

**ECONOMIC DEVELOPMENT ADVISORY COMMITTEE  
WEDNESDAY, MARCH 10, 2021, 11:00 AM  
ATTENDED VIRTUALLY**

**1. CALL TO ORDER**

The meeting of the Economic Development Advisory Committee was called to order by Councilor JoAnn Vigil Coppler, Chair, at 11:00 am on Wednesday, March 10, 2021 and was attended virtually.

**2. ROLL CALL**

**COMMITTEE MEMBERS PRESENT**

Councilor JoAnn Vigil Coppler, Chair  
Melessia Coleman  
Meghan McGarrity  
Ryan Cordova  
John Fiens  
Ryan Gallagher  
Robert Lurcott  
Johanna Nelson

**COMMITTEE MEMBERS ABSENT**

Kate Kennedy, Excused  
Victoria Murphy, Excused

**OTHERS PRESENT**

Rich Brown, Director, Community and Economic Development  
Fabian Trujillo, Office of Economic Development  
Liz Camacho, Office of Economic Development  
Janice Krich, Office of Economic Development  
Sean Moody, Asset Development  
Lauren Lucero, Asset Development

Chair Vigil Coppler welcomed Mr. Gallagher to the Board.

**3. APPROVAL OF AGENDA**

**MOTION** A motion was made by Mr. Fiens, seconded by Mr. Lurcott, to approve the agenda as presented.

**VOTE** The motion passed on a roll call vote as follows:

Chair Vigil Coppler, yes; Ms. Coleman, yes; Ms. McGarrity, yes; Mr. Cordova, yes; Mr. Fiens, yes; Mr. Gallagher, yes; Mr. Lurcott, yes; Ms. Nelson, yes.

**4. APPROVAL OF CONSENT AGENDA**

There was no consent agenda.

**5. APPROVAL OF MINUTES  
FEBRUARY 17, 2021**

**MOTION** A motion was made by Mr. Cordova, seconded by Mr. Fiens, to approve the minutes as presented.

**VOTE** The motion passed on a roll call vote as follows:

Chair Councilor Vigil Coppler, yes; Ms. Coleman, yes; Ms. McGarrity, yes; Mr. Cordova, yes; Mr. Fiens, yes; Mr. Gallagher, yes; Mr. Lurcott, yes; Ms. Nelson, yes.

**6. ACTION ITEMS: CONSENT**

There was no consent calendar

**7. ACTION ITEMS: DISCUSSION**

**A. POTENTIAL APPROACHES TO CREATING AN ECONOMIC  
DEVELOPMENT STRATEGIC PLAN**

Chair Vigil Coppler stated that the Board very recently received out agenda packet. There was a lot of good information included. It is not her intent to go over all the items. She would like to discuss with staff the process of developing a strategic plan. The Economic Development Department is terribly loaded with work. This is a huge project. Today is the first step. We will talk about what staff foresees and how the Committee wants to move forward.

Mr. Brown said there were two documents in the packet. The first is about economic recovery and the second is the framework and approach to strategic planning. We wanted to bring you up to speed. This will begin in earnest with the budget process. We can start today. This will be a six to nine month process. We are going into a new normal in the new fiscal year. We will begin with economic recovery.

Mr. Brown reviewed the economy recovery document in the meeting packet and asked for Committee input.

Ms. Coleman asked if the Committee had input on the business licensing process and if there were plans to address the cumbersome process we have now.

Mr. Brown said we have business licensing and regulations within our department. We are in the process of automation.

Chair Vigil Coppler said this Committee can provide input on anything. Don't hesitate to bring up concerns or ideas.

Ms. Coleman said this is a general information question. In her circle of local business owners she hears it is a very cumbersome process.

Mr. Brown said he agreed. There are many steps in the process. We are trying to make it a bit more automated.

Mr. Lurcott said item 4 on the list of seven seems different from the others. It is more pragmatic. Is there a program underway.

Mr. Brown said it is on-going. These seven steps came from the Council of Mayors Think Tank. It won't happen overnight, but this is putting on notice regarding codes and penalties.

