



Agenda

CITY CLERK'S OFFICE

DATE 4/10/15 TIME 8:18am

PREPARED BY Zackary Quintana

RECEIVED BY Alicia Martinez

Nighttime Economy Taskforce

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

**Engine Room
Thursday, April 16th, 2015
1:00 pm-3:00pm**

- I. Procedures
 - a. Roll call
 - b. Approval of last meetings notes
 - c. Approval of agenda
- II. Discussion with Albert Martinez and Jon Bulhuis Regarding Parking and Transportation
- III. Discussion on Assignments
 - a. Discussion and review of assignments
 - i. OTAB
 - ii. Concierge Day
 - iii. Kiosks
- IV. Assignment Follow Up's
- V. Items From Staff
 - a. None
- VI. Items From the Committee
- VII. Meeting Schedule
 - a. Next meeting is- May 21st- 1:00pm-3:00pm 500 Market Station
- VIII. Adjourn

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NIGHTTIME ECONOMY TASK FORCE
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Adjourn	There being no further business to come before the Nighttime Economy Task Force, the meeting adjourned at 3:00 pm	Page 9

NIGHTTIME ECONOMY TASK FORCE
MARKET STATION AT THE RAILYARD
April 16, 2015
1:00 PM – 3:00 PM

MINUTES

I. Procedures

The meeting was called to order by the Vice Chair, Shannon Murphy in the absence of the Chair. A quorum was not available at the time of roll call. Meeting proceeded under Ms. Murphy's direction.

Roll Call

Jaime Lenfestey
Todd Eric Lovato
Shannon Murphy
Rochelle Esquera

Not Present

Vince Kadlubek
Kate Kennedy
Victor Romero
Sonia Leyba

Staff Present

Ross Chaney
Zach Quintero

Others Present

Albert Martinez, City Parking Division
Katerie Calvert for Fran Lucero, Stenographer

Approval of February 19, 2015 Notes

Deferred to March meeting due to lack of quorum.

Approval of Agenda

No formal action due to lack of quorum

- II. Discussion with Albert Martinez Regarding Parking and Transportation
The discussion was related to questions that Ms. Kate Kennedy had sent Mr. Martinez regarding night time parking.

Mr. Martinez said that Ms. Kennedy referred to late night parking and the question is, “how late?” Bars close at 1:00 am. Ms. Murphy said that they are thinking about the post dinner crowd so maybe 9:00 pm – 2:00 am. Mr. Martinez asked for clarification if the task force wanted to discuss the downtown area or the perimeter. Ms. Murphy said right now the downtown area is of concern. Mr. Martinez said that the Sandoval and Water Street garage are utilized post dinner times as mentioned above. What is under-utilized is the Convention Center Parking Lot which is an option if you can’t find a meter; we don’t cite after 6:00 pm. If there isn’t an event at the Convention Center, it is under-utilized. Even if there is an event, there are 518 spaces at this garage. Loading zones are sometimes taken and not enforced by the parking division. There may be enforcement by the Santa Fe Police Department but Mr. Martinez did not know how often they do that. Mr. Martinez said that there will also be sufficient parking at the movies.

Mr. Martinez stated there should be some type of parking reward for those that have had too much to drink, take a cab and leave their car in the parking garage. Mr. Martinez said he cannot approve that but this type of reward would help get the word out to choose not to drive. Ms. Murphy asked if the individuals made a choice to leave their cars in the parking structure, could they get some type of validation to place on the dashboard of their vehicles until the next day. Mr. Martinez said that if the Parking Division could have a word in this decision he could see the benefit to that.

Ms. Murphy said that people are usually going home from the bar it is usually late and one of the issues is getting back to the meter before they start ticketing in the morning. The parking garage is a nice option as discussed above. One of the questions is if they could get a parking validation possible from the place of business for parking until noon the next day. How would businesses interface with the city to work out a transaction like this?

Mr. Martinez said that he did not believe are any partnerships with businesses right now. There is a machine that could validate the ticket. Mr. Martinez said the reconciliation is done electronically and sent to the Parking Division. The machine that they made reference to is about \$1000 and the Parking Division is going to issue an RFP to update the equipment that could handle these types of transactions. There would be a way for the vendors to make an investment in this type of machine and it would be tied in to the Parking Division.

Ms. Murphy asked if there would be a way to get the validated ticket and put it in the windshield if you were parked in street parking, this would be similar to the ticket that you get from the machine at the Railyard, this way the person issuing the citations could see the ticket in the window and know they are paid.

Mr. Martinez reiterated that it would be good to have a reward program to than the public for not drinking and driving and possibly have the ticket in the windshield provide them parking until 10:00 am, this is an example. Mr. Martinez explained the validation process with the new machines which would be good from 8:00 am – 10:00 am if meter parking.

Ms. Murphy asked if it would make sense for the Task Force to meet with Mr. Martinez or the Director. Mr. Martinez said yes referred the task force members and/or Mr. Quintero to arrange a meeting with Noel from the Parking Division or with the Director, Ike Pino. Ms. Murphy said that she will follow up with Ms. Kennedy and have her arrange a meeting with Noel.

