



Agenda

DATE 6/1/16 TIME 2:29
SERVED BY Fabian Trujillo
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**CITY BUSINESS & QUALITY OF
LIFE COMMITTEE**

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

**City Council Chambers
Wednesday, June 8, 2016
11:00 AM – 1:00 PM**

- I. PROCEDURES
 - A. Roll Call
 - B. Approval of Minutes – May 11, 2016
 - C. Approval of Agenda
 - D. Approval of Consent Agenda
- II. INFORMATIONAL ITEMS (none)
- III. CONSENT AGENDA (None)
- IV. ACTION ITEMS
 - A. Request for approval of an ordinance relating to the City of Santa Fe Economic Development Plan Ordinance, Article 11-11 SFCC 1987; approving and adopting a local economic development project participation agreement between the City of Santa Fe and Santa Fe Distillery, LLC, "Santa Fe Spirits" for expansion to the existing manufacturing facility, a local economic development project. (Councilors Rivera and Dominguez, Mayor Gonzales)(Fabian Trujillo)
 - B. Request for approval of an ordinance relating to the City of Santa Fe Economic Development Plan Ordinance, Article 11-11 SFCC 1987; approving and adopting a local economic development project participation agreement between the City of Santa Fe and the Santa Fe Farmers' Market Institute for improvement to the Farmer's Market Pavilion, a local economic development project. (Councilor Villarreal) (David Chapman)



Agenda

C. Request for approval of an ordinance relating to the City of Santa Fe Economic Development Plan Ordinance, Article 11-11 SFCC 1987; approving and adopting a local economic development project participation agreement between the City of Santa Fe and Wildflower International, LTD. for the purchase of land, equipment, engineering and design related construction of a technology facility, a local economic development project. (Mayor Gonzales) (Kate Noble)

V. DISCUSSION ITEMS

A. Priority Economic Indicators – Ross Chaney

VI. ITEMS FROM THE COMMITTEE

VII. ITEMS FROM STAFF

VIII. ITEMS FROM THE CHAIR

IX. ITEMS FROM THE PUBLIC

X. NEXT MEETING DATE – **July 13, 2016**

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

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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, JUNE 8, 2016

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 Market Station at the Railyard, 500 Market Station, Suite 200, Santa Fe, New Mexico.

A. Roll Call

Roll call indicated a quorum as follows:

Members Present:

Councilor Michael Harris, vice chair
Dr. Almi Abeyta (arrived later)
Dr. Camilla Bustamante
Miles Dylan Conway
Diane Karp
Kate Kennedy
Buddy Roybal
Damian Taggart

Members Absent:

Councilor Signe Lindell, chair (excused)
Brad Furry (excused)
Kim Kelly (excused)

Staff Present

Kate Noble
Fabian Trujillo
Ross Chaney

Others Present

Theresa Guillen, City Attorney's office
Charmaine Clair, Stenographer

Chair Harris welcomed new Committee member Kate Kennedy. He said Councilor Lindell is out of town and he would chair the meeting.

A. APPROVAL OF MINUTES- May 11, 2016

Mr. Roybal moved to approve the minutes of May 11, 2016 as presented. Ms. Bradshaw-Eakes seconded the motion, which passed by unanimous voice vote.

B. APPROVAL OF AGENDA

Mr. Taggart moved to approve the agenda as presented. Mr. Roybal seconded the motion which passed by unanimous voice vote.

C. APPROVAL OF CONSENT AGENDA- None

II. INFORMATIONAL ITEMS- None

III. CONSENT AGENDA- None

IV. ACTION ITEMS

- A. Request for approval of an ordinance relating to the City of Santa Fe Economic Development Plan Ordinance, Article 11-11 SFCC 1987; approving and adopting a local economic development project participation agreement between the City of Santa Fe and Santa Fe Distillery, LLC, "Santa Fe Spirits" for expansion to the existing manufacturing facility, a local economic development project. (Councilors Rivera and Dominguez, Mayor Gonzales)(Fabian Trujillo)

Mr. Trujillo said the LEDA (Local Economic Development Act) is by ordinance and state statute. The purpose is to provide public money for private entities in adherence of the anti-donation clause. State statute requires a Project Participation Agreement (PPA) between the city staff and the project manager/company. The agreement is then formally reviewed by the Economic Development Review subcommittee of EDRC and the City Business and Quality of Life (CBQL), the Finance Committee and then goes before City Council for approval.