Ms. McGarrity said regarding the "no dollar left behind" includes grant opportunities. There are so many grants available that to decide what is the best fit if a large task. How does your team decide on which areas to apply for.

Mr. Brown agreed that she was correct and we have Federal money opportunities. We look at what fits into our priorities and what the Federal government is focusing on for funding so we can structure our applications accordingly. There is something else that will effect our grant opportunities. Recently the definition of metropolitan has been changed from a population of 100,000 to 500,000. That means that Santa Fe will be designated as micropolitan. That does not help us.

Ms. McGarrity said when she served on the Midtown team she never was able to understand why we could not change the zoning relative to the Link Overlay. Why is that not possible.

Mr. Brown explained that the campus is listed as a residential parcel. The school that was there had full run of the property. To change to commercial, R2 to C2, takes a lot of work. It is not an administrative change. It could take up to nine months.

Mr. Trujillo said the Link Overlay is designated for commercial properties. The

City owns the Midtown property so it is off the books for taxes. It requires an Ordinance change with the approval of the Governing Body. It would be best to think about the Master Plan so we know what is going in there.

Ms. Nelson asked in terms of the City's Economic Development Plan, is the most current the 2017 Plan.

Mr. Brown said yes.

Ms. Nelson asked if there was a timeline associated with the creation of a strategic plan.

Mr. Brown said we will be starting with the period from April 1<sup>st</sup> to the end of the fiscal year. It is based on the pandemic timeline. We need to work on changing the mind set of businesses regarding taking out a loan. The risk to applying for only grants is that they are short term and do not allow for long term planning.

Ms. Nelson said there are some wonderful ideas here.

Mr. Brown stated that they are hoping to have more information for all of you by the April meeting.

Mr. Fiens asked if the City had funding for this type of planning.

Mr. Brown said the City does not have resources currently. We are tracking Federal grants for that purpose.

Mr. Fiens said looking at the seven bullets, the idea document is addressing needs and resources. He hopes support for the ecosystem is in the mix. There is a lot of work around ecosystems and closed loop economies at this time.

Mr. Brown said we will reach out to our partners on this. Staff cannot do it by ourselves.

Mr. Fiens said capacity is a concern for him with how much you are doing. You are positive, thoughtful and a "go to guy". When you prove you can take on a lot the reward is more work. He is concerned about the Departments capacity. He encourages you to be ruthless in looking at your capacity in terms of what you know you can really do and what will actually move the meter. With the budget coming up he recommends that you get a full time grant writer in your Department. We need a proven, experiences grant writer. They would pay for themselves. That is one example of how to think about the budget and capacity.

Mr. Brown said if you recall, he expected an earthquake in January and brought on Sean Moody. He also said the Economic Development Department needed a grant

writer. The City Departments were all talking about needing grant writers. We were going to fund a grant writing workshop then the pandemic hit. He tips his hat to you.

Mr. Fiens said he was an advocate for modeling after successful cities. We need someone to look at the winners of the recession and find ideas. It is impressive that you got eighty inquires about business licenses. This is a time when young people may leave. We could lose them. Brain drain. He has a dream that we would be at the nexus point where we could incentivize people to stay.

Chair Vigil Coppler said regarding the business license comment, she is a MAC user and that does not work with the system at all. Is there any appetite to have this work on both platforms.

Mr. Brown said with the pandemic most of the world moved to lap tops. He will ask and get her an answer as to why it is not interfacing.

Chair Vigil Coppler said in the event we could be more customer friendly that would be great. The idea of hiring grant writers is a good one. Is that in your budget.

Mr. Brown said it is something we are talking about as Departments.

Ms. Nelson said if brain drain is one of the points that is going to be addressed she does not see clear identification of "Sense of Place" being utilized. She is sure you are all aware of opportunities in New Mexico like Grant Plant that you can contract with.

Mr. Brown said we are getting so many inquiries from people who want to help us in enticing people to stay. We are seeing boomerangs coming back. We are trying to figure out how to address that. We want to target people before they leave. There is a lot of remote hiring going as well now that so many people are working from home. They can work from home for large companies located outside New Mexico.

