

SMALL BUSINESS REGULATORY ADVISORY COMMISSION

CITY OF ALBUQUERQUE



Chairman:
Vice Chairman:
Ex-Officio Commissioner:

Don Kaufman
Anthony Trujillo
John A. Garcia

Commissioners:

Alex Romero
Beverly Chavez
Larry Garcia
Larry Rainosek
Scott Throckmorton

MINUTES from September 17, 2013

ATTENDEES:

Anthony Trujillo
Scott Throckmorton
Larry Garcia
Larry Rainosek
Beverly Chavez

EXCUSED:

Alex Romero
Don Kaufman
Donna Griffin

STAFF:

Cheryl Rein-Borunda
John A. Garcia
Jenny Walters

GUESTS:

Raj Mahto
David Hammitt

Report on UNM Project: Raj Mahto and David Hammitt

Attachments: Final - Food Sanitation Ordinance Report
Environmental Health Department (EHD) response
New Mexico Restaurant Association (NMRA) response

Meeting called to order by Vice Chairman Anthony Trujillo at 7:35 a.m.

- I. No changes or additions were made to the Agenda.
- II. The August minutes were approved by the Commission.

MOTION BY COMMISSIONER THROCKMORTON
SECOND BY COMMISSIONER GARCIA
MOTION CARRIED UNANIMOUSLY

- III. Cheryl Rein-Borunda commended the Commission on the work they have done that has had a positive impact in the community. More specifically for the "Shamrock Food Show" that recently took place at the Convention Center. The Environmental Health Department was very cooperative with their inspection timing and overall interaction with the Food Show.
- IV. John Garcia and Ms. Rein-Borunda gave an update on the meeting they had with the Albuquerque Fire Department and the Albuquerque Police Department regarding copper theft. Ms. Rein-Borunda informed the Commission that looking at a City Ordinance is a concern because both AFD and APD felt that the charge needs to be for changes at the State level. The reason these departments feel that the State Legislation is most important is due to the fact that even if they were able to pass a City Ordinance it

would not hold up in court because the State Laws would supersede the City Ordinance. Another concern is the lack of resources these departments have to dedicate to drafting a City Ordinance. .

- V. There was discussion on what the Commission could do to bring light to the Copper problem. Vice Chairman Trujillo suggested that the Commission somehow be a voice/advocate by drafting a letter to the Governor or Mayor thereby bringing this issue to the surface. Commissioner Throckmorton informed the Commission that Minda McGonagle (an in-house Lobbyist for Gov't Affairs and Policy Advisor for Brownstein Hyatt Farber Schreck) is drafting legislation for the next State Legislator Session. She will be focusing on enforcing a cash ban, among other things similar to legislation nearby States have undertaken with positive results.
- VI. There was discussion on the scope of the Commission's charge and whether or not a letter to the Governor or Mayor would fall under that mission. Ms. Rein-Borunda stated that the scope should be regarding existing rules or legislation that negatively impact small business. She will however speak with Donna Griffin (City Attorney) to see what the Commission can do; especially since the impact copper theft is having on small businesses is so burdensome. Action item to come out of this discussion is as follows:
- ✦ John Garcia will follow up with Leo Baca and Valerie Dodd with Century Link to see their perspective and progress on the issue.
- VII. Cheryl Rein-Borunda reminded the Commissioners about the action item on last month's meeting to take time to inform and make organizations aware of the Small Business Regulatory Advisory Commission (SBRAC) and what it does. Ms. Rein-Borunda stated that Commissioner Romero arranged for Commissioner Trujillo and Chairman Kaufman to attend the next meeting of Business and Industry Committee to inform them about what the commission does. The concern SBRAC has is the lack of visibility because most small businesses are busy running their business and just don't know that SBRAC exists.
- VIII. There was discussion regarding the UNM Report. Commissioner Throckmorton informed the Commission that the research was mostly focused on the comparable cities online capabilities. The research will show how simple it could be for businesses to navigate a website and thereby follow the necessary steps to be open for business. The research concluded that the City of Albuquerque has the least number of permits with small manufacturing but that it was very difficult to figure out what permits are needed and the City had the highest permit fees out of the cities researched.
- IX. Update on the UNM report given by Professor Raj Mahto and Coordinator David Hammitt of the Anderson School of Management Small Business Institute. Mr. Hammitt suggested the City focus primarily on developing and expanding its online presence in 3 stages (Developing Cooperation Between Departments, Creating One Webpage, and Online Accounts).

✦ Stage One: Developing Cooperation Between Departments

Currently, if an entrepreneur or someone else is looking at starting a business, he or she must go through several sites to find all the information needed. This is a very time consuming task and could be frustrating. Linking various pages to other pages would assist in easing this frustration. For example, if someone is on the permit page, there should be links to other pages that provide the other information needed to open a business (tax numbers, fees, etc...).

This stage could be implemented relatively quickly, providing the IT and other departments are cooperative. One thing to mention is that this is a win-win for all departments. The links would work both ways, thus a mutual benefit would result.

✦ Stage Two: Creating one webpage

As the City of Albuquerque starts transitioning to a major online presence, it should develop one page that gives all the information required to open a business. This site can still link to the other sites, but it will be the “hub” of information. This will allow an entrepreneur to have a one stop spot when investigating how to start a business.

Included in this stage are the checklists for the various industries. There should be a downloadable PDF file that tells a client what they need to do for each specific industry (e.g. the restaurant industry). Not only can these lists be printed but they can be used as a checklist for the client when they come to city hall.

This stage will take a bit longer than the first stage. Depending on the constraints, it would be suggestible to have this stage up and running within six to eighteen months.

✦ Stage Three: Online Accounts

Once the City of Albuquerque has completed the first two stages, it can focus on making the process even more stress-free by adding an account system. In this system, an entrepreneur would actually create an account and then follow a checklist that would walk him or her through the process from start to finish. The goal of this stage is to take the entire process of starting a business and put it online, thus eliminating the need for going to city hall.

Please note: those will not eliminate the workers at city hall. The goal is to keep that part open as well to serve the older entrepreneurs. In addition, these workers will be able to process the online applications and mail out permits and other required forms.

This final stage can be started during the end of the second stage. The suggested time goal for this stage should be in the next 1-3 years.

Mr. Hammitt also suggested condensing the permits: What is each permit for? Can they be condensed into fewer permits? Etc.

Another suggestion would be to have a panel of several entrepreneurs from various industries who have just recently started a company. Inquire of them what they thought of the permits: how easy were they to obtain, which ones caused the most time and frustration, etc. This will give the Commission Members an entrepreneurial view of the permit process.

- X. There was discussion regarding the information given by Mr. Hammitt. The discussion included the process of implementing Mr. Hammitt's suggestions. First action would be to draft a letter of recommendations from the Commission.

- XI. Meeting adjourned at 9:05 a.m.

MOTION BY COMMISSIONER RAINOSEK
SECOND BY COMMISSIONER CHAVEZ
MOTION CARRIED UNANIMOUSLY

Minutes submitted by: *Cheryl Rein Borunda* Date 10-15-13
Cheryl Rein-Borunda

Minutes approved by: *Don Kaufman* Date 10-15-13
Don Kaufman, Chairman of the Board