

Mr. Daniel Werwath said as an avid cyclist and also a beer drinker; this is what strangles entrepreneurship. He said there should be a clear per formative standard to serve beer in a public park and the ordinance should be completely amended to provide a standard.

He said the state laws are draconian and with city laws on top of that, nearly impossible. He said his organization does a large event every year and spends hundreds of hours trying to work out issues. He encouraged the Committee to consider how to spearhead rational per formative standards.

Ms. Karp said there are two different issues being discussed. She wants a successful, smooth move through City Council on March 25th and to stay as close as possible to the city ordinance.

Ms. Karp said this can be done, but has to be done thoughtfully and without the pressure of a tight deadline. She said the Committee would say to Mr. Goblet that they want to do what he wants, in the right way. She suggested instead of coming to the Committee two months before the event next year that the Committee would like to engage earlier, because the event is perfect for Santa Fe.

Mr. Goblet said he appreciated their comments. He said he will work within their confines and if they can only do three-12 ounce servings that is fine.

Mr. Ortiz moved that the Committee recommend the approval of an ordinance to the Governing Body amending section 23-6.2 to permit the sale and consumption of alcohol at the Railyard Park for the Bike and Brew event, with the additional recommendations: 1) to consider a larger beer garden for a crowd of 6-7 thousand people; 2) that the beer garden be family friendly; 3) that recycling efforts be incorporated and; 4) that patrons be allowed four-16 ounce beers. Mr. Furry seconded the motion.

Additional requests will be considered at a later time: Mr. Conway suggested striking *Bike and Brew Festival* to cover the Railyard Park. Ms. Noble suggested addressing the 5% alcohol content. She has started language to ask the city attorney about regarding four-16 ounce beers.

The motion to recommend amending Subsection 23-6.2 SFCC 1987 to permit the sale and consumption of alcohol at the Railyard Park for the Bike and Brew Event was passed by unanimous voice vote.

- B. 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) (Exhibit 2)

Ms. Nobel introduced the representative from the Arts + Creativity Center and developer Daniel Werwath, Chief Operating Officer with Interfaith Housing Alliance. She said the Committee has already passed the resolution and the resolution was amended to be less specific to ensure the process is clear. The resolution is substantially unchanged. The language does not specifically call out the Siler Road site and the resolution can be applicable anywhere.

Mr. Werwath passed out the key points of the project. He said the total development is between \$14-17 million and is mostly outside funding. The target is entrepreneurs and self employed and those who need extra space in affordable housing. The site analysis conducted is being reviewed by senior staff.

Mr. Werwath said the Alliance has a preference for land on Siler Road because that aligns with other things in the area and the creative industries. He said the way the tax credits are allocated for municipal contribution projects, the city donation plan is needed to make the project work. He said this is a unique opportunity to combine affordable housing and economic development in the same project in a way that re-invigorates affordable housing in Santa Fe as it was in the nineties.

Mr. Roybal asked if there is a component to keep the contractors within Santa Fe.

Mr. Werwath explained there is a local preference for contractors, but there are restrictions on cost because of public subsidy, etc. He said typically three or four contractors in the state are able to do a project of this scale and working with multiple contractors is difficult because of performance guarantees. He offered to talk with Mr. Roybal about ways to approach the issue differently.

Chair Lindell said she thought the \$14 million total project seemed high at \$233k (thousand) a unit. She asked how that pencils out over time.

Mr. Werwath said cost were about \$200k a unit and consistent with other recent tax credit projects. The project has a high level of energy efficiency and off-street parking and improvements, etc.

He explained that the equity investors are technically the owners and the developer is a partner of the LLC created to own the project. There is a commitment to a certain level of affordability for 45 years in order to get the tax credits. The rent will be tiered for levels of income and target families earning less than half the AMI (area of medium income). The lowest income units are about \$400 a month and will go up to market rate.

Mr. Werwath said part of the reason the units are more expensive is the challenge to make the units bigger than the normal affordable housing. The units accommodate artistic pursuits and home-based businesses, etc. and have a mix of one, two and three bedrooms and serve a range of households.