Councilor Harris asked if there a submittal process with an RFP, etc. to request funds.

Dr. Abeyta entered the meeting.

Ms. Noble said the Committee would see two projects today that have been approved by the state as expansion projects. Qualifying projects must be economic based and the expansion must involve land, building and infrastructure. There is no open process.

She said the city hopes to see more of these projects and the Office of Business Growth (OBG) looks for companies that want to expand. She said there would be some participation from the Economic Development Fund in Santa Fe Sprits, but Wildflower is just state money.

Mr. Trujillo said the money was appropriated through the legislature to create jobs as part of the Interim Jobs Council and the fund is approximately \$40-\$50 million. The city has to adhere to the state requirements.

Mr. Trujillo provided information on the business and project:

-The business started in 2010 and processes artisanal spirits in Santa Fe as well as exports the product to 8 other states.

-The project is over \$1 million and Santa Fe contributes over \$100k (thousand); \$50k will pay the impact and utility expansion fees and the other \$50k will be added to the project. The state will contribute \$325k and the balance of a million plus dollars will be put in by the company. The money is to expand their processing facility by 4000 ft.² in preparation for growth over the next few years.

-The benefit to Santa Fe per the PPA is that 14 jobs will be created over a 10 year period.

-The agreement includes many safeguards and claw back provisions.

-The request from BQL is approval of a PPA of \$425 thousand.

Mr. Trujillo introduced Colin Keegan, founder and CEO of Santa Fe Spirits and his staff assistant Caitlyn Richards. He turned the floor over to Colin Keegan.

Mr. Keegan said the funds allow Santa Fe Spirits to increase their production almost three-fold. He said the whiskey his company makes must be aged for 3 years so they have to make about two and half times the amount they sell. The warehouse will store the whiskey and house their equipment and allow them to compete nationally and internationally.

Councilor Harris asked if gross receipts tax (GRT) is paid on product they ship to other states.

Mr. Keegan explained they sell in state and pay federal tax and the distributor pays the state tax and the end consumer pays the gross receipts tax. He said out-of-state shipping is a three-tier system; as a manufacturer, a wholesaler, or a retailer and each have a level of tax.

Mr. Keegan said the building is already on the lot and he is waiting to apply for the city permit and will start construction after that. The warehouse should be done by end of year.

Mr. Conway asked about the type of jobs and benefits the company provides.

Mr. Keegan said he anticipates local construction jobs and his foreman will sub out to local electrical and construction contractors, etc. Santa Fe Spirits provides 50% contribution toward health care and two weeks paid vacation and a week of sick leave a year as well as all of the national holidays.

Mr. Conway asked if Mr. Keegan sourced local raw materials. Mr. Keegan replied not for the whiskey, but they are trying to get a consortium together for local barley. Botanicals are also resourced for the gin within 30 miles of the distillery.

Ms. Noble added that the state was willing to approve the amount of money with the number of jobs created because of the ancillary affects on the agricultural products used by the company.

Ms. Kennedy asked if the recruitment plans were local.

Ms. Richards addressed the question. She said most of the jobs will be locally filled; the warehouse manager, maintenance, additional sales and staff. A few positions such as distillers might have to be brought in from out of town because of the knowledge and skill required. The company also trains current employees. The current Head Distiller started as an Assistant Distiller with no experience.

Ms. Kennedy asked if there were hindrances in job recruitment, such as insufficient housing or location.

Ms. Richards wasn't aware of any issues. She said two previous distillers were from out of town and found housing easily and their children attend the public schools.

Dr. Bustamante asked if the company was amenable to developing local training programs and possibly working with the community college to get locals qualified.

Mr. Keegan said because of the scope, he would need to partner with local breweries. Many of the skills are more about production than the finished product; managing equipment and machinery. He said transferring a brewer from a distillery is easier than training someone from scratch. If a person is trained in basic production techniques, the techniques can be easily transferred.

