



ECONOMIC DEVELOPMENT ACTION COUNCIL

CITY OF ALBUQUERQUE

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TRUDY JONES
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DRAFT MINUTES from May 16, 2017

ATTENDEES:

Vice Chair Johnson
Councilor Jones
Councilor Benton

STAFF:

Gary Oppedahl
Deirdre Firth
Dora Dominguez
Chris Tebo, City Legal
Jenny Walters

GUEST:

Brian Reilly, Small Scale Builders Prgm
Kyle Lee, FUSE Makerspace
Dawn Moore- CNM Ingenuity
Lucas Pedraza, Calle Cuarta Marketplace
Alaska Piper, Alb Railyards Market
Eric Griego, Calle Cuarta Marketplace
Joshua Olivares, SVEDC
Courtney Rich, SVEDC
Synthia Jaramillo, AHCC

Call to Order—the meeting was called to order by Chairman Powers at 11:47 a.m.

Additions/Changes of Agenda and/or Minutes—There were no other changes or additions to the agenda.

MOTION: Approval of April 13, 2017 Meeting Minutes by Councilor Johnson

SECOND: Councilor Benton

MOTION PASSED

Small Scale Developers and Builders Training Program – Brian Reilly

The presentation was made by Brian Reilly, consultant to the Economic Development Department, who is familiar with the program. The project's full title is "Harnessing Unmet Rental Residential Demand With Small Scale, Phased, Entrepreneurial In-Fill Development That Adds Value to Individuals, Households, Neighborhoods, Retail Commercial Districts and the City." Reilly's work for the City Transit Department and Economic Development Department has been focused on the Central Avenue Corridor in ABQ for the last two years. The training presented is a program resource identified as part of the Central Avenue Corridor development efforts.

The Central Avenue Corridor work identified an opportunity for ABQ neighborhoods viewed as one that has yet organized and taken advantage. With the advent of over a decade of projected unmet demand for urban, rental housing in ABQ and the opportunity for individual small scale entrepreneurial developers to produce a variety of in demand housing products financeable by self-cash flow alone without requiring subsidy, which could be substantial. The training program would focus on development of new small

scale developers with a stable middle class income. The training program would focus on urban infill properties not part of the product lines of the current, specialized local developers.

The program is about building developers from within neighborhoods and tapping that local expertise, that generate new tax revenues and helping to create neighborhoods with the urban amenities sought by renters-- and ultimately-- business investors who want to be in walkable urban places, at a human scale, with mixed use, mixed income communities that provide a variety of housing types and the urban amenities that follow.

General discussion with a vote on request deferred to the end of meeting due to time considerations.

Total project cost: \$75,000

Contract funding support match by McCune Foundation at \$25,000 (invited proposal)

FUSE Makerspace – Kyle Lee

The presentation was made by Kyle Lee, Executive Director, CNM Ingenuity, Inc. and Dawn Moore, Senior Program Manager, CNM Ingenuity, Inc.

CNM Ingenuity proposes the expansion of FUSE Makerspace services for the local business and entrepreneur communities in Albuquerque.

1. Increase operational hours to include *Business Only* hours, dedicated to established and emerging local businesses. Addition of 40-hours weekly to support micro-manufacturing, prototyping, and general business operations. Additional hours allow the reservation of key equipment and work space.

EDAct funding will allow FUSE to ramp up operating hours that in turn will increase membership revenue to support expanded hours indefinitely.

2. Develop additional structured programming to support FUSE areas of expertise in: Woodworking, Machining and Metal Work, Print Shop including textile, vinyl and paper, Technology Shop including 3-D printing, laser engraving, circuit board milling, electronic soldering, and general electronics. Currently, basic operating and safety classes are developed and taught in all production areas. Advanced operational classes and class series need to be developed for in-depth project based learning.

Program development using a layered approach will allow members to build skills at a pace relevant to their needs. Members can progress from novice to expert in micro-manufacturing and prototyping using various equipment and methods with the help of FUSE staff.

