



# Agenda

## **Economic Development Advisory Committee**

**Market Station at the Railyard  
500 Market Station, Suite 200  
Round House Conference Room**

**Wednesday, March 11, 2020  
11:00 AM**

### **Amended**

- I. PROCEDURES
  - A. Roll Call
  - B. Approval of Minutes
    - 1. February 12, 2020
  - C. Approval of Agenda
  - D. Approval of Consent Agenda
  - E. Introductions
- II. CONSENT AGENDA (None)
- III. ACTION ITEMS (None)
- IV. EXECUTIVE SESSION
  - A. Asset Development Plan – Rich Brown, Director, Office of Economic Development, [rdbrown@santafenm.gov](mailto:rdbrown@santafenm.gov), 505-955-6625. (In Accordance with the New Mexico Open Meetings Act, Specifically NMSA 1978, Section 10-15-1, Part (H)(8), Discussion of the Disposition of Certain Real Property, in Particular 1614 Paseo de Peralta, Santa Fe Estates, Railyard and Alto Street)
- V. INFORMATIONAL ITEMS
  - A. LEDA Business Development Pipeline Report – Fabian Trujillo, Office for Business Growth Manager, Office of Economic Development, [fttrujillo@santafenm.gov](mailto:fttrujillo@santafenm.gov), 505-955-6912.
- VI. ITEMS FROM STAFF
  - A. Living Wage Update – Liz Camacho, Economic Development and

Communications Administrator, Office of Economic Development,  
excamacho@santafenm.gov, 505-955-6042.

- B. 2020 Business License Update - Janice Krish, Economic Development Specialist,  
Office of Economic Development, jakrish@santafenm.gov, 505-955-6915.
- C. Workforce Development Update - Liz Camacho, Economic Development and  
Communications Administrator, Office of Economic Development,  
excamacho@santafenm.gov, 505-955-6042.
- D. Broadband at the Plaza Update - Liz Camacho, Economic Development and  
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excamacho@santafenm.gov, 505-955-6042.

**VII. ITEMS FROM THE COMMITTEE**

**VIII. ITEMS FROM THE CHAIR**

**IX. ITEMS FROM THE PUBLIC**

**X. ITEMS NEXT MEETING DATE – April 8, 2020**

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

<b>RECEIVED AT THE CITY CLERK'S OFFICE</b>	
<b>DATE:</b>	<b>March 5, 2020</b>
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<b>RECEIVED AT THE CITY CLERK'S OFFICE</b>	
<b>DATE:</b>	<b>March 4, 2020</b>
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**SUMMARY OF ACTION  
ECONOMIC DEVELOPMENT ADVISORY COMMITTEE  
MARKET STATION AT THE RAILYARD  
500 MARKET STATION, SUITE 200  
ROUND HOUSE CONFERENCE ROOM  
WEDNESDAY, MARCH 11, 2020, 11:00 AM**

<b><u>ITEMS</u></b>	<b><u>ACTION</u></b>	<b><u>PAGE</u></b>
CALL TO ORDER		1
ROLL CALL	QUORUM	1
APPROVAL OF MINUTES	APPROVED	1-2
APPROVAL OF AGENDA	APPROVED	2
APPROVAL OF CONSENT AGENDA	NONE	2
INTRODUCTIONS	NONE	2
CONSENT AGENDA	NONE	2
ACTION ITEMS	NONE	2
EXECUTIVE SESSION	NONE	2
<b><u>INFORMATIONAL ITEMS</u></b>		
LEDA BUSINESS DEVELOPMENT PIPELINE REPORT	INFORMATION/DISCUSSION	2-5
ASSET DEVELOPMENT PLAN	INFORMATION/DISCUSSION	5-6
<b><u>ITEMS FROM STAFF</u></b>		
LIVING WAGE UPDATE	INFORMATION/DISCUSSION	6
2020 BUSINESS LICENSE UPDATE	INFORMATION/DISCUSSION	6-7
WORKFORCE DEVELOPMENT UPDATE	INFORMATION/DISCUSSION	7