Ms. Bradshaw-Eakes said it is important to note the influx of new money into Santa Fe, which is what the company does when they export product. She asked about the future projections for new sales outside the state.

Mr. Keegan said currently 70% of the company's sales are in New Mexico and the other 30% in the eight states the company sells in. The new jobs will be salespeople and some will work in other states. He said Santa Fe Spirits has saturated New Mexico for the most part.

Ms. Bradshaw-Eakes said also assuming the name of the company doesn't change, the company is spreading the word about Santa Fe and increasing the city's name recognition.

Mr. Keegan said it helps. The company is considered primarily a manufacturer, but they also bridge into the hospitality and tourism industry.

Councilor Harris noted a discrepancy in the PPA on the number of employees. Mr. Trujillo said that was a typographical error. There will be 14 new jobs.

Mr. Roybal moved to approve an ordinance and Project Participation Agreement between the City of Santa Fe and Santa Fe Spirits as presented. Mr. Taggart seconded the motion which passed by unanimous voice vote.

- B. Request for approval of an ordinance relating to the City of Santa Fe Economic Development Plan Ordinance, Article 11-11 SFCC 1987; approving and adopting a local economic development project participation agreement between the City of Santa Fe and the Santa Fe Farmers' Market Institute for improvement to the Farmer's Market Pavillion, a local economic development project. (Councilor Villarreal) (David Chapman)

Mr. David Chapman said he is the Technical Grant Writer for the city, the ADA Coordinator and the liaison on state appropriations between the state and the city. He said this project is different from the other two projects in that it is funded from the severance tax on appropriations. The tax is derived by the state from anything pulled from the earth, such as oil and minerals.

The New Mexico State Legislature authorized \$135k for Farmers Market improvements. The PPA is required because the Farmers Market owns the building and the city owns the land and LEDA requires

the PPA and ordinance.

Mr. Chapman introduced Kirsten Pickens the Executive Director of the Farmers Market Institute, Project Manager Bob Siqueiros and Teresa Gheen with the City Attorney's office. He asked Ms. Pickens to provide history on the Santa Fe Farmers Market.

Ms. Pickens said the Farmers Market Institute is the nonprofit sister organization to the Santa Fe Farmers Market. The Institute was founded in 2002 to raise money to build the Farmer's Market in the Railyard. They raised \$4.5 million and own the building and have an 80 year land lease.

The Institute's focus has been to create programs that support vendors and community outreach such as the Double-Up Bucks, the Micro Loan, and provide professional development and training programs for farmers. The Santa Fe Farmers Market focus is the 15 northern New Mexico counties. Eighty percent of the vendors have to be produce and crafts or value added producers and 70% of the ingredients in their products must be resourced locally.

Ms. Pickens said the project funding is for improvements to the kitchen.

Ms. Kennedy asked how often the improvements to the kitchen would impact local caterers, etc.

Ms. Pickens said there are about 50 plus events outside and a year round market every Saturday and a Tuesday market from May through November. They hope to start a Wednesday market soon and they also operate the Southside Market. She said in addition to the 50 events there are other celebrations, receptions and nonprofit fundraisers.

There is no access to the kitchen for caterers currently, because there is no stove or counter and most of the food has to be prepared off site. The Market expects the improvement to increase the value of the rental of the building and allow higher fees and hopefully a few more events. The Farmers Market is currently booked every Saturday through the summer.

Ms. Pickens said since the report and the PPA there have been improvements to the acoustics to Market Hall and the ceiling and windows, as well as some temporary electrical improvements.

She said they are looking at the next 15 years of improvements. They want to create a building reserve fund and projecting improvements that will be needed with a timeline and a budget. The funds will be used in Phase I for the tools and equipment for caterers and concession staff to create product. The front of house will be the second phase and a fundraising campaign is planned.

Councilor Harris said the Southside Market has not received a lot of attention and he heard they do not have a location. He asked the plans to make them more visible and permanent.

Ms. Pickens said the Santa Fe Farmers Market is responsible for the Southside Market. The Farmers Market has received \$15-\$20k through the FDA for advertising and a manager for the Southside for each of the two years of the grant.

