

## SANTA FE RAILYARD COMMUNITY CORPORATION

### Board of Directors' Meeting

Tuesday, April 9, 2024, 4:59 – 5:54pm

The Sage Hotel, 725 Cerrillos Road, Santa Fe, NM 87505 & via Zoom Conference Call

**Board Members Attending:** Jacques Paisner (Vice-President), Michael Chamberlain, Robert Dunn, Rosemary Romero

**Board Members Attending via Zoom:** Oscar Rodriguez (Treasurer), Ellen Bradbury (Secretary), Patrick Varela

**Board Members Absent:** Chris Calvert (President), Richard Czoski, Ron Pacheco

**Staff Attending:** Christine Robertson (Executive Director), Valarie Lyon – Vigil (Operations Manager – taking Minutes), Ginny Sanders (Director of Events & Marketing)

**Public:** None

**Call to Order:** The meeting was called to order at approximately 4:59pm by Jacques Paisner (Vice-President).

**Approval of Agenda:** The April 09, 2024, Agenda was unanimously approved as presented, motion by Rosemary Romero, 2<sup>nd</sup> by Bob Dunn.

**Approval of Meeting Minutes:** The REGULAR Board meeting minutes of March 12, 2024 were unanimously approved, motion by Rosemary Romero, 2<sup>nd</sup> by Michael Chamberlain.

**Public Comments:** No Public Comments.

### **New Business:**

#### Board Retreat Date Discussion

- Rosemary Romero informed the Board that her conversations with Board members indicated Saturday was a preferred day for the retreat. Oscar confirmed Saturday was his preference.  
Patrick out of town 06/07-06/14/24  
Oscar out of town 06/07-06/14/24  
Jacques out of town 06/13-06/16/24  
Michael out of town entire month of June

#### Meeting w/New Councilors & City Budget – Added by Rosemary Romero

- Rosemary Romero requested that Christine meet with the new City Councilors
- Christine indicated that her and Chris had already met with Councilor Alma Castro and are waiting on availability for Pilar Faulkner.
- Rosemary Romero suggested that Christine attend the City of Santa Fe budget hearing. Jacques suggested that anyone who is available to attend the City budget hearings do so in person or online.

## Financial Report

- February 2024 Financials – Overview presented by Oscar Rodriguez – No anomalies reported and cash balance provided indicates in line with City payments for 2024.
- Bank Balances were provided.
- Cash Flow report reviewed.
- Code 1210 – Events Reimbursement Issue, Oscar will be scheduling a meeting with Eun to discuss his concerns and options.
- NMB&T Trust Update
  - Already receiving interest from the new checking account @ 1%.
  - Will apply for Corporate Credit to process ACH payments with increased fraud protection.
  - Treasury Management with parameters for ACH payments and increased fraud protection.
- Parking Validations – Data has been retrieved and SFRCC has received the August, September and October reports.

## Leasing & Architectural Design Committee Update

- Committee Meeting Update (included in the packet for your review).

## Executive Director's Report

2024 Marketing & Events Update – Presented by Ginny Sanders

### Marketing Plan

- Drafting a Marketing Plan. Will add to it as she learns more about the organization and the marketing goals.

### Summer Movie/Concert Series

- Lentic 360 details of the movies and concert, tentative list compiled for the season. Barbie will be the first movie with pre-movie photobooth with Barbie/RV template.
- Bike Valet – will be provided for the Barbie movie and all concerts.
- Bike Parade before the Barbie movie.
- Original Muppet movie – Puppet making before the movie with Meow Wolf or Wise Fool.
- Wizard of Oz movie – Pride movie, talking to “Friend of Dorothy” about a pre movie event.
- Railrunner will have a 10:05 train for the concert series.

### Event Temple

- Completing online training with Event temple. Setting up additional features to utilize the program to its full capacity and to receive payments.

### Events

- SF Chamber of Commerce Expo on April 18<sup>th</sup>. Will be promoting the movie/concert series and Earth Day activities in the RV. Tenants were asked if there are any Earth Day events that SFRCC may promote at the Expo and on the RV Blog.

### Zozobra

- Meeting with Ray Sandoval to discuss a “Zozobra torch” that will be coming on the “Flame Train” from the Lamy.

#### Social Media

- Increased posts to determine trends and best practices. Increased followers, goals for # of followers will be included in the marketing plan.

#### Website

- New site up and running. Fixing minor issues and adding in events, blog will be added for Earth Day, Pride Day, Holiday Guides. The Board may send any blog ideas to Ginny.

#### Events

- Licensing in progress for the SF Century and Indigenous Ways
- Octoberfest 09.28.24, liquor license request has been sent to Councilor Alma Castro.
- Bike Valet will be available for Octoberfest.
- Kids tent for Octoberfest – reaching out to Meow Wolf to sponsor a tent.
- Researching zero-waste options to make it a zero-waste event.

#### Email List - Website

- All Board members have been added to the website email list.
- Researching options to add a donate & volunteer button to the website.

#### Security Update

- Marketing/Security Meeting scheduled for 04.11.24 with Lensic 360, Skyrail, Security and the CofSF team to discuss the concert series.

#### Keep Santa Fe Beautiful

- Saturday, April 13<sup>th</sup>, 8 Volunteers signed up.

#### Board Gift Update

- Estimate pending from the Artman.

#### Old Business

- None

#### Executive Session

Bob Dunn made a motion to ENTER Executive Session at 5:31 p.m., 2<sup>nd</sup> by Rosemary Romero.

The Board of Directors MET in closed Executive Session, pursuant to exceptions to the Open Meetings Act, and nothing was discussed except possible disposition of real property, potential litigation review, and personnel matters, and no final action was taken during the Executive Session. No minutes were taken.

Rosemary Romero made a motion to EXIT Executive Session at 5:45 p.m., 2<sup>nd</sup> by Bob Dunn

**Next Board Meeting:** Tuesday, May 14, 2024, 5:00-7:00pm - Location: TBD or via Zoom

Being no further business, the meeting was adjourned by Jacques Paisner (Vice - President) at approximately 5:45 pm.

Respectfully submitted,

Valarie Lyon – Vigil, SFRCC Operations Manager

Signed by: EllenBradburyReid

Name: Ellen Bradbury Reid

Title: SFRCC Board Secretary

Date: May 12, 2024