Next question regarding concerts - Mr. Martinez stated that there is a concern with Skylight. There is not a way to reserve the meters in that vicinity for loading and unloading for musicians. Mr. Martinez said that the galleries were not happy with the parking congestion when they are loading and unloading. Mr. Martinez said he took them out of the gallery side and put them on Sheridan, they still have to pay the meters, they are out of site, it is a one-way and it is safe to unload, that has worked. Mr. Martinez has reached a compromise between the businesses and the musicians and it takes communication to assure that everyone affected agrees. Ms. Murphy clarified that a lot of these issues are not affected by policy it is more communication and agreement.

Mr. Martinez reiterated that the best option for parking is to utilize the garage. Ms. Murphy said that it is her belief that people utilize the meter vs. the parking garage because it is free after 6:00 pm.

Mr. Lenfestey said that there should be a better way to educate people to use the parking garage and asked if the City has any plans to create awareness. Mr. Martinez said yes, they are working on signage and a campaign to create awareness. Night life is supported by the Mayor and Council and the goal is to educate people to utilize the parking garages.

There was a question regarding discounts on parking, etc. and Mr. Martinez said it is important to know that having a charge is important for staffing. Mr. Lovato said that possibly they could discuss some type of business partnership on the payment process for parking. Ms. Murphy said if the parking garages are under-utilized would it be possible to do some type of campaign to do a discount campaign and allocate the funds to a certain use.

A question was raised about the amount of time allowed for parking of food trucks. Mr. Martinez said there is a concern about the 2-hour parking allowed which is in code vs. the food trucks wanting to park over that 2-hour period. Discussion will continue regarding this subject and Councilor Lindell has asked that staff research the parking time allowed and report back.

Mr. Martinez and the task force members continued conversation on topics related to the parking challenges. There is a commitment from the Parking Division to continue open conversation with the nighttime task force to provide adequate parking and no budgetary constraints. Discussion regarding the pilot program that recently took place with Santa Fe University and Santa Fe Ride resulted in not being workable with the students from the campus. There just were not enough things to do downtown for some of the age group of students at the University vs. the night life population.

Mr. Lenfestey said that he is sure that everything that is being planned for this summer will be fun and exciting.

Ms. Murphy reiterated that again there isn't enough awareness on the parking options. Another way to create awareness is to include parking information in student's orientation packets. When people think of downtown it normally results in a main focus of the plaza and there is much more going on outside of the plaza. The Railyard District is going to be a nice up and growing area for those under 21 with the movies and the bowling alley. For the students it seems like the summer schedule starts and they are leaving. During the day the students are in their classes and come night time they are ready to get out and do things – but it is hard to provide transportation to the downtown area.

Both the Parking Division and the Nighttime Economy Task Force members are parallel in agreement that there should be some type of incentive parking and the critical part of this is the communications element. Possibly growing and expanding in to the garages and looking in to the meters. Another big part of this is the communications element to get people to know what their options are the best way possible.

Mr. Martinez said we should add the Transit system as it is under-utilized during that time. If you don't want to drive at all you can walk to a bus stop. Enjoy the downtown area and not have to drive home.

Mr. Lenfestey said, "Unless it is 2 in the morning." Mr. Martinez said he was almost sure the bus runs until 2:00 am. This is another mode of transportation that is under-utilized, it hurts because the city is spending so much money keeping this transportation alive and it

is a safe ride. Mr. Lenfestey suggested again investigating the possibilities of a reduced bus fare for those wanting to come downtown at night. Possibly the places of business offering a discount if their patrons ride the bus. Mr. Lenfestey said it would be good to partner with the Transportation Department and possibly have them do a survey to ask the community when they ride the bus on weekends where are they going and attending.

In closing it was noted that a restaurant will be opening in the location where Flying Star was and there will also be a restaurant in the movies.

III. Discussion on Assignments

a. Discussion and review of assignments

i. OTAB – Assigned to Shannon Murphy

Ms. Murphy wrote a small white paper on the OTAB update. The strategy is more related to something that happens on the side of the applicant to OTAB opposed to something OTAB themselves would be revolutionizing about their program, which is in the contact of the events promoter forms with an artist to specifically break out or itemize the promotion services the artist will be providing and attach some dollar amount to it. Vince and Shannon both agree that is a solution but Shannon feels they still need to negotiate with OTAB around what the perimeters around that they will accept. In relation to this topic, Ms. Murphy has a few questions she will discuss with Vince. Ms. Murphy would like to meet with Mr. Randy Randall or his representative to discuss further this criterion. The two questions are, 1) if you are negotiating with them, what percentage of the artist contracts fees would be reasonable to say are for promotions vs. being an artist. Is it like ½, Vince said 75%, there is an agreement and OTAB will want to say and see who is putting on the event and you are the one promoting it. Any opinion?