<b>BROADBAND AT THE PLAZA UPDATE</b>	<b>INFORMATION/DISCUSSION</b>	<b>7-8</b>
<b>ITEMS FROM THE COMMITTEE</b>	<b>INFORMATION/DISCUSSION</b>	<b>8</b>
<b>ITEMS FROM THE CHAIR</b>	<b>INFORMATION/DISCUSSION</b>	<b>8</b>
<b>ITEMS FROM THE PUBLIC</b>	<b>INFORMATION/DISCUSSION</b>	<b>8-9</b>
<b>NEXT MEETING</b>	<b>APRIL 8, 2020</b>	<b>9</b>
<b>ADJOURN</b>	<b>ADJOURN</b>	<b>9</b>

**ECONOMIC DEVELOPMENT ADVISORY COMMITTEE  
MARKET STATION AT THE RAILYARD  
500 MARKET STATION, SUITE 200  
ROUNDHOUSE CONFERENCE ROOM  
WEDNESDAY, MARCH 11, 2020, 11:00 AM**

**I. PROCEDURES**

**A. CALL TO ORDER**

The meeting of the Economic Development Advisory Committee was called to order by Councilor JoAnne Vigil Coppler, Chair, at 11:00 am on Wednesday, March, 11, 2020, at Market Station at the Railyard, 500 Market Station, Suite 200, Santa Fe, New Mexico.

**B. MEMBERS PRESENT**

Councilor JoAnne Vigil Coppler, Chair  
Holly Bradshaw-Eakes, Vice Chair  
Robert Lurcott  
Dr. Camilla Bustamante  
Kim Abeyta-Martinez  
John Fiens  
(Vacancy)

**MEMBERS ABSENT**

Kate Kennedy, excused  
Ryan Cordova, excused  
Sean O'Shea, excused

**OTHERS PRESENT**

Rich Brown, Director, Economic Department, City of Santa Fe  
Fabian Trujillo, Economic Development, City of Santa Fe  
Liz Camacho, Economic Development, City of Santa Fe  
Janice Krish, Economic Development  
Lauren Lucero, Asset Management  
Sean Moody, Economic Development  
Ron Tarrson  
Bud Hamilton  
Elizabeth Martin, Stenographer

**C. APPROVAL OF MINUTES**

**MOTION** A motion was made by Ms. Bradshaw-Eakes, seconded by Mr. Fiens, to approve the minutes as presented.

**VOTE** The motion passed unanimously by voice vote.

**D. APPROVAL OF AGENDA**

Mr. Trujillo said on advice of Legal Council we need to move the Asset Management Plan to informational items.

**MOTION** A motion was made by Mr. Fiens, seconded by Ms. Bradshaw-Eakes, to approve the agenda as amended.

**VOTE** The motion passed unanimously by voice vote.

**E. APPROVAL OF CONSENT AGENDA**

None.

**II. CONSENT AGENDA**

None.

**III. ACTION ITEMS**

None.

**IV. EXECUTIVE SESSION**

**IN ACCORDANCE WITH THE NEW MEXICO OPEN MEETINGS ACT, SPECIFICALLY NMSA 1978, SECTION 10-15-1, PART (H)(8), DISCUSSION OF THE DISPOSITION OF CERTAIN REAL PROPERTY, IN PARTICULAR 1614 PASEO DE PERALTA, SANTA FE ESTATES, RAILYARD AND ALTO STREET.**

This item was moved to informational only.

**V. INFORMATIONAL ITEMS**

**A. LEDA BUSINESS DEVELOPMENT PIPELINE REPORT**

Mr. Trujillo reviewed the presentation in the packet.



Mr. Lurcott asked what is the logic for not including retail and how do you define that.

Mr. Trujillo said Santa Fe Brewing was funded, but for their manufacturing. The logic was to fund economic development projects with defined goals. That is in our law. Other states are set up as they require.

Chair Vigil Coppler asked is it presumed that these businesses who get these monies are well on their way to prosperity by the end dates and they keep going on their own.

Mr. Trujillo said yes. We ask for job creation, job retention and wages. When most of these finish they retain the jobs for a set time. They provide us with a signed affidavit by the CEO or owner and their confidential report that lists all the people employed and we verify that and the wages. Once they get off LEDA they are expected to be a fully functioning company and on their own.

