

**ECONOMIC DEVELOPMENT ADVISORY COMMITTEE
WEDNESDAY, MARCH 12, 2025, 11:00 AM
CITY HALL, COUNCILORS CONFERENCE ROOM
200 LINCOLN AVE., SANTA FE, NM**

1. CALL TO ORDER

The meeting of the Economic Development Advisory Committee was called to order by Councilor Jamie Cassutt, Chair, at 11:00 am on Wednesday, March 12, 2025, at City Hall, in the Councilors Conference Room, 200 Lincoln Ave., Santa Fe, New Mexico.

2. ROLL CALL

MEMBERS PRESENT

Ondine Frauenglass, arrived at 11:04
Kenneth Resnick
Michael Davis
David Perez
George Gamble
Kathy Rivera
Councilor Jamie Cassutt, Chair
(1) Vacancy

MEMBERS ABSENT

Myriah Tomas, excused
Sierra Cruz, excused

OTHERS PRESENT

Johanna Nelson, Director, Economic Development
Casey Dalbor, Business Growth Manager
Lizzy Portillo, Economic Development Department
Vicki Pozzebon, CEO, Prospera Partners
Eileen Everett, Prospera Partners

3. APPROVAL OF AGENDA

4. APPROVAL OF CONSENT AGENDA

None.

5. APPROVAL OF MINUTES

- a. **APPROVAL OF THE FEBRUARY 5, 2025 ECONOMIC DEVELOPMENT ADVISORY COMMITTEE (EDAC) MEETING MINUTES.**

MOTION A motion was made by Mr. Gamble, seconded by Mr. Resnick, to approve the minutes of February 5, 2025.

VOTE The motion passed on a roll call vote as follows:

Ms. Rivera, yes; Mr. Perez, yes; Mr. Resnick, Yes; Mr. Gable, yes; Mr. Davis, yes; Chair Cassutt, yes.

6. ACTION ITEMS: CONSENT AGENDA

None.

7. ACTION ITEMS: DISCUSSION AGENDA

None.

8. PRESENTATIONS

- a. **CONTINUATION OF EDAC STRATEGIC PLAN**

Ms. Pozzebon reviewed the PowerPoint presentation provided to the Committee members, including the survey review, structure, feedback, and next steps.

Ms. Pozzebon said the first part of this presentation goes over the results of the survey all of you participated in. In the area of interest level, the majority of you answered in the area of advising on policy. We recommend that the Committee focus on reviewing and advising on policy, not on actually drafting policy. As to the capacity of the Committee, most of you said you would have 3-5 hours more a month to discuss and work on issues. When reviewing your responses to target industries there were a variety of responses.

Ms. Frauenglass said she has the same level of interest - reviewing and advising, but, she would like to review that in six month to a year to see how we evolve and to look at the needs of the community.

Mr. Perez asked how are we going to use this work to support the City and what is most important for the community.

Mr. Resnick said he doesn't think we have the resources to draft policy. He thinks we can review and advise on draft policy.

Mr. Perez asked where does our advice go.

Mr. Graham said he totally agrees. It comes down to how can we be most helpful to the City and the Department.

Ms. Rivera said she echos what was said. She would not exclude drafting policy at some point. Maybe we could recommend that a policy be drafted.

Chair Cassutt said that could happen because you have a Councilor Chair. If the Committee has an idea, she could get the research and drafting done.

Ms. Rivera stated there is a difference between policy and recommendations. We could give guidance and suggestions.

Mr. Davis asked was there a desire for us to figure out where we are going - to do this plan.

Ms. Pozzebon said there was some dialogue and confusion about the purpose of this Committee. Based on the survey and feedback, this is were we are at this point.

Chair Cassutt said there have been some members who felt their time was not being well spent.

Ms. Pozzebon handed out her recommendation on the structure of the Committee and asked the members to think about giving feedback.

