

**ECONOMIC DEVELOPMENT ADVISORY COMMITTEE  
WEDNESDAY, SEPTEMBER 3, 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 Cassutt, Chair, at 11:03 am on Wednesday, September 3, 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  
George Gamble  
Kathy Rivera  
Ava Salman  
Sierra Cruz, arrived at the meeting at 11:10 am  
David Perez, Vice Chair, virtually  
Councilor Jamie Cassutt, Chair  
(One vacancy)

**MEMBERS ABSENT**

Myriah Tomas, excused

**OTHERS PRESENT**

Johanna Nelson, Director, Economic Development  
Casey Dalbor, Business Growth Manager  
Xavier Martinez, Constituent Services Manager  
Juan Torres, Director, Santa Fe County Economic Development  
Maciek Jusik, Downtown Business Coordinator  
Elizabeth Martin, Stenographer, virtually

**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 voice vote.

**4. APPROVAL OF CONSENT AGENDA**

None.

**5. APPROVAL OF MINUTES**

**A. APPROVAL OF THE AUGUST 6, 2025, ECONOMIC DEVELOPMENT ADVISORY COMMITTEE (EDAC) MEETING MINUTES**

**MOTION** A motion was made by Mr. Resnick, seconded by Ms. Frauenglass, to approve the minutes.

**VOTE** The motion passed on a voice vote.

**6. ACTION ITEMS: CONSENT AGENDA**

None.

**7. ACTION ITEMS: DISCUSSION AGENDA**

**A. CONSIDERATION OF BILL NO. 2025-19. ADOPTION OF ORDINANCE NO. 2025-\_\_\_\_. A BILL ESTABLISHING A TEN (10) YEAR PLAZA PUSH CART VENDOR LICENSE FOR WHICH VENDORS WHO HAVE COMPLETED TWENTY-FIVE CONSECUTIVE YEARS OF VENDING ARE ELIGIBLE TO APPLY**

Mr. Martinez gave an overview of the history of pushcart vendor licensing on the Plaza.

There was discussion around the lack of availability of records over the last 25 years of pushcart vendor licensing, the length of time the licensed vendors are required to be present on the Plaza each month, what problem is being solved with this Bill, the allocation of pushcart licensing slots on the Plaza, the lack of historical records, assuring that efforts are made to keep the records going forward, turnover in pushcart vendors on the Plaza, license costs, how was the 25 year requirement determined, flexibility, honoring the history on the Plaza.

Chair Cassutt agreed to speak with Councilor Lindell to understand more about the need for this and the intent. She does know there has been a lot of conversation about the longevity of local businesses downtown. She could see an argument coming from that aspect.

Ms. Frauenglass said she feel that ten years would be a better time for business longevity.

Ms. Rivera said she kind of agrees. She defers to the Councilors as to what they are thinking.

Ms. Salman said she thinks twenty five years is too long.

Mr. Gamble asked if this feedback will get back to the Governing Body.

Chair Cassutt said that is on her shoulders to share what we have discussed at Governing Body. You can approve this, deny this or give no recommendation.

Mr. Gamble recommended that the issue be looked at more carefully.

**MOTION** A motion was made by Ms. Rivera, Seconded by Mr. Resnick, to postpone this item to the next meeting agenda.

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

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

## **8. PRESENTATIONS**

### **A. CITY-COUNTY ECONOMIC DEVELOPMENT COLLABORATION EFFORTS AND UPDATES**

Ms. Nelson said we continually work with the City of Santa Fe and Santa Fe County on ways to improve and grow. She wanted to highlight that this week. Mr. Torres and I are going to give a presentation that is meant to be a conversation starter.

A PowerPoint presentation was given on current collaborations, emerging opportunities and joint funding.

There was a discussion about the possibility of forming a joint City/County Board.

Mr. Perez said he is pleased that we are having this conversation. He thinks that would be a great opportunity for the City and the County. The audiences we serve are the same. They don't see boundaries. We should work together to be stronger and more effective.