She said part of the Institute's mission is food access. The Southside Market is very important and there are a lot of services that people need access to. The Farmers Market plans conversations

between vendors and the community and will look at all of the options and partner with other organizations to determine the best solution. She is meeting with a woman who is working on the Urban Greenhouse, which is a potential site on the south side.

Mr. Roybal moved to approve an ordinance and Project Participation Agreement between the City of Santa Fe and the Santa Fe Farmers Market Institute as presented. Dr. Bustamante seconded the motion which passed by unanimous voice vote.

- C. Request for approval of an ordinance relating to the City of Santa Fe Economic Development Plan Ordinance, Article 11-11 SFCC 1987; approving and adopting a local economic development project participation agreement between the City of Santa Fe and Wildflower International, LTD. for the purchase of land, equipment, engineering and design related construction of a technology facility, a local economic development project. (Mayor Gonzales) (Kate Noble)

Ms. Noble said the city would receive and administer \$75k to expand Wildflower International and work with the company to get the broadband connectivity needed. Wildflower is the largest woman-owned business in New Mexico and their primary client is Los Alamos National Labs. They have also received a new Department of Defense contract.

Plans have been announced to create 80 jobs over the next five years (the PPA specifies 40 jobs). The State Economic Development Department asked the city to expedite the PPA. The city will receive the funds all at once and Wildflower will submit invoices to the city on the remodel. The city will pay Wildflower and monitor their job creation, most of which will be high wage IT positions averaging \$35k annual salary.

Mr. Roybal asked if the OBG could promote more opportunity to receive the state funds.

Ms. Noble said the city would welcome appropriate projects involving expansion with building and infrastructure and the payoff for the public money is the job creation.

Ms. Karp asked about the ease and feasibility of getting broadband down Pacheco Street.

Ms. Noble said the existing infrastructure is not bad and the Simms Building is close. Wildflower specifically needs secure lines because of highly sensitive materials and the city is working on that. She said Phase I of the city's broadband project has been completed and Phase II will go before City Council. The profit margins for companies such as Century Link, Comcast and local providers like Cyber Mesa are in the build outs. She said one of the large providers indicated they would not do business in Santa Fe if the city builds more. So, the city has focused on identifying bottlenecks and key areas for broadband.

She said since Phase I, a number of companies have applied for franchise agreements. She said the city is working on a plan to quadruple the amount of transport with the state, but has no plans to build municipal broadband down Pacheco Street. She said a broadband report is in the works and could come to the Committee at the pleasure of the chair/vice chair. She said the recommendation was to reallocate CIP money, which will be completed within the month and possibly the report could be brought to the next meeting.

Ms. Kennedy asked if there were plans to accommodate the new employees with parking.

Ms. Noble said part of the agreement is employees must be housed in the city. The remodel will be permitted through Land Use and they will handle the parking requirements.

Ms. Kennedy asked about where the employees would live. Ms. Noble replied she did not know.

Mr. Conway said IT professionals earn well over \$50k and an average wage of \$35k will not attract IT professionals. He asked if some positions were short term.

Ms. Noble said the average salary is about \$50k and the highest about \$80k, but some of the positions are admin' support and maintenance and pulled the average down.

Dr. Bustamante asked if Santa Fe has enough local people for the positions and if there was discussion on where employees could be pulled from.

Ms. Noble said they have had that discussion. She said she isn't familiar with Wildflower's hiring practice or company culture, or whether people want to work at Wildflower, etc. The company is held to an aggregate average and the specificity provided is guidance. She said the city encourages hiring a local person whose skills could be built.

Ms. Kennedy said it is important to note that the environmental impact of Wildflower is minimal for the number of jobs they create and the money they bring into the community. She said the company will be a great addition in the neighborhood.

Dr. Bustamante moved to approve the ordinance and Project Participation Agreement between the City of Santa Fe and Wildflower, LTD, as presented. Ms. Bradshaw-Eakes seconded the motion which passed by unanimous voice vote.

V. DISCUSSION ITEMS-

A. Priority Economic Indicators – Ross Chaney

Mr. Chaney said a comprehensive housing study is being done in partnership with a consultant and when finished, will be made available to the Committee.

