



ECONOMIC DEVELOPMENT ACTION COUNCIL

CITY OF ALBUQUERQUE

CHAIRMAN: DON POWER MEMBERS: ISAAC BENTON
VICE CHAIRMAN: DEBORAH JOHNSON TRUDY JONES
EX-OFFICIO: GARY OPPEDAHL GILBERT MONTANO

MINUTES from Wednesday, September 2, 2015

ATTENDEES: Vice Chair Deborah Johnson
Councilor Trudy Jones
Councilor Isaac Benton
Gilbert Montano

STAFF: Gary Oppedahl
Deirdre Firth
Dora Dominguez
Nicholas Bullock, City Legal
Jenny Walters

GUEST: John Yost, Marble Street Studios
Trevor Clancy, Marble Street Studios
David Murphy, Marble Street Studios

Call to Order—the meeting was called to order by Deborah Johnson, Vice Chair at 12:13 p.m.

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

MOTION: Approval of July 31, 2015 Meeting Minutes by Councilor Jones
SECOND: Councilor Benton
MOTION PASSED

D. Johnson chaired the meeting. The agenda items for the meeting included one new project proposal and a review of an existing project.

Marble Street Studios – Marble Street Studios: Marble Street Studios Inc. is a New Mexico Corporation with over 30 years business experience as a film, media and advertising company. For the past 13 years the company has owned and operated a 6200 sq ft studio. The company has earned more than \$3M in gross revenues from primarily out of state contracts. Deirdre Firth provided an overview of the proposed EDAct proposal.

The project as proposed is to provide the Studios' entire video and photo library of Albuquerque for the use of business owners, economic development organizations, and the public. Marble Street studio has essentially created an online accessible video and still photography library of over 400 still photographs and over 100 time-lapse/video clips of iconic City and greater metro images. The project will provide access to media content focused primarily on business activities. The Media Library would be accessed from the City's website and provided at no charge to the public. The proposal today is for \$150,000 of EDAct funds with another \$100,000 the responsibility from other funding sources.

No funding is to be released by the City sources until the other funding is secured first. Having positive images of Albuquerque wide-spread and utilized across the City is beneficial and providing that service to small business and economic development groups is the positive aspect of the project.

Prior to proposal presentation EDAct Vice Chair, requested a presentation of EDAct Financial as the next item.

EDAct Financial Presentation provided by Deirdre Firth

Presentation Highlights: City Council's passage of \$10M (bonds) for funding City LEDA allowed for EDAct LEDA Projects to be funded through the \$10M Council approved bonding. The shift in the funding would leave almost \$1.7M available for EDAct Projects.

Request by Council to provide a budget of fully funded/spent and those EDAct Projects allocated.

Marble Street Studios Project Presentation

Presentation made by John Yost, Trevor Clancy and David Murphy. Presentation included video showcasing the technical capacity and specialty area of time-lapse videography. The video demonstrated iconic images of Albuquerque. Clients and sights featured in the presentation included PNM, Lavu, Downtown Albuquerque, Sandia Mountains and iconic annual events.

The library includes HD time-lapse video library. The two unique aspects of the project are the vast comprehensiveness of the library and its availability to everyone at no cost. Marble Street Studios' own investment in the creation of the Media Library is \$150,000. How Albuquerque looks when we are viewed from the outside is the focus of the project, and its objective to provide professional images both still photography and video clips that the project will provide. The open source idea of the project supports the entrepreneurial mind-set focus of the City's Innovation District initiative.

The Project will benefit the Albuquerque community by providing a shared resource library of photo and video images of Albuquerque, and is intended to be used by individuals and business owners.

The Contractor will provide video product for the City as a "roadshow" piece. Identified use would be to provide an introduction to the community for anyone traveling and presenting on behalf of the City. Contractor would look to consult with representatives of the City to craft content and final product. Another video product for the City is designed to highlight Albuquerque's education opportunities, from pre-school to post grad featuring campuses, specialized charter schools, school activities, and high-tech labs with students, associate degree programs in high schools as some highlights. Input from stakeholders would significantly define the production.

Provided that the Contractor has obtained additional funding from non-City sources for the Media Library Project the amount requested from EDAct is \$150,000

Video products to be created:

- A video product to be used as a "roadshow" piece
- A video product to be used by economic development entities
- A video product designed to highlight Albuquerque's education opportunities from pre-school to post graduate
- A video product produced to support recruitment of medical professionals.

- A video product produced to highlight the quality of life in Albuquerque.
- A video focused on the community's entrepreneurial ecosystem, start-up companies, incubators, accelerators, activities and events.
- The Contractor will create new video imagery to be added to the Media Library by dedicating sixty (60) days of shooting and an additional thirty (30) days of post-production work.

The Contractor will establish metrics for the Media Library Project implementation and progress assessment, in consultation with City staff.

MOTION: Fund as requested with quarterly reviews including benchmarks, by Councilor Jones

SECOND: Councilor Benton

MOTION PASSED UNANIMOUSLY

National Marketing Campaign Update provided by Deirdre Firth

- Request for letters of interest for the National Marketing Campaign went out to 38 companies late August 2015
- The RFP is published on the City's website
- City Purchasing Dept. continues to review the request for proposal process
- Responses due the end of September. Council's preference is to have City staff review the proposal and present the final six for EDACT's review. The formation of an Ad Hoc committee to review the total number received and select those for final presentation to EDACT


Old Business – Councilor Benton

- Complete Street Ordinance discussion regarding any role EDACT could contribute to the Complete Streets Initiative
- Ideas on how to promote the ordinance more effectively
- The opportunity for the Albuquerque Rapid Transit (ART) and its role as it relates to the Complete Streets Initiative
- How Living Cities initiative can assist and compliment Complete Streets Initiative

Motion for Adjournment and next meeting date set for December, 8th from 11:30am-1:30pm.

Adjourn—Meeting adjourned at 1:11 p.m.

Minutes Submitted By:  Date 12-08-15
Dora Dominguez, Sr. Economic Developer

Minutes Approved By:  Date 12-8-15
Don Power, Chairman