



Agenda DATE 11/1/16 TIME 2:45pm

SERVED BY Fabian Trujillo

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**CITY BUSINESS & QUALITY OF LIFE  
COMMITTEE**

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

**Wednesday, November 9, 2016  
11:00 AM – 1:00 PM**

- I. PROCEDURES
  - A. Roll Call
  - B. Approval of Minutes – October 13, 2016
  - C. Approval of Agenda
  - D. Approval of Consent Agenda
- II. CONSENT AGENDA (None)
- III. ACTION ITEMS
  - A. Request for approval of a resolution establishing a task force to take the next and final steps to determine whether to establish a public bank for the City of Santa Fe. (Councilor Villarreal) (Alexandra Ladd)
- IV. INFORMATIONAL ITEMS
  - A. yellCast Live, Local and Prosper Pledge – Kate Noble
  - B. Economic Development Plan Resolution Update – Fabian Trujillo/Ross Chaney
- V. ITEMS FROM THE COMMITTEE
- VI. ITEMS FROM STAFF
- VII. ITEMS FROM THE CHAIR
- VIII. ITEMS FROM THE PUBLIC
- IX. NEXT MEETING DATE – **December 14, 2016**

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

**Wednesday, November 9, 2016**

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D. Approval of Consent Agenda	None	2
<b>II. CONSENT AGENDA - None</b>		
<b>III. ACTION ITEMS</b>		
A. Approval of a resolution establishing a task force to determine whether to establish a public bank for the City of Santa Fe. (Councilor Villarreal) (Alexandra Ladd)	Postponed	2
<b>IV. INFORMATIONAL ITEMS</b>		
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<b>VII. ITEMS FROM THE CHAIR</b>	Discussed	6
<b>VIII. ITEMS FROM THE PUBLIC</b>	Discussed	7
<b>IX. NEXT MEETING DATE</b>	December 14, 2016 Adjourned at 11:50 p.m.	7

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

**Wednesday, November 9, 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 Michael Harris, vice chair on the above date at approximately 11:00 a.m. at Santa Fe Community Convention Center, Coronado Room, 210 West Marcy Street, Santa Fe, New Mexico.

**A. Roll Call**

Roll call indicated a quorum as follows:

**Members Present:**

Councilor Signe Lindell, chair  
Councilor Michael Harris, vice chair  
Dr. Almi Abeyta (arrived later)  
Dr. Camilla Bustamante  
Corvas Brinkerhoff  
Miles Dylan Conway  
Holly Bradshaw-Eakes  
Kim Kelly (arrived later)  
Kate Kennedy (arrived later)  
Chandler Moore

**Members Absent:**

Diane Karp (excused)  
Buddy Roybal (excused)

**Staff Present**

Fabian Trujillo, OBG  
Ross Chaney, Economic Development

**Others Present**

Kate Nobel, yellCast Live  
Alexandra Ladd, Economic Development Director  
Charmaine Clair, Stenographer

**B. APPROVAL OF MINUTES- October 13, 2016**

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

**A. APPROVAL OF AGENDA**

Action Item A. was postponed.

**Councilor Harris moved to approve the agenda as amended. Mr. Conway seconded the motion which passed by unanimous voice vote.**

**B. APPROVAL OF CONSENT AGENDA – There was none**

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

**III. ACTION ITEMS - Postponed**

- A. Request for approval of a resolution establishing a task force to take the next and final steps to determine whether to establish a public bank for the City of Santa Fe. (Councilor Villarreal) (Alexandra Ladd)

**IV. INFORMATIONAL ITEMS**

- A. yellCast Live Local and Prosper Pledge – Kate Noble

Chair Lindell introduced Kate Noble and Ray Sandoval.

Ms. Noble clarified this is for a community pledge yellCast is sponsoring, not the Live Local and Prosper pledge. She introduced Ray Sandoval, President of the Hispanic Chamber of Commerce who conceived the community pledge.

Mr. Sandoval said when he took over the Hispanic Chamber his predecessor had done an amazing job helping the community in the area of non profits and education, but he noticed a lack of strong leadership in local business and economy. He said the Hispanic Chamber has been thinking about what would help local businesses prosper. The idea for yellCast came from an effort to get people to pledge to vote during the Obama campaign.

*Ms. Kelly entered the meeting at this time.*

Mr. Sandoval said a preliminary report from the Department of Commerce paints a bleak picture for local businesses. They state that within 50 years people might have to purchase up to 80% of their normal purchases on line. He said the on line giants are eating up the competition. He pointed out that purchasing local helps with tax base and economic growth, as well as in sustainability and the environment. It takes less to get the purchase and saves on carbon.

Mr. Sandoval said yellCast is asking that everyone commit to whether there is a local way to purchase before going online. He wanted people to discuss the pledge and for yellCast to partner with the city to promote the pledge.

Mr. Sandoval said yellCast has a lot of older members who don't get the Internet or Facebook or Google Ads and have no money to spend on websites. This effort allows them to have an electronic

economy and ensure the business stays local. YellCast can connect businesses immediately with calls from customers looking for items and provides options to leave a voicemail or email.