Mr. Perez asked if the County has a similar Committee to this Committee.

Mr. Torres said no, we don't. We just started a Culture and Creative Industries Committee.

Mr. Perez said it seems like we might be able to have a regional committee.

Mr. Resnick asked what would be the downside of that.

Mr. Torres said there used to be a regional committee, but it was disbursed and it ended.

Chair Cassutt said we have been having a discussion about light industrial areas for development. She is interested in that. Something like that could benefit from a joint committee.

Mr. Torres said there is the solar project we are working in along with other possible projects.

Mr. Perez said he thinks the opportunity to combine would create a holistic economic development plan. In the City, we are seeing light manufacturing opportunities. We have the opportunity to grow here. Zoning is an important conversation htoave and is unique to Santa Fe.

## **B. GO LOCAL - GO DIFFERENT UPDATE AND WORKING GROUP CREATION**

Ms. Nelson gave an overview of the Go Local program.

Ms. Nelson said we talked about a working group on this idea. We convened a working group a couple fo weeks ago with thirty attendees who we asked to discuss what they would like to see. The groups feedback included high support for a unified message to our residents to shop and think local first. Also there was a push to make this about place making and about having a template for events. We will meet on September 23<sup>rd</sup> to launch a branding campaign with local business associations. Her hope is to kick this off prior to the holidays. She will share the updated brand at the October meeting.

Ms. Frauenglass said this is exciting.

## **9. PUBLIC COMMENT**

None.

## **10. MATTERS FROM STAFF**

Ms. Nelson handed out an update report of upcoming events and accomplishments.

Mr. Dalbor said if you want to be reappointed and have not sent in your letter and resume, you need to do so by the end of the day today.

Ms. Nelson said our biggest news is that we hired our new Downtown Business Coordinator. His name is Maciek Jusik and he is here with us today. We are interviewing for the Southside Business Coordinator.

Ms. Nelson gave the highlights of the upcoming events.

Mr. Dalbor said we are making three large payments to three of our companies in the LEDA program - Parting Stone, Marty's Meals and Beck and Bulow, which means they met their milestones to get reimbursed. Those milestones include jobs and benchmarks. Marty's Meals has come to the end of their cycle. She has blown it out of the water.

Ms. Nelson said at meetings, she has heard it expressed that Santa Fe does not, as a group. Support businesses. Maybe that could be a working group of EDAC. How we can improve on that.

Chair Cassutt said that is something to explore.

Mr. Dalbor reminded the Committee that working groups can only have Committee members in working groups cannot more than 4 in order to not create a quorum. You can have as many outside members as you would like.

Mr. Resnick said it seems that the Chamber would have a role in this.

## **11. MATTERS FROM THE COMMITTEE**

### **A. EDAC WORKING GROUP UPDATES**

Ms. Salman asked how we coordinate with start ups. What is available to them.

Ms. Nelson said our new Small Business Navigator Program is who they would contact. She will add the link to the chat. We are promoting that program this week.

Mr. Perez asked what follow up will be done regarding a regional City/County entity.

Mr. Dalbor said we have to look at what is possible under the Ordinance.

Chair Cassutt said we would have to establish legislation. We are looking at all our committees and commissions at the City. There will be more to come.

Ms. Rivera asked if there was any follow up on supporting the business license office.

Ms. Nelson said they informed us that they don't need an additional worker. We are looking at opportunities to improve the ability to access information.

Ms. Cruz said she knows the City Manager took the time to sit with the licencing office to determine challenges and patterns. There are internal audits going on as well.

**12. MATTERS FROM THE CHAIR**

None.

**13. NEXT MEETING**

**A. OCTOBER 1, 2025**

**14. ADJOURN**

There being no further business before the Committee, the meeting adjourned at 12:53 pm.

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Councilor Jamie Cassutt, Chair

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Elizabeth Martin, Stenographer