Ms. Bradshaw Eakes said Santa Fe Spirits ends in 2026, but they have not hired the required number of employees. What happens if they don't make the level of employees they are required to hire.

Mr. Trujillo said they have to have an agreed capital investment as well to get the investment they are getting. They have to create the 14 jobs within a 10 year period and retain them. If they do not accomplish that we can go back and claw back their building since that is what they put up for the investment. We let them know before the contract ends that they are not on the path to meet the requirements. We would give them a certain amount of time to come into compliance. If they do not come into compliance we go into default.

Mr. Brown said if you look at the numbers of jobs created, such as Marty's Meals who is entering into the freeze dried business, that investment we put into her company helped her realize she needed to get into e-commerce and she is now growing and looking for a larger space.

Mr. Lurcott asked how would someone apply for this.

Mr. Trujillo said they come to us at the City and submit an application and we talk about their project. The State has an application as well, but they don't have to do two. We have a preliminary meeting with the State and decide what size of capital investment they have then there is a negotiation process as to what they will put up, what the City puts up and what the State puts up. We usually do 5% to 10% of the project and the State does the balance of that. It depends on our budget.

Mr. Brown said on the expansion projects he would like you to look at the average annual wage. It is \$30,000 to \$80,000. We get the business and wages for

people both low and high skilled. There are two benefits to the City.

Chair Vigil Coppler asked is there any data as to if wage earners live in Santa Fe or nearby.

Mr. Brown said we don't have that, but we do have commuter stats.

Mr. Trujillo said the wage earners are required to live in New Mexico. With the JTIP program they are required to hire employees that are residents of New Mexico. Some probably commute.

Chair Vigil Coppler said the point is to try to keep the money we invest here and effect our economy. It would be nice to have the housing for people to live here that is affordable.

Mr. Trujillo said a lot of these employers are looking for people here in Santa Fe to hire. They do a good job with that.

Mr. Trujillo said on Meow Wolf the retail side was not included in the job creation numbers. They have well over 500 employees in the City of Santa Fe.

Ms. Bradshaw-Eakes said he wants to underscore Meow Wolf as a particularly good project. Before that Caterpillar received LEDA and they built the building which is the building Meow Wolf is using.

Ms. Bradshaw-Eakes said through Grow It and Finance NM Projects we write stories about LEDA and other resources around the state. We just interviewed Lori Anderson of Otero County. One of the things she said is that having a team in place prior to any project was key. They brought in Medlin Ramps and were able to work with the University on an apprenticeship program. Having all the players in place allowed that company to utilize all the resources of LEDA. Do you have an information group that meets regularly that you can call on for the other pieces.

Mr. Trujillo said when doing a project like that you have to put all the relevant players together to do the deal. We bring in specialists if necessary such as on the New Mexico tax system to assist them as well.

Dr. Bustamante said she feels we are not really on the ball on this. The College is training people to work in restaurants and as line chefs, but the one thing we started to do was to get a food scientist to help with commercial kitchens. We did not get the funding for that. We are looking to help people make products using our kitchen. She is committed to do that, but we are not having that conversation. We want to make sure we are doing what we need to do to help people. There are some expensive and strategic components necessary. We hope we will be at the front line of that discussion. This is a communication issue and an opportunity to do better.

Mr. Brown said he agrees. As we look forward we will have a discussion as to how this all ties in to help to make it all work if we bring a business or expansion here.

Mr. Fiens said he would like to congratulate the Department on all of this. He loves LEDA and the success of it. When you mention that the State has \$75 million he wonders are there people who have fallen short of getting into the pipeline. This program takes businesses that are successful. What is your estimate of those who have fallen short and is there anything we can do for people on the cusp.

Mr. Trujillo said we have five projects right now that are more or less easy wins. Established companies looking to expand. Small start ups don't like to go through the whole process so we find other types of financing for them. We partner with other potential funders to put together financing. We also work with the County. LEDA is primarily designed for established companies looking to expand.

