

**ECONOMIC DEVELOPMENT ADVISORY COMMITTEE  
WEDNESDAY, APRIL 2, 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, April 2, 2025, at City Hall, in the Councilors Conference Room, 200 Lincoln Ave., Santa Fe, New Mexico.

**2. ROLL CALL**

**MEMBERS PRESENT**

Ondine Frauenglass  
Kenneth Resnick  
David Perez, arrived at 11:28 am  
George Gamble, arrived virtually at 11:20 am  
Kathy Rivera  
Myriah Thomas, virtually  
Sierra Cruz  
Councilor Jamie Cassutt, Chair  
(1) Vacancy

**MEMBERS ABSENT**

Michael Davis, Excused

**OTHERS PRESENT**

Johanna Nelson, Director, Economic Development, arrived later in the meeting  
Casey Dalbor, Business Growth Manager  
Councilor Michael Garcia  
Daniel Hernandez, MRC Director  
Carly Venditti, Asset Development Manager  
Eric Renz-Whitmore, Economic Development Specialist  
Lucas Pedraza, Project Coordinator, MainStreet  
Amy Barnhart, Revitalization Specialist, MainStreet  
Tony DeLisi, Managing Director, Ernst & Young  
Jung Kim, Research Director, Ernst & Young

**3. APPROVAL OF AGENDA**

**MOTION** A motion was made by Ms. Frauenglass, seconded by Ms. Rivera, to approve the agenda as presented.

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

Ms. Frauenglass, yes; Mr. Resnick, yes; Ms. Rivera, yes; Ms. Thomas, yes; Ms. Cruz, yes; Chair Cassutt, yes.

**4. APPROVAL OF CONSENT AGENDA**

None.

**5. APPROVAL OF MINUTES**

**A. APPROVAL OF THE MARCH 5 ECONOMIC DEVELOPMENT ADVISORY COMMITTEE MINUTES**

**MOTION** A motion was made by Ms. Cruz, seconded by Mr. Resnick, to postpone the approval of the minutes to the May meeting.

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

Ms. Frauenglass, yes; Mr. Resnick, yes; Ms. Rivera, yes; Ms. Thomas, yes; Ms. Cruz, yes; Chair Cassutt, yes.

**6. ACTION ITEMS: CONSENT AGENDA**

None.

**7. ACTION ITEMS: DISCUSSION AGENDA**

**A. CONSIDERATION OF BILL NO. 2025-9. ADOPTION OF ORDINANCE NO. 2025\_\_\_\_. A BILL AMENDING SECTION 11-14.5 OF THE ECONOMIC DEVELOPMENT FUND ORDINANCE TO CHANGE THE SUNSET DATE FOR DEPOSITING CERTAIN LAND SALE REVENUES IN THE AFFORDABLE HOUSING TRUST FUND FROM DECEMBER 31, 2025 TO DECEMBER 31, 2030.**

Councilor Garcia gave an overview of the Bill.

Chair Cassutt stated this is for any City owned land unless it is stipulated otherwise.

Mr. Dalbor said this helps our Affordable Housing Office quite a bit. It is a mechanism to split funds with them. This mechanism is sunseting. This Bill extends that sunset date.

There was discussion regarding the history of this process, the past amount of money that has been deposited, upcoming sales of property, other funding for affordable housing, other funding for economic development and the excise tax.

**MOTION** A motion was made by Ms. Thomas, seconded by Ms. Rivera, to approve Bill No. 2025-9.

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

Ms. Frauenglass, yes; Mr. Resnick, yes; Ms. Rivera, yes; Ms. Thomas, yes; Ms. Cruz, yes; Mr. Gamble, abstained; Chair Cassutt, yes.

**B. CONSIDERATION OF RESOLUTION NO. 2025-\_\_\_\_\_. A RESOLUTION MAKING A FINDING OF NECESSITY AND DESIGNATING AN AREA COMPRISED OF A MAJORITY OF MIDTOWN LOCAL INNOVATION CORRIDOR OVERLAY DISTRICT AS A METROPOLITAN REDEVELOPMENT AREA.**

Ms. Venditti gave a PowerPoint presentation regarding the areas included and the designation process.

Mr. Hernandez said this opens up priority funding from the State level. It is important that there is now an organization, the MRC, that carries this area and vision forward to focus our efforts. This includes Midtown, but surrounding areas as well including the links.

There was discussion regarding zoning, that Midtown is a catalytic moment for the area, the South Central Corridor Overlay, Midtown, height limits and the action required.

Mr. Perez said this is a great step forward.

There was additional discussion on Midtown infrastructure, Midtown development, commercial space and the possibility of solar installations.