Mr. Lenfestey said that he wasn't sure that would be the way to quantify it, there are certain artists that 70% of their crowd will be from out of state and their marketing will reach those people. That is a discussion that needs to be continued; Mr. Lenfestey said he would say 40-50% is probably on the high side of what you could argue but you could point to bigger concerts and that might be something to discuss with OTAB on the contractors fee. From the OTAB perspective we are talking about bringing a substantial number of people to town for a particular artist. Ms. Murphy asked Mr. Lenfestey if he could assist with data that she could share with OTAB on different types of artist attraction and he said yes.

Mr. Murphy said that it is her understanding that they ask each contractor if they can project how many rooms could be filled with their event. OTAB puts

the onus on the grantee to make the tourism projections. The statute says; advertising, publicizing and promoting tourist attractions, facilities and events. They have interpreted that to mean that the money has to be paid to like an advertising outlet or a promotions specialist, something like that. Whereas, it is not an out of line re-interpretation to say, Ok (x-name) is coming to the Lensic and they are sending the invite to her fan club, her e-mail list, it is being published in the Rolling Stone and it will be published in X locations. We are trying to get them to reinterpret that activity that they are funding not just the type of event themselves as tourism drivers. Say the grant amount is \$20,000 how much can you say is for promotions vs. her just getting up on the stage and singing. Ms. Murphy feels like this is something that will have to be negotiated with OTAB. Mr. Lenfestey reiterated that the ticket data will be very helpful to drive this discussion. A good example is that when Willie Nelson played at the Santa Fe Opera approximately 300 people came from Texas for that concert. Ms. Murphy said that she believes that those associated with OTAB are not interpreting the Statute as fully as they could.

Ms. Murphy made a list and said; when you contract with a nationally recognized artist defined as an artist whose work, album is reviewed, their tour dates are announced and/or their careers are profiled in National publications, which is a National Artist. If we are talking about a nationally recognized artist, when you contacted them their representatives perform the following services: *(Ms. Murphy read verbatim from the list that she provided the task force members).*

Mr. Lenfestey felt that the list which was read was sufficient, she pretty much hit the nail on the head which is when anyone announces a tour that is going out around the globe now through on-line social media; there is no reason that should not be accounted for.

Ms. Murphy said she will continue to work on this and asked if anyone from the task force was interest in going to the meeting with OTAB. Mr. Kadlubek, Mr. Lenfestey, Mr. Lovato and Ms. Murphy will plan to attend the meeting with OTAB. The consensus is the more the better.

Ms. Murphy will fine tune her white paper and forward to the task members for their feedback. Thank you.

- ii. Concierge Day – Kate Kennedy (Report unavailable due to Kate’s absence)

iii. Kiosks – Shannon Murphy

Ms. Murphy asked who was leading this endeavor. Staff Liaison, Mr. Lovato and one other individual, possibly Ms. Murphy or Mr. Romero.

Staff said that they need to get a first draft, possibly get maps from GIS for the task force members to review. Based on the Night Wave data suggestions from a population of about 250 people:

- Railyard
- Downtown
- Regal 14 Cinemas Southside
- Solana Center
- Plaza area

There wasn't one that people weren't choosing, they were all being selected and there were several suggestions for De Vargas Center as well. Ms. Murphy said that these are the five that she would start with. Mr. Lenfestey said it would be nice to have one at the University. Santa Fe Community College also has a lot of traffic. Ms. Murphy said next steps should be within each of the sort of area's maybe a couple of specific places on the grounds would be ideal in terms of visibility and people walking through it. There was discussion on public or private property and it is time for it to be on public property to eliminate extra permissions. The next thing is thinking about the body and how it functions – we have had two different scenarios of either someone collecting everything and making judgment. We need guidelines moving forward. Ms. Murphy said that it sounded like Mr. O'Reilly at the last meeting was saying that he thought from his experience – that maybe having a drop box – we have 8 kiosks – have 8 copies of your poster, put it in the drop box and it will be gone over in a week. What we don't have as a concept for the entity whether it is one volunteer or a council, picking them up, reviewing and keeping the good stuff and actually cleaning up these 8 locations.

Staff said that there are potential opportunities to run through their committee and in that case they would have to ask for an extension from the Governing Body.

Ms. Murphy said that this could be something that an intern could do as follow up or ask for a volunteer to do it 6 months at a time. Mr. Lenfestey said it could be like a night time Ambassador, possibly give them free tickets to an event. Other ideas were shared amongst the task force members – Mr. Quintero will work with the members to get their suggestions aligned.

IV. Items From Staff

None

V. Items From the Committee

Today is the last meeting for Rochelle Esquera. Congratulations on Graduation! Thank you for your participation in the Nighttime Economy Task Force.

Art School Band Event – information to be e-mailed to the task force member's to attend.

May 15th – Clap Your Hands and Say Yea – Railyard

VI. Meeting Schedule

- a. Next meeting: Staff will send next meeting date out by e-mail after discussion with the Chair.

VII. Adjourn

There being no further business, the Chair adjourned the Nighttime Economy Task Force Meeting at 3:00 pm.

Signature Page:

Shannon Murphy, Acting Chair



Fran Lucero, Stenographer