## **B. ASSET DEVELOPMENT PLAN**

Mr. Brown said we discussed this in a previous meeting. We are trying to create conditions to sell some of the assets we have that are underperforming so we can use the revenue to stimulate the economy in the future. There are a couple of parcels we are looking at. We want to talk about those today.

Mr. Brown said for 1614 Paseo (Warehouse 21) we have five offers of interest going through him and the Railyard Corporation. It is a very unique building. We own the land and lease it out. We also own the building. It was leased, but they got very behind in their lease payments. We are now looking at uses or sales. The City will do the appraisal. We develop the protocol of the criteria for the sale. We will publish the property in the newspaper so there is a public transparency process as to criteria and use. When it gets to this committee, as its first stop, you will have had a chance to look at some of the interest as it comes in. We are working through our relationship with the Railyard Corporation as they manage the leases and buildings. He thinks it will take two months.

Mr. Brown said regarding Santa Fe Estates, it is a large 250 acre parcel around Thornberg Management at the top of the hill off 599. We are looking at creating three portions of that to have better use of what developers can do and to have a better return for the City. One will be residential and one will be connected back into the Northwest Quadrant project. One will be this item coming back to you to see the schedule for the publishing of sale. We are working through if we want to offer a commission to the brokers to bring more people in. This property is in title conveyance mode until May.

Mr. Lurcott said on the Paseo property, it was really sad when Warehouse 21

left. Now he understands why. Is there anything in the process that says this is the kind of use we would like to see.

Mr. Brown said the Master Plan of the Railyard says it can be mixed use. As we get interest, some are for housing, some entertainment, some are arts and culture. The key thing every interested party needs to know is there is a land lease, purchase of the building and renovation of the building. They have to be financially viable.

Mr. Lurcott asked so you are selling that.

Mr. Brown said we are not at that point yet. It could be rent, lease or sale. First we have to do an appraisal.

Mr. Lurcott said he has seen a lot of performance stuff in that place. It was amazing.

Mr. Brown said that is a use that could work in that building. All candidates have to look at the financials that go into that. It is a 90 year lease on the land.

## **VI. ITEMS FROM STAFF**

### **A. LIVING WAGE UPDATE**

Ms. Camacho said the living wage increased to \$12.10 per hour effective in March.

Chair Vigil Coppler asked what kind of enforcement are we doing.

Ms. Camacho said complaints received go to the City Attorney's Office. We are doing some efforts to help restaurants and hotels be compliant.

### **B. 2020 BUSINESS LICENSE UPDATE**

Ms. Krish said we have put things in place that helped out the process. There is a greeter there from the Finance Department. She helps and provides coffee and donuts. We put up signage. We are trying to get a bonded temp cashier to be in the office during lunch time when they close for an hour. We have our four temps in the regular business office, the greeter and hope to bring on soon a bonded temp for the Cashiers Office. We created a form for people who do not wait in line. It gives us the business license number and their contact information and if anything has changed. We process those after hours with our temps. They get invoiced through email and they can mail the check in.

Chair Vigil Coppler asked is the deadline on Friday.

Ms. Krish said it is on March 15<sup>th</sup>, but the last business day is Friday, March 13<sup>th</sup>.

Chair Vigil Coppler said she guesses there will be an onslaught of people.

Ms. Krish said we have processed over 3,000 renewals and have 1,689 to go, excluding short term rentals.

There was continues general conversation on this issue.

#### **C. WORKFORCE DEVELOPMENT UPDATE**

Ms. Camacho said right now our workforce development is through Youthworks. We are proud of the work they do. We are doing a new RFP so that others may respond. It issues on March 23<sup>rd</sup>. We will look at proposals around April 23<sup>rd</sup>. Dr. Bustamante will be on our panel. We want to look at how the goals of who responds work with and tie together with other programs.

#### **D. BROADBAND AT THE PLAZA UPDATE**

Ms. Camacho said Sean Moody is our new broadband person. He will be working with the plan and updating the changes from the Legislature. When you get lots of people on the Plaza this could help the vendors making sales on line. We are working with Tourism.