Mr. Sandoval invited everyone to a kickoff at 5:30 at Tomasitas. The restaurant was chosen because they source most of their food locally. He said this is a time that people can help out their local economy and do something to make their community better.

Ms. Noble said she hoped the community of Santa Fe could embrace the idea and the positivity and try to bring business back home. She said the availability of goods is an issue. People have to shop online when goods aren't available and that lack of availability in the local economy causes people to have to shop online even more.

*Ms. Kennedy entered the meeting at this time.*

She said yellCast is a tool for that. She noted that her boss Bill Foster was present. She said yellCast underwrote the pledge because they believe it important to level the playing field for local businesses and bring business back home. The pledge will be launched at the Hispanic Chamber tonight with a number of activities to support and amplify the pledge. She said their hope is that the pledge is a push in Santa Fe at least through the holiday season, for people to think about a powerful way to spend their dollars.

Ms. Noble said buying something made in China online sends all of that money outside the United States, but buying the same item at a local Home Depot; the business employs local people and pays GRT (gross receipts tax) in Santa Fe. She said they are asking people to be aware and make an effort to keep some of their money local.

*Dr. Abeyta entered the meeting at this time.*

She said this is a starting point and already there are 14 organizations signed up; Habitat for Humanity, the Santa Fe Art Institute, Shoot New Mexico, After Hours Alliance, Youth Works, Mix, etc.

Chair Lindell asked how the pledge would get into the hands of the community.

Ms. Noble said the pledge is available online and can be downloaded or people can take the pledge online. She welcomed ideas and ambassadors to distribute the pledge.

Chair Lindell asked if possible for the pledge to be included in written material as an ad or insert in the New Mexican or the Reporter.

Ms. Noble said the Green Fire Times has agreed to print the pledge and the Reporter has been contacted, but has not responded. She asked Mr. Foster to talk about advertising with Hutton and the New Mexican.

Mr. Foster said he had been with a large Internet company and his group developed Google AdWords, the way in which people advertise on Google. He said they have figured out how to achieve the same customer connections at 98% less cost to sellers and the money would stay in the community. They are learning how to connect buyers and sellers in Santa Fe and keep the revenue and the taxes within the city.

Mr. Foster said this is a pilot program that will go nationwide and with everyone working together to buy local, will change the dynamics of money going outside the state.

Ms. Noble said there is advertising in the New Mexican online and they are working with Hutton Broadcasting. There is a budget for print and radio ads to promote the effort. She will do outreach and let people know about the pledge and try to build momentum. She said they are looking at the effort through the end of the year and if successful, will look at whether this is worthwhile for the spring.

Chair Lindell said she is deeply supportive of the effort and loves Buy Local campaigns. She said the value of that is uncountable. She said with their connections, many of the people at the table have the ability to do outreach and participate.

She hoped members reach out to Ms. Noble or Mr. Sandoval and get involved in the campaign as she intends to do. She said purchasing at a local store makes a difference and has the ability to create community and that makes all of them better.

Mr. Foster said Amazon has warehouses all over the country and ships in two days and people don't know if local stores have what they are looking because many are not online. He said if the local stores had the ability to put their inventory online, people could search for an item and get it in an hour. He said they are working on getting businesses online and searchable.

He said the effort can go in a lot of different directions- they will need more office space and will hire more people to do the programming.

Mr. Conway commented that the Santa Fe Chamber of Commerce recently suggested taxing Internet sales in the state. He said that complements what yellCast is trying to do from a different angle to even the playing field. He was curious if the Hispanic Chamber had considered partnership with the Santa Fe Chamber of Commerce to push the effort forward at the state House level.

Mr. Sandoval said they would need to look at that more and make sure good intentions do not have bad ramifications. He said rather than something punitive such as a tax; they want to change people's behavior by making it more convenient. The pledge gives the consumer the ability to understand if a local store has an item. He said they have even discussed partnership with Bluebird so local could be shipped to a person that afternoon. He said before they look at the punitive side, they should look at how to change behavior in a positive way.

Dr. Bustamante said this is timely because of the upcoming holiday season. She invited yellCast to have an informational table at the community college and offered possibly providing student help.

Ms. Kelly thought the idea was wonderful. She said she wholeheartedly supports local businesses and always tries to find ways to shop locally. She has noticed three things that strengthen the effort: first networking has to be created. She said communities where businesses carry each other's products and co-advertise have a synergy, which amplifies the potency of the local community.

She suggested finding a way to facilitate that and include a simultaneous block sale for all of the businesses with the city promoting the sale period for shopping with banners to bring people out en masse. She said there should be networking within the businesses.

Mr. Foster said with this effort a person could send a request for an item to three or four stores at once and the stores would contact the person rather than the person calling the store back. People could see the stores most anxious to do business with them as well as the number of responses to other people's requests. He said each store or business will own and control their business's search results.

Ms. Noble said yellCast will underwrite an Instagram contest and all three Chambers have signed on. She said the hope is for this to be a catalyst for the chambers to work better together on policies that will benefit all businesses.