Ms. Karp commended Mr. Werwath on the difference in this proposal and his initial proposal and in making this available to a broader community. She said there is very little affordable housing and it is important to open up the idea that affordable housing is like living in a closet.

Ms. Karp asked about the system to assess those who become successful and make more money.

Mr. Werwath said the tax credits require an annual recertification of income. The hope is that part of the project can be communitywide resources and include shared studio space and micro retail space. The hope is those more successful will keep a studio space and share resources or move up to a market rate unit. A suite of support services will be provided on site with to be a step to move people up the economic ladder. There will be a big emphasis on economic development and small businesses. One idea is a focus on raising grant funds for artists and on-site social services such as a referral to GED classes or assistance with college applications, etc.

Mr. Roybal asked what this resolution does for Mr. Werwath.

Mr. Werwath said the resolution will direct staff to work with the project on the next phase. He said the Alliance needs to look at how to circumvent the anti-donation clause of a municipality that donates to a private organization. He hopes to create a model document for the donation and is working on a loophole that might allow the city to access the state affordable tax credits that could return \$200-300k back to the city. He said this opportunity has never been done, but the city could build affordable housing every year for the next 10 years and not meet all of the needs.

Mr. Roybal asked if the property will always be a rental property.

Mr. Werwath said it is hard to say what will happen at the end of 45 years, but; the units are rarely sold.

Mr. Trujillo said he did not think that [city access to the state affordable tax credits] can be done under the State Economic Development Act. He said there is a bill to allow that exemption, but the Santa Fe ordinance is modeled directly after the Act.

Mr. Werwath said he has discussed that with Joseph Montoya one of the original architects. Mr. Montoya told him that affordable housing was included originally. Mr. Werwath said a LIDA (Low Income Discount Administration) exemption will be needed at the least, for the shared resources component of the project. He hopes to find a way to use LIDA because that allows the project to give money back to the city. The Affordable Housing Act requires liens on the property and precludes an affordable housing tax credit.

Ms. Kelly asked if there is a plan to integrate the bike trails in the area, since Siler Road will have so much development. Mr. Werwath replied the long-range plan for the city includes continuing the river trail past Siler Road and an acequia trail will go through the Siler neighborhood. Several other major projects are interested in coordinating the transportation planning and he used the access to public transportation, bicycles and trails as an assessment criteria.

Mr. Furry asked if a dollar amount is associated from the city, specific to the resolution.

Mr. Werwath said the city has committed \$40 thousand to the predevelopment work and the site

analysis report. Mr. Werwath explained the contribution can be through cash, land and fee waivers.

Mr. Werwath explained the Alliance is spending about \$25,000 to look at environmental/engineering assessments of the site. He said the resolution is their security to spend the money on the project.

Mr. Roybal moved to approve the resolution directing Staff to implement the next phase of developing the Santa Fe "Arts + Creativity Center". Ms. Kelly seconded the motion, which passed by unanimous voice vote.

- C. Request for approval of an ordinance creating a new Section 10-11 SFCC 1987 to prohibit the sale of single serving containers of alcoholic beverages, in sizes of eight ounces or less, within the municipal boundaries of the City of Santa Fe. (Councilors Lindell, Dimas, Dominguez, Ives and Bushee) (Alfred Walker)

Mr. Walker said this ordinance is based on an ordinance enacted to address a problem of the sale of miniature bottles of alcohol in the Airport Road area. Retailers had no strong objections and compliance was good. The idea behind this ordinance is to reduce the amount of litter on city streets.

Ms. Kapin said she talked with liquor store owners who feel this would be a significant "ding" for them. She thought it a strange solution to litter when there are no trash cans in the area. She said she sees the bottles everywhere, but she also sees Burger King wrappers and bags, etc. She asked if this is really a solution to litter.

Mr. Walker said the city has banned the use of plastic grocery bags and this is an incremental step to address the issue.

