

**ECONOMIC DEVELOPMENT ADVISORY COMMITTEE
WEDNESDAY, MAY 7, 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, May 7, 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
George Gamble
Kathy Rivera
Councilor Jamie Cassutt, Chair
Ava Salmon

MEMBERS ABSENT

Michael Davis, Excused
Myriah Thomas
Sierra Cruz

OTHERS PRESENT

Johanna Nelson, Director, Economic Development, arrived later in the meeting
Casey Dalbor, Business Growth Manager
Heather Lamboy, Director Planning and Land Use
Vicki Pozzebon, CEO, Prospera Partners
Elizabeth Martin, Stenographer, virtually

3. APPROVAL OF AGENDA

MOTION A motion was made by Mr. Gamble, seconded by Mr. Perez, 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; Mr. Gamble, yes; Mr. Perez, yes; Ms. Salmon, 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. Frauenglass, seconded by Mr. Gamble, to postpone the approval of the March minutes to the meeting on June 4th.

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

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

B. APPROVAL OF THE APRIL 2 ECONOMIC DEVELOPMENT ADVISORY COMMITTEE MINUTES

MOTION A motion was made by Ms. Frauenglass, seconded by Ms. Rivera, to postpone the approval of the April minutes to the meeting on June 4th.

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

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

6. ACTION ITEMS: CONSENT AGENDA

None.

7. ACTION ITEMS: DISCUSSION AGENDA

None.

8. PRESENTATIONS

A. SANTA FE GENERAL PLAN UPDATE: "SANTA FE FORWARD"/SANTA FE AVANZANDO." STAFF WILL INTRODUCE THE 2050 GENERAL PLAN UPDATE, INCLUDING A PROJECT

OVERVIEW AND PRESENTATION ON THE COMMUNITY ENGAGEMENT PLAN, AND SCHEDULE.

Ms. Lamboy gave a PowerPoint presentation that included a review of the project, time lines and schedules, collaborations, assessments, land use impact on economic development, assessments, public engagement, re-energizing land assets, affordable housing and walkability.

Mr. Resnick said he understands that a similar plan was done in the late 90s. Is that report available on the website.

Ms. Lamboy said yes.

Mr. Resnick asked if there were any lessons we have learned as we go back and look at that report.

Ms. Moore said yes, as we do the assessment and look at population growth, and what goals were implemented and adhered to and what were not.

Ms. Lamboy said affordable housing was a big deal then too.

Mr. Gamble asked how do you relate to the Town Council.

Ms. Lamboy said we will have a map of the projects budgeted for short term and long term. The Council will tell us their priorities in a back and forth.

Chair Cassutt said one of the reasons she has been so concerned about the plan not being updated is that the codes need to be updated so we can use them for policy decisions. This plan will reflect the work of Land Use, Planning and updated codes.

Ms. Rivera asked can I assume that the Economic Development Office has shared with you the target industries we talked about several meetings ago.

Ms. Lamboy said yes, economic development is a bit part of the plan.

Ms. Rivera said she did not see anything about the commuter population of people who work here. They don't live here, but commute to work here. She thinks it would be good to have their feedback.

Ms. Lamboy said that is a good suggestion.

Ms. Frauenglass said she would like to see graduating seniors included as we see so many who leave the City. Also, please include the Deaf School.

B. STRATEGIC ACTION PLAN (SAP) REPORT AND RECOMMENDATIONS

Ms. Pozzebon gave a PowerPoint presentation regarding the draft Strategic Action Plan including the assets of the Committee, how the Committee wants to function, the role of EDAC and their goals.

There was discussion about the use of a Steering Committee and other operational issues.

Mr. Perez said this was a great overview. He has questions about the connectivity of the plan and the reality on the ground. How do we connect and work with other areas of the City with the work we do and continue to drive change and progress.

Chair Cassutt said that is where a Councilor Liaison makes sense. Through me, you have more access to staff and other Departments. That is a big part of policy making.

Mr. Perez said he would like to challenge the notion of expanding target industries. What we need to do it focus on one or two or maybe three industries that we can double down on. We can't be everything to everybody

Ms. Nelson said we struggle to keep in line. Even looking at this, she feels the need to keep things clear. Who is going to lead the initiative, what is the time involved and what resources are needed. Otherwise, broad ideas get lost in the shuffle. We can tighten it up.

Mr. Perez said how de we help Johanna and the department be more successful and not just throw tons of ideas on their shoulders. What is the focus and is it feasible.

Mr. Dalbor said he agrees. We are action orientated. He wonders if the implementation is feasible.

Mr. Gamble said if we are an advisory committee, we need to ask how we can help the department. This document sounds like we are going to go out and do things. To David's point, we need to come back to helping Johanna.

There was discussion regarding the structure of the Committee, terms of members and consistency with the establishing Ordinance.

Mr. Frauenglass said when we have had community people, organizations and departments come here to talk with us it has been helpful. She thinks this document reflects that. The desire to be aware. She does agree with the idea of focusing and

having a sharper idea of what economic development needs.

Chair Cassutt said the plan does give guidance as to what is coming up, topics and structure.

Ms. Salmon asked with the Steering Committee setting priority topics, will that help decide what hoc committees we will have.

Chair Cassutt said yes. Are there any last comments or thoughts. We have some time to digest this. We can try something and it may fail. This is a starting point. It allows us to do trial and error and that is fine.

Ms. Pozzebon said she recommends that the Committee set aside an hour per meeting, for the next 3-6 months, to work on their strategic plan and decide what structures to put in place.

Chair Cassutt said thank you. This was a good conversation. She looks forward to the final report.

Mr. Dalbor said please send any additional comments you have to him and he will send them to Vicki.

C. OFFICE OF ECONOMIC DEVELOPMENT BUDGET UPDATE FY26

Chair Cassutt said we just finished the budget hearings. The budget, and amendments, will go to the Finance Committee then to the Governing Body for adoption.

Ms. Nelson gave a PowerPoint presentation that she had given in her budget hearing. It included an organizational chart, mission, priorities, funding request, barriers to the business community, goals and significant upcoming projects.

Ms. Nelson said our mission is to improve the economy and encourage economic opportunities. She will send her presentation to the Committee members.

9. PUBLIC COMMENT

None.

10. MATTERS FROM STAFF

Ms. Nelson introduced Deborah Torrez, Tribal Entrepreneurship Representative for the Economic Development Department.

Mr. Dalbor said Elisa Montoya, our new Community Development Director, will be attending our next meeting.

11. MATTERS FROM THE COMMITTEE

Ms. Rivera offered her help and services for anything on Guadalupe.

Ms. Nelson said that is great.

12. MATTERS FROM THE CHAIR

Chair Cassutt introduced new Committee member, Ava Salmon.

Ms. Salmon introduced herself.

13. NEXT MEETING

A. JUNE 4, 11:00 AM - 1:00PM.

14. ADJOURN

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

Councilor Jamie Cassutt, Chair