

**CITY OF
ALBUQUERQUE**

**Small Business
Regulatory Advisory
Commission**



Chairman: Alex Romero
Vice Chairman: Don Kaufman
Ex-Officio Commissioner: John A. Garcia

Commissioners: Beverly Chavez
Larry Garcia
Larry Rainosek
Scott Throckmorton
Anthony Trujillo

MINUTES FROM SEPTEMBER 20, 2011

ATTENDEES:

Larry Garcia
Don Kaufman
Alex Romero
Scott Throckmorton
Beverly Chavez
Larry Rainosek
Anthony Trujillo

STAFF:

Beverly Chavez
Cheryl Rein-Borunda
Donna Griffin
Christopher Chavez
Ramona Zamir-Gonzales

GUEST:

Kelly Sanchez-Pare, Council Services

1. Chairman Romero welcomed the newly appointed board member, Anthony Trujillo to the membership of the Commission. Newly appointed Commissioner Trujillo shared his background and all Commissioners were introduced to Commissioner Trujillo.
2. The September 20 agenda was passed unanimously with no additions or changes.
3. The August 16, 2011 Minutes were reviewed by the Commission and unanimously passed with no corrections or additions.

**MOTION BY: LARRY GARCIA, SECOND BY: VICE-CHAIRMAN KAUFMAN
MOTION CARRIED UNANIMOUSLY**

4. Cheryl Rein-Borunda opened discussion of the Action Items from the August 26 meeting.
 - a. Outreach: At the last meeting it was decided to send a letter to Trade Organizations introducing the Commission and explaining how to use the Commission's web site. Emailed letters were sent to the Albuquerque Chamber, Homebuilders Association, NAIOP, Albuquerque Economic Development and the Hispano Chamber of Commerce. Cheryl stated the outreach portion of this letter could be personalized to additional organizations and trade groups.

To date, no response was received to the Commission's letter. It was stated the Commission might want to follow up this effort in the form of telephone calls.

Chairman Romero suggested that we should assign someone to do a follow-up call. The purpose of the call would be to ask whether there were any questions about the letter to make sure the letter recipients understand what the Commission is trying to achieve in its outreach. John Garcia volunteered himself and his staff to assume responsibility of making telephone calls. The calls would be specifically related to policy issues. John stated the State is doing a similar type of outreach and that getting the media involved on this matter might help as well.

Vice-Chair Kaufman suggested other larger organizations be informed about our Commission, such as ACI. John Garcia stated he has a list of groups that could be approached. Chairman Romero suggested Business Industry Council (BIC) because they meet every other month. The Chairman stated that once issues come up, the Commission might be hearing from organizations at that time.

- b. Electronic Sign Legislation: Kelly Sanchez-Pare, Council Services reported that the original legislation, O-69, sponsored by Councilor Benton was vetoed by the Mayor. At the Council meeting on September 7, the Council did not vote to override the Mayor's veto. Councilor Benton reintroduced O-69, taking out the portion that banned on-premise electric signs.

Chairman Romero asked what the Commission's next step should be. John Garcia stated that the bill is a complicated, technical piece of legislation. The bill was amended on August 20, and Councilor Sanchez submitted another amendment at the City Council meeting on September 19. Kelly added that one of the amendments made on August 20 created confusion. John stated the Council has until September 30 to make a final decision.

The Commission exchanged questions about some of the definitions outlined in the legislation and its possible impacts on small business and what the current legislation specifies. The Commission continued discussion on what role they could play in providing assistance to small businesses on this issue. Chairman Romero requested the Commission be included in any future meetings on this issue.

The Commissioners had questions regarding amendments to the Zoning Ordinance.

Donna Griffin, Legal Counsel stated the Commission has two tasks:

- 1) outreach to make sure the small business community is being heard,
- 2) look at an ordinance or a standing regulation and determine if it has negative fiscal impact.

She suggested that if the Commission decides to do an economic impact statement they might want to consider including suggestions which are less intrusive, less costly methods to achieve the purpose of the regulation.

Kelly Sanchez-Pare stated that one of the amendments being discussed by City Council is limiting the amount of signs.

Cheryl stated that in reviewing the Ordinance, as it relates to process, the Commission may notify associations, owners or officers of businesses which are likely to be affected by a proposed rule and advise them they may submit data or position papers to the Commission and state how the rule poses an economic burden. Prior to the adoption of the rule, the Commission does the impact statement.

Chairman Romero suggested that we test this to whatever our charge is. Outreach should take place to see what impact we get.

Kelly Sanchez-Pare stated to the Commission that when the Council was reviewing the Purchasing Ordinance, a survey was done and that the Commission might want to consider the same thing with this issue.

Chairman Romero stated what the Commission can get input from the constituency we represent then the Commission can move forward. He advised that the Commission has an opportunity to use this as a model for moving forward on other issues that come before us.

Donna Griffin provided procedural direction: If the Commission wants to determine its next action before the Board meets again, then a vote on the action is required before a subcommittee can go forward with it. If the Commission decides it's going to do a survey or take other action then they must first authorize those actions. The Commission has to have a vote in an opening meeting and not in an email format.

Cheryl asked Kelly Sanchez-Pare if the legislation was coming forward on September 30.