**MOTION** A motion was made by Ms. Frauenglass, seconded by Mr. Perez, to approve Resolution No. 2025\_\_\_\_\_.

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

Ms. Frauenglass, yes; Mr. Resnick, yes; Ms. Rivera, yes; Ms. Thomas, yes; Ms. Cruz, yes; Mr. Gamble, yes; Mr. Perez, yes; Chair Cassutt, yes.

**C. REQUEST FOR APPROVAL OF A GENERAL SERVICES CONTRACT WITH UNIVERSITY OF NEW MEXICO ANDERSON SCHOOL CENTER FOR RESPONSIBLE ENTREPRENEURSHIP FOR ENTREPRENEURIAL SUPPORT, TRAINING, AND ADMINISTERING AN ACCELERATOR PROGRAM IN THE TOTAL AMOUNT OF \$300,000.00.**

Mr. Renz-Whitmore gave an overview of the request and the contract saying, this accelerator is looking specifically at responsible entrepreneurship and moving that forward. They have already launched a variety of businesses, such as high tech, a pizza store front, a new type of sun screen and others. They have been successful. Three of their graduated businesses are already growing and will be ready for possible investment. They are launching viable companies.

Mr. Perez asked is this for staffing, grants and programs.

Mr. Renz-Whitmore said this is not for grants. It is for staffing and programs. We want UNM to continue to invest here.

Mr. Perez said with accelerators, usually 20% of the businesses become viable, but this is still important. Some will be small businesses and some will rise and become investment available. It is an investment in the future.

Ms. Frauenglass said the fact that UNM Anderson School backs this is important.

Mr. Renz-Whitmore explained the origin of the interest and the establishment of this effort.

There was discussion around the contract, the involvement of UNM, assistance for non-English speakers and the cohort sizes.

**MOTION** A motion was made by Ms. Rivera, seconded by Mr. Perez, to approve the contract.

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

Ms. Frauenglass, yes; Mr. Resnick, yes; Ms. Rivera, yes; Ms. Thomas, yes; Ms. Cruz, yes; Mr. Gamble, yes; Mr. Perez, yes; Chair Cassutt, yes.

## **8. PRESENTATIONS**

### **A. NEW MEXICO MAINSTREET'S APPROACH TO ECONOMIC DEVELOPMENT**

Mr. Pedraza and Ms. Barnhart gave a PowerPoint presentation explaining MainStreet's approach and successes in New Mexico.

Ms. Rivera said she is not seeing that this is limited to the downtown area. She thought MainStreet programs were limited to downtown areas.

Mr. Pedraza said commercial corridors are now eligible as well.

Chair Cassutt said the areas of Airport Road, Rufina/Silar and Cerrillos have been discussed in the Quality of Life Committee. It might be good for you to coordinate with the MPO. They are working on several areas that would be part of this kind of programming.

Mr. Dalbor said there are a couple of areas of interest we are looking into.

There was discussion around Cerrillos Road and other sites, Silar and its relationship to Route 66, how the MainStreet process works, and having an organization or group that wants to start this process.

Chair Cassutt thanked Mr. Pedraza and Ms. Barnhard for being here today. We will be in touch.

### **B. INTRODUCTION TO ECONOMIC DEVELOPMENT ACTION PLAN**

Mr. DeLisi said he and Mr. Kim are part of the Ernst and Young Economic Development Team. We are excited to work with the City on this effort. This is the first phase of developing the plan - the collection and analyzing of data to set a baseline of where we are today.

Mr. Kim gave a PowerPoint presentation reviewing the data and data analysis including industry sectors, outreach, industry perspectives, strengths, weaknesses, threats and opportunities and stakeholder interviews.

There was discussion regarding insights, the fact that transportation was not included as a weakness, attracting businesses to the City, cluster analysis regarding job creation, well-paying jobs that are not dependent on tourism, education, young professionals, film production, leveraging Santa Fe brand identity, opportunities for higher paying jobs, opportunities for more nuanced data and information, issues unique to Santa Fe, competition from Rio Rancho and the selection of target industries for the

City.

Chair Cassutt said all of the Committee members will be interviewed and have input as well. This will be presented to the Quality Of Life Committee tonight.

**9. PUBLIC COMMENT**

None.

**10. MATTERS FROM STAFF**

None.

**11. MATTERS FROM THE COMMITTEE**

None.

**12. MATTERS FROM THE CHAIR**

**13. NEXT MEETING**

**A. MAY 7, 2025, 11:00 AM**

**14. ADJOURN**

There being no further business before the Committee, the meeting adjourned at 2:00 pm.

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Councilor Jamie Cassutt, Chair

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Elizabeth Martin, Stenographer