Chair Lindell said there were no problems enforcing the ordinance on Airport Road. She said during the Santa Fe River cleanup the river was full of miniature liquor bottles. She said the bottles are made for immediate consumption and disposal and clear that a lot of the bottles are consumed where they are tossed. She said she receives a lot of complaints about the constant mess from people who live near liquor stores.

Mr. Ortiz asked if there is data that passes not just a litter problem, but an alcohol abuse problem.

Mr. Walker said he has seen studies that connect alcohol miniatures to public safety issues, but the state preempts the regulation of alcohol and addressing the issue on that level. He said this is a way to address the litter issue. He said some retailers have hired attorneys, but he thought the city has the right to control trash on their streets. He said the city can ban plastic bags, but not plastic bottles.

Mr. Furry said does that mean that a chronically inebriated person will buy a fifth opposed to a mini, perhaps, but the ordinance will address the availability and multiple factors. He said according to articles published, the business models will change some for some communities, but the implementation has no economic impact. He said some things be affected are ordering a six pack of small Corona bottles or hotel tourism.

Chair Lindell said there is an amendment "for off-site consumption" and would not affect the hotel mini

bar.

Ms. Kapin said she is not opposed to cleaning up trash in the city, but has to wonder where this will stop. She said cleaning up the minis will not fix the pile of Corona bottles in the arroyo next to her house. She said this keeps falling on the business community to stop what they are doing; they are not dumping the bottles. She asked if there is anything around education and enforcement. She said the bigger conversation is about the people drinking outside. She asked what resources the city provides for them. She said her issue is with the solution continuing to fall on the business community.

Chair Lindell said she thought the neighborhoods feel disrespected with the amount of trash generated by the establishments. Ms. Kapin replied the *patrons* of the establishment are a problem, not the businesses.

Mr. Furry moved to approve an ordinance to create a new Section 10-11 SFCC 1987 to prohibit the sale of single serving containers of alcohol in sizes of eight ounces or less within the municipal boundaries of the City of Santa Fe. Mr. Ortiz seconded the motion.

A roll call vote was taken that reflected the following:

FOR: Ms. Karp, Mr. Ortiz and Mr. Furry
AGAINST: Ms. Kapin, Mr. Sisneros and Mr. Roybal

Mr. Conway- passed. Ms. Kelly was not present during the vote.

A tie vote was broken by Chair Lindell who voted in favor of the ordinance and the motion to approve the ordinance passed by majority voice vote.

V. INFORMATIONAL ITEMS – None

VI. ITEMS FROM THE PUBLIC -None

VII. UNFINISHED BUSINESS- None

VIII. ITEMS FROM THE COMMITTEE

A. SF Global Trade Initiative Work Group Update (Mayor Pro Tem Ives)-Not Discussed

B. Friends of the Plaza Work Group Update (Buddy Roybal)

Mr. Roybal said he is the chair of another Plaza clean up on the May 2nd in coordination with Keep Santa Fe Beautiful, the Chamber of Commerce and other organizations.

Chair Lindell asked Mr. Roybal to keep the Committee updated.

C. Business Regulation Work Group Update (Piper Kapin/Zach Quintero)

Ms. Kapin said the group has been in close communication with the players (the Director of IT, Land Use, etc.). The group is finalizing their recommendations, which she will present at the next meeting.

Mr. Furry added that the group decided to put their recommendations into four categories: immediate, short-term, medium and long-term. The group recommendations are identified as things that will enhance the experience of people on both the business and the city side.

Ms. Nobel said once vetted and approved by BQL, the group recommends this document be transmitted and possibly presented, to the full City Council.

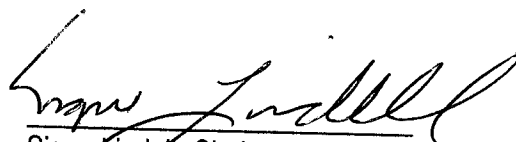
IX. ITEMS FROM THE STAFF – None

X. ITEMS FROM THE CHAIR - None

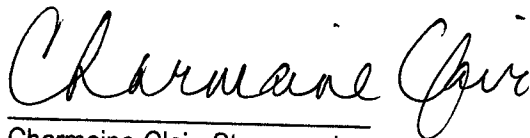
XI. NEXT MEETING DATE– April 08, 2015

Having no further business to discuss the meeting adjourned at 1:00 p.m.