Kelly stated it wasn't. The next time the legislation would be considered is October 5 after the bond election.

Cheryl informed the Commission there was not much time and suggested if an outreach was going to occur that a vote take place today. She also suggested Donna assist by drafting a summary of the legislation to enable an outreach to targeted people. Once the feedback is received then the impact statement can be done.

Chairman Romero asked if this should be done in a survey.

Commissioner Throckmorton stated we suggest to City Council they ought to consider enforcing existing sign regulations before passing any new regulations on signs and questioned how the survey information might be compiled.

Cheryl Rein-Borunda stated the Commissioners would have the opportunity to review the survey responses. There could be an independent review of the survey summary.

Based on the time constraints of this issue and the Council's review of this legislation, Kelly Sanchez-Pare suggested the Commission may want to prepare a letter to the City Council to defer further action to the Electronic Sign Ordinance for 60 days.

Commissioner Throckmorton made a motion for the Commission to prepare a letter to the City Council asking for consideration of a 60-day deferral so that the SBRAC may gather data from the small business community survey.

5. Round Table Discussion

Chairman Romero stated, compiling data from the proposed small business survey with regard to the Electronic Sign legislation would be a step toward defining the Commissions role.

Donna Griffin stated that the Commission may review legislation on upcoming City Council calendar to prioritize items they would like to focus on.

Cheryl Rein-Borunda reminded the Commission they are required to submit to the City Council a Quarterly Report to be prepared and submitted in October. Chairman Romero would work with Cheryl on a draft of this report in time for the Commission to review at the next SBRAC meeting.

Donna Griffin spoke on the rules involving the Open Meetings Act related to emergency issues. In the case where an emergency issue arises, the Commission was informed that a 24 hour notice needs to be posted before the scheduled meeting of the Commission. The Commission was told this notice can be posted on the City Clerk's website.

6. ABQ Thrive Presentation from Chris Chavez was outlined below:

ABQ FIRST

- The ABQ!First strategy is all about the City and business buying local.
- City Purchasing Division installed software that allows businesses to submit bids online and assist with buying local this was implemented mid-November 2010.
- City Purchasing Division and Albuquerque Business Center (ABC) have increased vendor registrations by over 700 through increased marketing for trainings and on-site registration in ABC.
- The City has increased local buys from 69% to 81% for purchases less than \$10,000
- For purchases over \$10,000, City buys have increased from 35% to 50%
- Councilor O'Malley introduced legislation to raise the threshold for RFQs from \$10k to \$25k. This is inline with best practices nationwide that lead to more local purchases.

ABQ EASY

- FasTrax Implemented first week of July 2010 by City Planning Department
- FasTrax is a streamlined permitting process for plans where a customer pays a premium for expedited plan review.
- In the first 6 months, there were 17 customers that used FasTrax with an average review time of 10 days.
- Electronic Plan Submission Phase I implemented December 2010.
- This allows plans to be submitted electronically and to be reviewed by multiple divisions concurrently.
- City Council passed an ordinance allowing for third party plan review in ABQ.
- Albuquerque Business Center (ABC) Opened July 6, 2010 to assist small business and potential entrepreneurs
- Year-to-date ABC has assisted over 300 with everything from business start up helping navigate various aspects of city government.
- Success story- In December, ABC worked with local solar equipment installers and Planning Dept. to clarify local code compliance issues, while still providing a way for installers to receive federal rebates and complete their jobs on-time and within budget.
- Small Business Regulatory Advisory Commission Legislation introduced and passed., Commission's first meeting in June 2011.

ABQ RECRUITS

- A \$2 million Capital Fund for Economic Development was approved in fiscal year 2011 budget
- The City sponsored TVC Equity Capital Symposium
- The City partnered with AED on various targeted industry cluster recruitment efforts.

WWW.THRIVEABQ.COM

- In late March, a new website with the help of numerous private sector partners was launched

- The website is completely free for Albuquerque businesses
- The website connects local Albuquerque businesses to customers, businesses to business, and business to vendors.
- The website takes the City's existing database of registered businesses in ABQ and makes it user-friendly and searchable.
- The site allows businesses to improve their profiles by submitting additional info.
- The more info that gets submitted by local businesses, the better resource the site will become and the more it will be used
- It helps existing businesses, especially small businesses, get noticed and get business
- It increases opportunities for businesses through:
 - Helping institutional buyers purchase locally
 - Connecting residents to local businesses
 - Facilitating business to business transactions
 - Creating a supplier database for recruitment efforts
- ThriveABQ.com does not compete with local directories or publications. The services offered to businesses by thriveABQ.com are free to use and thus will not redirect money from existing directories and publications. thriveABQ.com is intended to enhance business' marketing efforts by helping businesses connect with government buyers, local buyers and each other.

ABQFirst! Marketplace

- The ABQFirst! Marketplace will take place on November 2nd at the Anderson-Abruzzo Albuquerque International Balloon Museum. The Marketplace is designed to be an action-oriented event with actual purchases being made during the course of the event, rather than the traditional "meet the buyer" model of procurement events
- The City hopes that by connecting institutional buyers with local suppliers that the city will be able to keep business in the city that otherwise would have gone out to out of town suppliers.

There being no further business before the Commission, the meeting adjourned at 9:15 a.m.