

ALAN WEBBER INTERVIEW
6-17-18 (2ND HOUR)

(MAYOR OF THE CITY OF SANTA FE),

ALAN, GIVEN THAT THE PRESS DOES A GREAT JOB OF COVERING THE PANOPLY OF ISSUES FACING THE PEOPLE OF SANTA FE, WE WANT TO SPEND THE NEXT HOUR TALKING ABOUT SOME OF THE OTHER THINGS THAT GIVE TEXTURE TO THE ROLE YOU PLAY AS MAYOR.

AS A STARTING POINT, IT MUST SEEM LIKE AN ETERNITY AGO---GIVEN ALL THAT YOU HAVE ON YOUR PLATE AS MAYOR---BUT IN MARCH DURING YOUR INAUGURAL ADDRESS, YOU STATED THAT YOU SEE “UNLIMITED POTENTIAL” FOR THE FUTURE OF OUR CITY. I SUSPECT YOU STILL DO, BUT WHY?

- The expectations of residents with their local government.*
- Success with stated goals since becoming mayor.*
- Special rewards and unexpected challenges encountered while serving the city.*
- Thoughts on the city's youth as they become community leaders and future home buyers.*
- Importance of real estate to the economy of Santa Fe, as well as the housing needs of all residents.*
- Santa Fe's role with our nation and world.*

***"LIGHTNING ROUND":**

"And now, Alan we are going to go into the "lightning round" of questions" (SOUND EFFECT):

WHAT'S YOUR FAVORITE ANIMAL; COLOR; AND DESSERT?

SERIOUSLY, WHY DON'T YOU TELL US ABOUT THE ONE, OR TWO MOST CRITICAL ISSUES THE CITY NEEDS TO ADDRESS TO MAKE LIFE BETTER FOR THE PEOPLE OF SANTA FE?

***HURRICANE RELIEF-WHAT THOSE NC & CS CITIES ARE NEEDING TO DO TO HELP RESIDENTS?**

***REAL ESTATE**

**+SIR'S PROUD PLACE IN COMMUNITY
---VALUE OF OUR REAL ESTATE MARKET ON THE LOCAL ECONOMY.**

- ROLE THAT SOTHEBY'S INTERNATIONAL REALTY P PLAYS WITH HOME BUYERS AND SELLERS.
- VALUE TO HOME BUYERS AND SELLERS OF KNOWLEDGEABLE REAL ESTATE BROKERS.
- RECOMMENDATIONS TO THOSE WHO WISH TO BUY, OR SELL IN THE NEW YEAR.
- + 2ND HOME OWNERSHIP IN SF
- + CONSUMER CONFIDENCE
- + MILLENNIALS- JOBS AND HOME BUYING
- + HISPANIC HOME OWNERSHIP
- + FOREIGN PURCHASERS + HOME RENTAL
- *RANK CHOICE VOTING.
- + HOW IS TECHNOLOGY IMPORTANT TO CAMPAIGNS?
- +PATIENCE, FINANCING, NEED MORE HOUSING IN PIPELINE (8-10 YEAR HORIZON)
- +ACEQUIA LOFTS (TIERRA CONCEPTS)
- +AFFORDABLE HOUSING SUMMIT – ABQ. ELLIOT EISENBERG ECONOMOMIST

- *TEAMWORK WITH CITY COUNCIL & OTHER CONSITUENTS?

- *FAMILY SUPPORT

Alan worked as the Editorial Director of the *Harvard Business Review*;

ran for the Democratic nomination for Governor of New Mexico in 2014 (finishing second in a field of five candidates); and in 1995, co-founded the technology business magazine, *Fast Company*, where he was named *Adweek's* Editor of the Year in 1999.

Alan happily acknowledges his fortunate place—joining many others in Santa Fe—as a proud father and husband.