Chair Lindell opened the floor to public comment. She recognized Neva Van Peski.

Ms. Van Peski said she recently bought household twine from Amazon because Albertsons had stopped carrying it. She asked if she wanted to purchase that locally, would that be amenable to what has been discussed.

Mr. Foster said he would have to search yellCast to find out. He explained when businesses sign up they choose key words to search by. He said a specific type of twine may not be available locally, but the store might be able to order it and make it available. Continued requests will let them know there is a market for that item.

Ms. Noble said unless a business had *twine* somewhere in the Yellow Pages it would not show up in the search results, but the person could search a type of store such as Household Products. That will bring up numerous results and all of the stores could be asked at the same time if they carry the twine.

Mr. Foster said the service is free to businesses in Santa Fe during the pilot, but there will be a charge to connect the consumer with a business in the future if the business chooses to connect. Rates will depend on the type of goods or item.

Chair Lindell said she hoped everyone would consider getting involved in a Buy Local program.

#### B. Economic Development Plan Resolution Update – Fabian Trujillo/Ross Chaney

Mr. Chaney provided a review of the resolution for those not present at the last meeting.

He explained the resolution asked for the development of plan, a community engagement process and a budget for the comprehensive update of the plan that will replace the Angelou Plan. The plan, process and budget will be presented to the governing body prior to the City Manager's proposed FY (fiscal year) 2018 budget. The EDRC (Economic Development Review Committee) recommended staff provide a review of the historical plans and updates.

Mr. Chaney said staff has started to develop a report of what worked and did not work and to update the literature around economic development/entrepreneurial issues. Simultaneously staff will work with the existing organizations and seek collaboration. The primary focus is on the existing materials/data.

The final draft report will take approximately seven weeks and a release is targeted for Christmas or the first of the year.

Mr. Moore asked if there was room for interested parties like himself to take a role and contribute.

Mr. Chaney said he thought that was possible. He said they could discuss any issues of concern regarding economic development at any time.

Ms. Ladd said the initial phase will be an assessment of what has been done and what worked or did not. She said once the review is done is a good place for the community to decide how they can get involved. She said having a group look at strategy or what will go into the RFP would be helpful.

Councilor Harris asked if Mr. Chaney will address the Kaufman Foundation, etc. or just focus on the Angelou Plan and modifications of that plan.

Mr. Chaney said staff was required to read Kaufman and Brookings and are very familiar with national publications. He said it would not be difficult to put that literature into the report to inform readers and provide links for reference in the report.

**V. ITEMS FROM THE COMMITTEE – There was none**

**VI. ITEMS FROM STAFF – There was none**

**VII. ITEMS FROM THE CHAIR**

Councilor Harris said he had mentioned to the Committee that he had discussed with Councilor Lindell how BQL might be reconstituted, but they haven't gotten far or discussed it since.

He said he wanted people to consider having one councilor involved as a co chair with someone from the Committee at large. He said the name of the Committee should be reconsidered. He said every committee in the City of Santa Fe should be thinking about the quality of life in the city and he has a hard time why this committee is *Business and Quality of Life*.

He said the ordinance was adopted in 2005 and has been amended twice. He said the Committee focus should be trying to engage more ideas from the Committee and the leadership from the business side, rather than the public side.

Councilor Harris passed out a copy of the ordinance and asked how many knew what the powers and duties of the Committee were. He asked them to think about what the Committee's make up would look like and what they think the powers and duties should be.

Chair Lindell said she sent an electronic resolution to Councilor Harris that she felt should be introduced.

Councilor Harris said he had received the resolution and that just changed the makeup of the Committee.

Chair Lindell asked that a copy of her resolution be sent to all of the Committee members.



**VIII. ITEMS FROM THE PUBLIC**

Ms. Neva Van Peski asked if they had the ability would they set up a tariff wall locally. She asked how buying local was different from setting up a tariff.

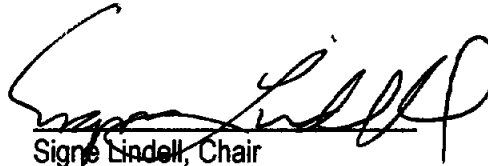
Chair Lindell said she would need more information regarding what Ms. Van Peski meant by a *tariff* and how that would work.

Councilor Harris said he would not be in favor of a tariff wall. He said there is no reason to adopt legislation to build a wall around Santa Fe; the city does that already. He said he was surprised at the suggestion and rather than calling it a wall, suggests calling it an education campaign or something similar that tries to affect people's behavior in a positive way rather than saying "don't."

**IX. NEXT MEETING DATE– December 14, 2016**

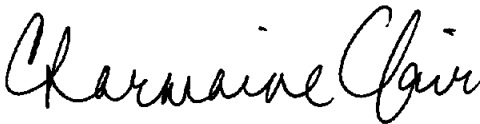
*Having no further business to discuss the meeting adjourned at 11:46 p.m.*

Approved by:



Signe Lindell, Chair

Submitted by:



Charmaine Clair, Stenographer