Ms. Noble said the Economic Development Department is working on priority economic indicators and city metrics to use as tools. She said staff is moving forward with the selection, contracts and portfolios of the two RFPs and would like that to go hand-in-hand with the priority economic indicators and metrics of the city and the economic development portfolios. The two primary areas are workforce and talent development and business and entrepreneurial development.

Mr. Roybal noted that customer service is mentioned twice; under Business Barriers and again under Ideas to Improve. He asked if possible to get money for a business forum, etc. in collaboration with SCORE and the Chamber of Commerce, etc.

Ms. Bradshaw-Eakes noted that the Chamber is giving customer service training starting with hospitality and then rolling out to other industries.

Mr. Roybal said he wanted to include businesses that do not belong to the Chamber.

Ms. Noble said the business development RFP does not address work on customer service. She said although a key issue, it is not in the work plan, but could be looked at through the governing body.

Dr. Bustamante said she attended a Baltimore conference where they had a conversation of how to work within all of the entities on an overall city effort. She thought if the city, the community college, and the Chamber worked together there might be an opportunity to collaborate on Santa Fe being about service.

Mr. Roybal said everyone needs to be involved to have a better impact. He asked the possibility of having a subcommittee to study the concept; or for members to get together on that.

Chair Harris said he didn't mind members getting together, but wanted to hold off on the subcommittee. He said there are deadlines for the RFPs and the Committee needs to integrate indicators into the process of the valuation. He asked on cost-of-living that was mentioned; could that tell much regarding economic activity and the metrics.

Mr. Chaney said research shows wages have been stagnant a number of years. The chart indicates 5% -24% less than national averages and Santa Fe is higher in housing costs and at a 90+ percent renting capacity. He said he pared the information down to what was relevant to the city and the Committee on funding decisions.

Ms. Noble said cost-of-living has no accepted statistic and is complicated. She said it could be included, but staff thought comparing the wages to the national average made the point.

Ms. Bradshaw-Eakes thought it important. She said they might not see changes in wages, but might see changes in housing and that would indicate they might be making progress.

Councilor Harris said the information has already been generated by the Finance Department. He asked if the three year comparison on GRT (Gross Receipts Tax) in 25 categories is useful and if that had been discussed by staff.

Ms. Noble wasn't sure GRT was included. She said that might be the wrong measure for economic development activity. Thornburg doesn't pay GRT and has long been an example of the kind of jobs Santa Fe wants; low environmental impact and high wage.

Councilor Harris said the GRT shows the jobs Santa Fe has and that is important.

Ms. Noble disagreed that GRT indicates jobs. She said it indicates what people buy in Santa Fe; the GRT is primarily a measure of services more than economic base.

Mr. Chaney noted on page 12 that the percentage of GDP in real estate is 23%, but is 23rd in the city's GRT collection, a minute amount.

Ms. Kennedy said in the Department of Labor wages by occupation, 'food preparation serving related' is the only positive number. She asked what could be learned from that in terms of wage increases and what that would look like compared to real estate.

Mr. Chaney said that appears as part of the Living Wage Initiative and Santa Fe is above 11% of the

national average because of that. The rest of the data explains that most everyone else is making less than the national average and Santa Fe has higher housing prices and difficulty with rental units.

Ms. Kennedy pointed out on Mr. Chaney's example of real estate impact of wage compared to GRT; many of Thornburg's employees do not live in Santa Fe and their GRT impact is relatively small. She thought those in the food service industry probably do live in Santa Fe.

Ms. Kennedy said it would be hard to identify the impact of that wage because they cannot afford to buy a house. She asked what metric could be used to plan for 3-5 years and know if the city is a success in job creation and economic impact for financial initiatives and economic development.

Ms. Noble said staff looked critically at wages, the proportion of employment and the breakdown of the GDP by industry. She offered to put GRT back in the chart.

Councilor Harris said Ms. Housman publishes monthly. He thought given the revenue stream there should be a way to use the information to tie back to what staff is doing. He said GRT does represent a level of activity in the city.

Ms. Kennedy asked the plan regarding the survey results and if the Committee would be given an opportunity to prioritize the information.