Approved by:


Signe Lindell, Chair

Submitted by:


Charmaine Clair, Stenographer

Outside Bike & Brew Festival Vision & Strategic Growth Plan

Outside Bike & Brew Festival was created as a multifaceted outdoor recreation celebration for the new era of Santa Fe, weaving elements of tourism, economic development and quality of life initiatives together under one umbrella. Our goals are to attract new tourists, engage residents and local businesses, rebrand Santa Fe, recruit new companies and build new infrastructure for all forms of cycling.

From a tourism perspective, Outside Bike & Brew is built to appeal to a younger demographic. The event gives Santa Fe a new opportunity to feature its natural environment and a planned trail system that will circumnavigate the city. Ongoing trail enhancements for road and mountain biking will take the city from a International Mountain Biking Association (IMBA) Silver Level Ride Center to Gold and Santa Fe will become one of the most desirable destinations for cycling in the US. We have augmented the appeal of the event by adding craft beer events that have exploded in popularity across the country.

Tourism Objectives:

- Bike & Brew will to grow into the festival equivalent of Wine & Chile or the International Folk Art Market, drawing repeat travelers in the shoulder season.
- Develop adventure tourism programs to appeal to a younger demographic.
- Tap into the growing popularity of craft beer tourism.
- Drive gross receipts for local businesses, hotels, restaurants and area attractions.
- Leverage our connection with Outside Magazine to brand Santa Fe as a premier cycling and craft beer destination.
- Establish the Railyards as *the* point of departure... “where adventure begins”.

From an economic development standpoint, Outside Bike & Brew harmoniously blends the multi-pronged strategies as outlined by City and County ED plans. Not only does the event provide an immediate economic impact with heads in beds but it also becomes a platform for ongoing business recruitment and retention.

Economic Development Objectives:

- Provide a platform to recruit outdoor recreation and cycling companies
- Incorporate Railyard district businesses like REI, Violet Crown, Second Street Brewery, Jean Cocteau, Hotel Santa Fe, Joseph’s, Whole Foods and many others.
- Drive sales and new business to these anchor Railyard businesses.
- Bike & Brew incorporates a film component with Violet Crown & Jean Cocteau.
- Bike & Brew incorporates the Santa Fe Green Chamber Festival.
- Draw attention to Craft Beer, one of New Mexico ‘s fastest growing industries.

The Santa Fe Railyards have been a point of significant public and private investment over the past decade. While the project is award winning, beautifully designed and beloved by locals, untapped potential remains. Nevertheless, the Railyards have the right mix of use and businesses to augment Santa Fe's historic plaza and arts district in the minds of residents and visitors.

Argument for locating Bike & Brew in the Santa Fe Railyard District:

- It is an important transportation hub of the city, with the RailRunner, cycling amenities, bus connections and ample underground and street parking.
- The Railyards have a hip vibe and provides an exceptional alternative to other festival locations with built in infrastructure and large gathering spaces.
- For 17+ years the Railyards have been home to Outside Magazine, the nation's leading outdoor lifestyle magazine with over 700,000 subscribers.
- Additional infrastructure investment has already been allocated for the Railyard that will enhance safety and accessibility to and from the festival.
- Adjacent businesses fit the theme of Outside Bike & Brew

In conclusion, our vision for the future of this festival and for our community is to grow into the opportunities that are presented to us. We need to inspire our community to think about itself differently and to build towards the reputation we want to own. Imagine if the Railyards could become a point of entry and departure for visitors. Like the spokes of a wheel, what if cycling trails emanated from the Railyards to the foothills and beyond. Visualize the dense urban matrix of businesses and amenities that will appeal to the next generation of residents and visitors.

We have the potential to use this festival to shift perspective: to change our own perspective, the community attitude and the tourist perception of our city. Outside Bike & Brew is a party with a plan. Everyone loves a good party, now we need to engage the plan for achieving our vision and our goals.