Ms. Pozzebon said we recommend that the Committee continue with one, two hour meeting per month and twice a year focus on EDAC members by having an open discussion. Additionally, we recommend having a steering committee that meets two hours a month in addition to the full Committee meetings and subcommittees that meet two hours a month. You can choose which committee to be on. We recommend a subcommittee focus on geographic areas and place making. That was a desire expressed in the survey. We recommend that the subcommittee, each year, choose areas to work on. This could include many things such as community outreach. This year, you are focused on the southside and Midtown, which came across in the survey.

Mr. Graham said he does not see our purpose in serving the needs of the City and OED with field work involved. That seems contrary to the notion that we don't have the capacity.

Mr. Dalbor said this is a brainstorming session, not a directive. This is a conversation. You are not a field team. From his side, he does not expect you to go

out and do work.

Mr. Perez said he likes the idea of a steering committee. What would be the priorities and how can we support OED.

Mr. Dalbor said as you expand your responsibilities, City staff is not responsible for additional work. We have to figure that out. It is cause and effect with City staff. You also have your EDAC Ordinance and bylaws. We would have to have consensus before moving forward.

Chair Cassutt said she thinks it is an important point of knowing the challenges of the community and what merits changes in direction.

Ms. Frauenglass said she is interested in exploring the idea of what it means to have an off-site subcommittee. Could there be informational, educational sessions with the community in conjunction with the off-site office hours EDAC has.

Mr. Dalbor said OED has two off-site office hours events. One is at the Cerrillos location of Del Norte Credit Union and the other is on the southside, at the Incubator.

Chair Cassutt said OED also has other meet-up events.

Ms. Frauenglass said she also respects what Mr. Gamble said.

Mr. Resnick said there are internal limitations as well as staff limitations. He has been on this Committee for three years. There have been many changes in the membership of the Committee. The question is do we really need a subcommittee. The steering committee would be useful and helpful. He is not sure about a subcommittee..

Mr. Perez said he is really impressed with the group thinking around the table. His concern with a subcommittee is that it is too much now. His thought is that OED sets the priorities, and brings them to the steering committee. The steering committee gets with the Chair and brings that information to set the agenda for the full Committee. The full Committee makes recommendations back to OED.

Ms. Pozzebon commented that the purpose of the steering committee is a dialogue, not a hierarchy.

Ms. Pozzebon asked the members "who do you serve?"

Ms. Rivera said the community. She categorizes OED as operational in nature. We would review their plans and give advice or recommendations.

Mr. Perez said that is a good point because this Committee is not operational.

We should think strategically.

Ms. Rivera said we have a broader view.

Ms. Frauenglass said the community.

Mr. Davis said if we are serving the community, how do we see our impact. What is our “why” in this regard.

Ms. Pozzebon asked “What is your why?”

Mr. Perez said to help drive health, prosperity and quality of life for the community with a broad lens - career opportunities, job opportunities, not parks and recreation. Also to think long-term.

Mr. Graham said if we see the Committee doing what David said, we are expanding input by our involvement.

Mr. Resnick said exactly right. We were appointed by the Mayor with the approval of Council. We are here as a sounding board. We do have a representative function for the community by adding our perspective.

Ms. Rivera answered business growth and expansion of different types of businesses and job growth. That is the “why.”

Mr. Dalbor said you all serve at the pleasure of the Mayor. This Committee was created originally to pass LEDA. He looks at it as you are the voice to OED. We get into our own projects and are focused there. You are here to bring your expertise and input. That is valuable. We synthesize what we are doing to include your input.

Chair Cassutt said as elected officials, we are not experts in many areas. We often talk about community engagement. It feels good to get community engagement that gets to the complexity of the issue. EDAC provides us with how to frame the voice for the community from a policy-making perspective.

Mr. Perez said we, as EDAC, come here as thoughtful, long-term and rational speakers. Some of the two minute speakers at Council are very emotional.

Mr. Davis said he loves this kind of work. EDAC, for him, is to find solutions. He recommends that we should look at our purpose and have an awareness of who we are.

Ms. Everett said there are some important themes in this conversation, such as OED is focused on operations and EDAC strategic thinking; bringing in more capacity between the meetings; being more efficient, not creating more work and being aware

that spending more time does not necessarily mean more work for staff.