Ms. Noble said staff hopes to complete the report by end of month and they expect a better response rate next year. She said staff wants to line the indicators up with the portfolio of contracts. Also the OBG Annual Report is planned in July that includes the number of businesses assisted, the outcome and process measurements and business requests made to OBG, etc. She said the idea is that the survey results will dictate the work plan for OBG.

Ms. Noble said she requests prioritization and guidance from the Committee. She noted that 65% of businesses want more information on marketing and 40% on market research. She said that is sizable and a clear directive and staff followed the business community's demands. She said the goal of the OBG is to provide and respond to the information the business community most needs.

Mr. Conway asked about comparing like cities or counties instead of nationwide. Ms. Kennedy said Oscar Rodriguez the Finance Director, had included comparable cities in his financial report.

Ms. Noble said staff could see if there are worthwhile comparisons. She said the median price of home sales and the GRT breakdown could be added to the chart. She said the city has clearly seen wages, the age of workers and the employment makeup of the industries as key.

Councilor Harris suggested Ms. Noble incorporate the items they discussed that should be included and put as an action item on the next agenda. He thought the concept would be passed at that time.

Ms. Kennedy said it is important for the business community to know that the city is trying to actively engage the RFPs. She said in the past they were hard to find and increased communication or marketing around the available opportunities will be good in the future.

VI. ITEMS FROM THE COMMITTEE - None

VII. ITEMS FROM STAFF

Mr. Trujillo congratulated Mr. Taggart and Mineshare Studios on their award of two jobs from the Job Training Incentive Program.

VIII. ITEMS FROM THE CHAIR

Chair Harris said a lot of work and money goes into the packet. He said he receives the packet electronically and wondered if the members even want a paper copy.

Ms. Karp said she doesn't have an iPad and the packet is of value to her in the meeting.

Mr. Conway suggested that members request a packet. Ms. Bradshaw-Eakes suggested having a projector to display an item on screen if there was a question.

The Committee discussed the paper copy packet and methods by which members could request a hard copy. Mr. Trujillo will include a reminder regarding the packet in the email.

IX. ITEMS FROM THE PUBLIC

Chair Harris provided the status of items on the city website under Legislative Services:

- The Notice to Publish for the Native American Arts and Crafts District was approved by City Council on May 11 and will come back to BQL.
- The downtown voucher program was postponed until the July 27 City Council meeting.
- The expansion of the Plaza overlay to the Canyon Road overlay has had a lot of discussion and emails to Council members regarding Axle Contemporary Gallery. The discussion was postponed, but will probably continue with those involved.

Public Comment

Jerry Wellman, the Director of Axle Contemporary [Gallery] wanted to know if the matter would go through another review before the BQL July meeting. He said as the ordinance is written there can be no mobile or outside vendors on private property and the issue is bigger than just the streets of Canyon Road.

He also learned that many members of the Canyon Road Merchants Association did not know about the situation and some said the decision did not represent their view.

Mr. Wellman said City Council framed the matter to be about safety. He said Axle is an entity that draws people from all over the country and is a quality of life issue too. The gallery adds to the Canyon Road profile, especially the contemporary art world. He said Santa Fe needs that to continue to be on that bandwidth.

He is working with the Association and other merchants and offered to work with anyone.

Councilor Harris said the issue has attracted a lot of attention and he is glad Mr. Wellman is working with the Association. He said he will talk with Councilor Maestes about having the item

coming back to BQL and Mr. Trujillo could let inform everyone of the status. He suggested Mr. Wellman give his contact information to Mr. Trujillo.

X. NEXT MEETING DATE- July 13 , 2016

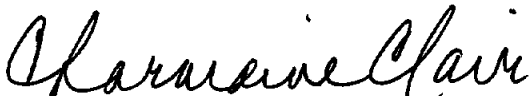
Having no further business to discuss the meeting adjourned at 12:52 p.m.

Approved by:

A handwritten signature in black ink, appearing to read "Michael Harris", written over a horizontal line.

Michael Harris, Vice Chair

Submitted by:

A handwritten signature in black ink, appearing to read "Charmaine Clair", written over a horizontal line.
Charmaine Clair, Stenographer