Ms. Nelson said inclusiveness and entry points can be used as incentives or enticements. There is a subset of women business owners where daycare is a huge issue.

Mr. Brown said part of the focus will be on child care issues.

Mr. Gallagher said it would be great if we could keep people here after graduation. For him, he had a hard time finding out what the step by step process for things like getting a business license. It would be helpful for young people to have somewhere to contact for someone to reach out to them as to what is necessary for opening a business in Santa Fe.

Mr. Brown stated that he and Liz will reach out to Mr. Gallagher regarding a boomerang program we are starting. Also Liz publishes a newsletter on line on a

monthly basis that included resources and happening in business in New Mexico.

Mr. Fiens said thank you Rich for making a point about remote hiring. We need to make sure these people know how to write a resume and a cover letter to apply for remote employment. He would be happy to volunteer in those efforts.

Mr. Cordova said the Santa Fe Community College houses the SBDC. That is what they do. They help young people. Maybe teaming with them would be beneficial.

Chair Vigil Coppler commented that the Community College is a valuable resource that we need to use more often.

Ms. McGarrity said the State SBDC is housed at the Community College.

Mr. Brown encouraged the Committee to look at Liz's newsletter.

Chair Vigil Coppler thanked Mr. Brown and his staff for the presentation. We have had a creative discussion and good ideas today. The information you have Rich, is great. She trusts that you will come back with a calendar showing a timeline to the end result. It will be a living, breathing document. The first thing we need to do is get started and see what Mr. Brown can fit into the budget. Let us know how we can support you Rich.

Mr. Brown said we are putting money in the budget for next fiscal year for the strategic plan.

Mr. Brown reviewed the highlights of the Strategic Plan document in the packet.

Chair Vigil Coppler thanked Mr. Brown for the information. The process helps us know where to start. This was a well rounded presentation. It gives us something to work with to help you achieve your and the City's goals.

## **8. PRESENTATION**

None.

## **9. PUBLIC COMMENT**

None.

## **10. MATTERS FROM STAFF**

Mr. Brown welcomed Mr. Gallagher to the Committee and introduced his staff. He announced that Fabian Trujillo will be retiring on March 26<sup>th</sup>.

Mr. Brown thanked Mr. Trujillo for all he had done. Your institutional knowledge has been tremendously helpful. Bravo. We will see what your next chapter will be.

Mr. Trujillo said it had been a pleasure serving with the City and to work with all of you and this Committee. He is excited about new possibilities. He has over twenty years of experience with economic development. He has just started his own economic development consulting business and in three months he will be a real estate agent. Who knows what else.

## **11. MATTERS FROM THE COMMITTEE**

Mr. Fiens congratulated Mr. Trujillo for leaving an awesome legacy for our community.

## **12. MATTERS FROM THE CHAIR**

Chair Vigil Coppler said Fabian you are an institution here. She is very much appreciative of the work you have done since she has been Chair. She is sad to see you go. Your institutional knowledge cannot be replaced. You can retire knowing you gave your very best. She is happy to continue working with you on the HOA.

## **13. NEXT MEETING**

Chair Vigil Coppler said the next meeting would be on April 14<sup>th</sup>, but that is a budget hearing. She will work with Mr. Brown on that and they will let everyone know.

Mr. Brown said he failed to introduce Elizabeth Martin. She has been the stenographer for this Committee for many years. She is back with us and will be doing the minutes going forward.

Chair Vigil Coppler said welcome back.

Mr. Fiens also welcomed Ms. Martin back.

Mr. Fiens said he appreciated Mr. Trujillo's service. Thank you so much. It has been an honor to work with you. He wishes him all the best.

## **14. ADJOURN**

There being no further business before the Committee the meeting adjourned at 12:30 pm.

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Councilor JoAnn Vigil Coppler, Chair

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Elizabeth Martin, Stenographer

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Councilor JoAnn Vigil Coppler, Chair



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Elizabeth Martin, Stenographer