Mr. Perez said the steering committee could be valuable in looking a year out. They can sit down with OED regarding places and property and where we can support them and come up with an annual plan and where we are going to lean in.

Mr. Graham said a long-term view makes a lot of sense. He likes that idea.

Mr. Perez said it gives us our north star. It may take us a few conversations to figure out our north star. That is a valuable conversation.

Ms. Frauenglass said she would like to possibly discuss a time line of the best use of our time.

Ms. Pozzebon said there is a shared “why” of who you serve and what you need to do to serve the community as a Committee. People don’t feel valued if they don’t understand the role of the committee. We want to avoid micro managing.

Mr. Perez said we serve the community and the City and hope that the City serves the community.

Mr. Resnick said we are also a filtering group as well. We filter out what is good policy. We represent, but also advise.

Ms. Pozzebon said you have a beautiful example of a community committee here. It is of value and importance. It is important for folks to see that they have you here to represent them.

Chair Cassutt said she appreciated that conversation.

A ten minute break was taken.

Ms. Pozzebon said the idea of reviewing business grants has come up.

Ms. Nelson gave an overview of the three business grants that are available and stated that the committee will also review the Department Strategic Plan.

Ms. Nelson said we kicked off our data collection with Ernst and Young. We are working to get an RFP out for the actual writing of the plan this year, maybe within this calendar year, depending on the amount. If we go over \$60,000 it is significantly more difficult to do the procurement. We will have information to review from Ernst and Young soon and will provide that information to this Committee at a meeting. It will be helpful to get feedback from you.

Ms. Frauenglass said in the survey, there was a lot of feedback on targeted

industries. What ability would there be, if any, of revising those.

Ms. Nelson said those are based on the Strategic Plan. With the new plan, there will be revised data and there will be changes.

Ms. Frauenglass asked what kind of role would this Committee have in that.

Ms. Nelson said there could be a conversation interview with EDAC.

Ms. Frauenglass said she would love to have presentations from some other types of industries that could be added.

Chair Cassutt said let's get back to how we want to structure meetings and what could make sense.

Ms. Frauenglass said it may be something for the steering committee to consider because of the time involved.

Ms. Pozzebon asked what else would be "top of the line" in being strategic.

Mr. Resnick asked would it be possible to put together the top five companies in each of these targeted areas. We may want their input and to have communication and an exchange with them.

Ms. Nelson said we did that when we worked on the State Economic Development Plan.

Mr. Perez said the airport and what is around it would be interesting.

Mr. Graham said as to County relationships, is there any reason for this committee to have any relationship with the County or are you the conduit for that.

Ms. Nelson said we have a strong relationship with the County Economic Development.

Mr. Dalbor said we could have them present.

Ms. Pozzebon said that could be something for the steering committee to look at. She will leave it there for now. We will take this back to draft the plan. Please email me any time with your thoughts.

9. PUBLIC COMMENTS

None.

10. MATTERS FROM STAFF

Mr. Dalbor said he apologizes for the clerical error in the Clerk's office. We will be back to our original meeting date next month. At that meeting, we will have a Midtown presentation and vote and a Main Street presentation.

Ms. Nelson said as to staffing, we have brought on Lee Nelson as an Economic Development Specialist who will be focused on downtown. We are bringing on a Contracts Administrator on Monday. We are going through the budget review right now. On the agenda for tonight's Governing Body, is the continuation of the 50/50 split of land sales to Economic Development and Affordable Housing. There are a lot of events coming up. Ms. Nelson reviewed the events.

Ms. Nelson said we are able to have a navigator for business licenses at Land Use. The City just hosted a rapid hire event that was successful.

11. MATTERS FROM THE COMMITTEE

Mr. Graham asked regarding the National situation, are there any things we need to be thinking about in the City.

Chair Cassutt said we are thinking about the budget as a whole. We are getting information on that. The big impacts will be in transit and the airport.

12. MATTERS FROM THE CHAIR

None.

13. NEXT MEETING

April 2, 2025.

14. ADJOURN

There being no further business before the Committee, the meeting adjourned at 1:00 pm.

Councilor Jamie Cassutt, Chair

Elizabeth Martin, Stenographer