SANTA FE ARTS + CREATIVITY CENTER FACT SHEET

Since its inception, the Santa Fe Arts + Creativity Center (A+CC) has been envisioned as a novel approach to addressing the ever-present need for affordable rental housing while also positively impacting economic development in the creative economy sector. The Arts + Creativity Center will be a major resource; reducing significant obstacles of rent for live/work space and affordable shared work and commercial space. It is our goal that the Santa Fe Arts + Creativity Center be so unique and well executed that it garners national, and even global attention, for the community's long-term investment in affordable space, economic development, and the future creative economy.

TARGET BENEFICIARIES: While initially focused on "artists," the scope of the A+CC project has broadened to serve what we are calling "creatives"— meaning people who materially participate in or support the creative economy. These are creative individuals working in the visual arts, music, theater, dance, media arts and other media, designers, entrepreneurs, writers, craftsmen, builders, makers, or people in related industries that support those professions.

This project is unique in that it intends to provide:

- 60 units of affordable live/work rental housing that will benefit individuals and families earning between 30% and 60% of the area median income
- Minimum rents that are affordable to people earning the Santa Fe Living Wage or less
- On-site economic development resources that benefit both the residents and the entire community
- A small number of market-rate units to help create a more broad income mix within the community

Project Composition: Scale, market demand, and funding sources dictate that 60 affordable live/work units is the ideal size for the project. In addition we plan to create shared resources on site that will be an asset to the wider community and support economic development activities. Examples of potential resources provided include physical space such as shared studios with equipment, micro-retail, multi-purpose facilities for workshops, meetings, rehearsals and/or performances. This shared production space will be activated by on-site business development assistance. We are undertaking a comprehensive and community-engaged outreach, planning and design process that will ask our target beneficiaries to define their needs for space design and on-site resources.

Project Cost: Total project cost for the residential component of the project will be between \$13 and \$14 million, with an addition \$1-3m for the shared resource spaces depending on the scale. Total predevelopment costs necessary for a Low Income Housing Tax Credit (LIHTC) application will be approximately \$400,000, which will be provided by Creative Santa Fe and New Mexico Inter-Faith Housing from organizational funds and grants.

A city contribution of cash, land, and/or fee waivers equal to 10% of the total project cost is critical for being awarded LIHTC funding. Construction funding will be sought from LIHTC,

HUD affordable housing subsidy sources, Community Development Block Grant Funds (CDBG), the City Affordable Housing Trust Fund and private financing.

Project Leverage: This project offers extremely high leverage for a city investment with between \$8-10 million in outside subsidy, and an additional \$2-3M in private capital just for the residential component of the project.

Project Phase	Total Cost	City Investment	Leverage
Market Study	\$40,000	\$5,000	8:1
Predevelopment	\$400,000	\$40,000	10:1
Total Residential Project	\$14,000,000	\$1,400,000*	10:1

*any combination of land, fee waiver, CDBG and AHTF, or general funds

Project Timeline:

Sites Analysis	Aug 2014-Dec 2014
Predevelopment Funding Applications	Sep 2014-Ongoing
Review of Sites Assessment Findings	Feb-Mar 2015
Site Due Diligence- Engineering/Environmental	Mar-Apr 2015
Contingent Site Control Agreement w/ City	Mar-Apr 2015
Architect Intern	Mar 2015
Community Outreach, Planning and Design Process	Dec 2014-ongoing
Assessment of 2016 LIHTC Scoring	Aug 2015
Rezoning	Sep 2015
Project Architect RFP	Sep 2015
Conceptual Design- required for LIHTC	Oct 2015-Dec 2015
Submit Application	Jan- 2016
Notice of Award	May 2016
Syndication of Tax Credits, Secure Private Financing	Apr 2016- Apr 2017
Fundraising for Shared Resource Space	Apr 2016-Apr-2017
Construction on Live/Work	Aug 2017
Live/Work Completion/Lease-up	Fall 2017
Shared Resources Construction	Summer 2017-Spring 2018