EDAct funding will be used to support staff training and programmatic development. Once classes are developed, they will be offered on a needs basis with class fees to support class cost.

3. Create system to promote retail sales, both for member purchases of raw materials and to support member product sales: retail store within FUSE, dedicated business spaces for meetings and product demonstrations, refresh to FUSE website to include listing of businesses that manufacture in the space and a digital marketplace. FUSE believes a systematic approach to advertising all member's own business websites and/or products for sale on sites such as Etsy, eBay, and Big Cartel will create more exposure for products and FUSE.

EDAct funding will support the development of an on-line retail sales system. Once established the system will be managed internally with cost being absorbed through FUSE operations. Once established, based on demand, the system will be ongoing.

Total project cost: \$400,000

Funding through FY'18

General discussion with a vote on request deferred to the end of meeting due to time considerations.

Calle Cuarta Marketplace: A Retail Food, Arts, and Culture Business Incubator Project – Lucas Pedraza, Alaska Piper, Alb Railyards Market and Eric Griego

The presentation was made by Lucas Pedraza, Alaska Piper and Eric Griego.

The Barelás Neighborhood Commercial Development Area is a City of Albuquerque Metropolitan Redevelopment (MR) Site. The Calle Cuarta Project is within the MR site and includes the Fourth & Coal EDAct referenced project is the Calle Cuarta Market Place Project.

The Calle Cuarta Marketplace will be a retail food, arts, and culture business incubator located on the corner of 4th Street and Coal Avenue at the intersection of the Downtown and Barelás neighborhoods. The incubator will stimulate economic growth and promote community development in Barelás and surrounding areas by providing storefronts for small food, arts, and culture-related businesses. The Marketplace and the Zocalo Lofts development will feature culinary entrepreneurs in a food-court style design, with a “leave the nest” retail space combined with technical assistance for micro-entrepreneurs, along with affordable and market rate housing for community members. In the first year of the project, the Calle Cuarta program will work to secure a space for training and piloting the incubation program at the Red Ball Café, a historic property on the 4th Street corridor in Barelás.

In the first year of the piloting phase of the project, the Barelás Community Coalition will develop and pilot a culinary entrepreneurship curriculum in partnership with the Three Sisters Kitchen to cultivate a cohort of food business entrepreneurs who will work out of the Calle Cuarta complex beginning in year two. The Barelás Community Coalition and Three Sisters Kitchen staff will co-develop curriculum that incorporates existing resources and expertise related to food business incubation and growth, and fills in the gaps in existing programming. The pilot program will identify and recruit a cohort of aspiring food business entrepreneurs, support their growth as they develop and test product concepts, learn about entrepreneurship, finance, marketing, food safety, packaging, and customer development. The Project will support client placement in appropriate markets and training will take place at the Three Sisters Kitchen, located in the heart of downtown at First and Gold. If the program is successful at securing a lease at the Red Ball Café, programming and training will begin as soon as the space becomes available. After graduation, the cohort will have an opportunity to occupy spaces at the Calle Cuarta Marketplace, the Rail Yards Market, or other properties on 4th Street.

The Calle Cuarta Marketplace retail incubator will provide a supportive environment for aspiring local entrepreneurs to make their start, helping new businesses thrive in the harsh environment they face during the first few critical years of existence and become a key anchor for a resurgent south 4th Street food-


focused commercial corridor while building economic opportunity for resident entrepreneurs and job seekers.

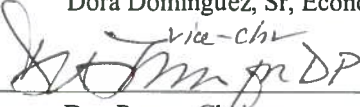
Funding Request \$100,000 for one year program funding

General discussion with a vote on request deferred to the end of meeting due to time considerations. Chairman Power stated a preference to table all votes pending further discussion.

NOTE: Staff action to reschedule follow-up meeting in the next week.

The meeting adjourned at 2:20 p.m.

Minutes Submitted By:  Date 5/24/17
Dora Dominguez, Sr, Economic Developer

Minutes Approved By:  DP Date 5/24/17
Don Power, Chairman