Mr. Moody said he has been involved with City efforts at telecommunication for ten years. Economic Development hired him as a temp until they get a telecom architect hired. His contract is for 90 days. His role is outward facing. There are three spheres to fill including regulation, planning and outreach and projects. The City regulates the right of ways, but does not have ability to regulate internet service providers or internet services directly. Land Use will continue to regulate cell towers on private lands. They are governed by franchises and law. On planning and outreach, it is about understanding and monitoring needs and conditions, develop strategies and outreach. As to projects, the City built a project to provide three pathways to the worldwide web rather than just using the one through Century Link. That was important and is important for creating a foundation for any local provider to provide service commercially. Probably 1,200 users have been effected by that program. It is arms length from the City. Conditions have improved. We have the Santa Fe Fiber project. He is going to suggest the goals for that project be revisited and revised. We are four years in and it is time to reprocure our prime provider. Our IT Department is amenable to administering a commercial network. There are a few other concept proposals that he will be looking at to see if they are viable or useful for the community. There is potential in the future that we could do Cloud computing and storage from our cell

phones. The driver will be how we get small infrastructure in the streets. The pathway would be we have to make our City owned street lights viable for small cells. The law will support that. He will suggest we pursue engineering our street lights for small cells. There is a viable connection to the film studios on the west coast. We could make New Mexico Studios as if they were next door to Santa Monica. The third concept is to revisit fiber to the premise. Feel free to reach out to him.

Chair Vigil Coppler thanked him for the update.

## **VII. ITEMS FROM THE COMMITTEE**

Mr. Lurcott said he understood from the last meeting that the executive session was supposed to be an update on Midtown.

Chair Vigil Coppler said she will speak to that.

## **VIII. ITEMS FROM THE CHAIR**

Chair Vigil Coppler said she spoke to Mr. Hernandez. He will visit with us in April and give an update. It will not be in executive session. Rich will follow up and make sure he is on the agenda.

Chair Vigil Coppler thanked Ms. Comancho for the work she did on the Pitch Your Project on the runway. It was very interesting. Lots of creativity. It was packed. She was very happy to see that. Liz gave very constructive comments. Thank you for the invitation.

Chair Vigil Coppler said she saw on the news a story on a new place in Albuquerque called The Sawmill. She thought that would be a project that would be good for Santa Fe.

Ms. Bradshaw Eakes said we have done something like that on a mini scale here.

Mr. Brown said a mini food court is underway and under construction. It is very small in comparison.

## **IX. ITEMS FROM THE PUBLIC**

Mr. Tarrson said he owned and operated two major businesses at the Santa Fe Airport. One is the Jet Center FBO and the other is Santa Fe Areoservices. It is a maintenance facility. Both contribute to the economy of Santa Fe and the region as well. The opera attracts a lot of visitors and many of them bring in their own airplanes.

We have encouraged several associations to hold their meetings at the Santa Fe Airport and they have brought in large airplanes and contribute taxes. His question is because he lives in the County and since in 2016 Councilor Harris got a change passed that to have a voice in economic development in Santa Fe you have to live in the City. He would like you to revisit that or offer the logic for that kind of restriction. He would like to serve on a committee like this to have a voice.

Chair Vigil Coppler said thank you for presenting today. This is not on the agenda. We are not able to discuss it today. Your points are well taken. The Director is here and he will follow up on that.

Mr. Hamilton said he toured the Sawmill project in Albuquerque last Wednesday before it opened. It is incredible. He is here today to voice his opinion that he lives 100 yards outside the City. He supports Mr. Tarrson in his request. We both thought about applying to be on this board, but found out we couldn't. The other thing is in his service on the Airport Advisory Board for the last 6 to 7 years it has been a slow, tedious process. It is frustrating that it is not moving faster, especially knowing the economic impact of the Airport on the City. There is an incredible opportunity for us there. Is there an opportunity somehow where we could work together to get some of these projects we have to move along faster. Maybe the two boards could work together on some items. He would like to talk about that.

Mr. Brown said he will follow up with him.

**X. NEXT MEETING  
APRIL 8, 2020**

**XI. ADJOURN**

There being no further business before the committee the meeting adjourned at 12:45 pm.

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Councilor JoAnne Vigil Coppler, Chair



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Elizabeth Martin, Stenographer