

**ECONOMIC DEVELOPMENT ADVISORY COMMITTEE  
WEDNESDAY, DECEMBER 3, 2025, 11:00 AM  
CITY HALL, COUNCILORS CONFERENCE ROOM  
200 LINCOLN AVE., SANTA FE, NM**

**1. CALL TO ORDER**

A regular meeting of the Economic Development Advisory Committee was called to order by Councilor Jamie Cassutt, Chair, at 11:07 am, on Wednesday, December 3, 2025, at City Hall, in the Councilors' Conference Room, 200 Lincoln Avenue, Santa Fe, New Mexico.

**2. MEMBERS PRESENT**

Councilor Jamie Cassutt, Chair  
Kathy Rivera  
Ondine Frauenglass  
George Gamble  
Ava Salmon  
Ken Resnick  
Sierra Cruz  
Dulce Marti

**MEMBERS ABSENT**

David Perez, Vice Chair, excused

**OTHERS PRESENT**

Johanna Nelson, Director, Office of Economic Development  
Casey Dalbor, Business Growth Manager  
Noah Tamas-Parris, Contracts Administrator  
Maciek Jasik, Downtown Business Coordinator  
Deborah Torres, Tribal Entrepreneur Liaison

**3. APPROVAL OF AGENDA**

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

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

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

**4. APPROVAL OF CONSENT AGENDA**

None.

**5. APPROVAL OF MINUTES**

**A. APPROVAL OF THE NOVEMBER 5, 2025 ECONOMIC DEVELOPMENT ADVISORY COMMITTEE (EDAC) MEETING MINUTES**

It was noted that Ms. Salmon's last name is spelled Salmon.

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

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

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

**6. ACTION ITEMS: CONSENT AGENDA**

None.

**7. ACTION ITEMS: DISCUSSION AGENDA**

**A. REQUEST FOR APPROVAL OF AMENDMENT NO. 1 TO GENERAL PLAN UPDATE CONTRACT ITEM #24-0352 WITH WSP USA INC. TO INCREASE THE COMPENSATION BY \$150,000 FOR A NEW TOTAL AMOUNT OF \$2,037,871.87 FOR THE DEVELOPMENT OF AN ECONOMIC DEVELOPMENT STRATEGIC PLAN.**

Ms. Nelson said the Economic Development Strategic Plan is long overdue. In front of you is the product of a collaboration between us and Land Use. We proposed to Land Use that we partner with them on their contract with WSP, Consultant for the General Plan, to utilize the information they have developed through community engagement and the consultant services to develop our Strategic Plan. We arrived at a scope of work and budget. The additional \$150,000 you see in this item is the budget to produce our Strategic Plan with the consultant.

Ms. Rivera asked if there were items she could not fit in for this amount. Are you comfortable with this scope of work.

Mr. Tamas-Parris said we did have to negotiate a couple of items down from what WSP proposed. One item was trying to attract colleges to the City. We

determined since we have higher education facilities in the City, we did not need that. The proposal also was to develop at least three proposals for catalyst industries. The final proposal is to develop an unspecified number of proposals.

Ms. Nelson said the \$150,000 was around the number we had budgeted. We have a high level of confidence with this.

Mr. Resnick asked where the funds came from.

Ms. Nelson said they were already budgeted. They came from the Economic Development Fund.

Mr. Gamble asked how this is related to the Lincoln contract.

Ms. Nelson said there is no relation. The work with the Lincoln Institute is separate.

Chair Cassutt said we have talked in general about the General Plan. How much are we leveraging off of what has been done on that plan.

Ms. Nelson said we thought it paired up well and are hopeful that we can integrate activities. In our conversations we have expressed that.

Chair Cassutt said she hopes economic development is a factor in aligning the General Plan. Regarding the travel expenses, we have \$10,000. That makes me believe our contractor is not in New Mexico.

Ms. Nelson said correct. Leland is the subcontractor to WSP. They will be traveling. We are eager to discuss times we will be able to take the lead, such as in community engagement.

**MOTION** A motion was made by Mr. Resnick, seconded by Ms. Rivera, to approve Amendment 1 to the General Plan update contract.

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

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

## **8. PRESENTATIONS**

### **A. A NATIVE BUSINESS ROUNDTABLE UPDATE**

Ms. Torres said she is a contractor with the City of Santa Fe through the UNM

Innovative Rainforest Program and has been in the position for eleven months. This report provides an overview of eleven months of work to make our Native voices heard.

Ms. Torres reviewed her report including the discovery of needs, making sure everyone is invited to the table, engagement, representation, outreach, the roundtable initiative, navigation and a pitch competition in the spring.

Ms. Nelson said we are thrilled and honored to have Deborah on our team and to work with Rainforest.

There was discussion around funding for Ms. Torres work, possibly partnering with Santa Fe County and the State.

Ms. Rivera said this work is encouraging. Are we one of one in the State doing this.

Ms. Torres said the City of Santa Fe is the only one doing this right now.

There was discussion around identifying barriers and opportunities, certifications and needs.

Chair Cassutt thanked Ms. Torres for her work.

## **B. GO LOCAL UPDATE**

Mr. Jasik reported that the Go Local program has been out for about a week. We are focused on visibility, awareness and storytelling about the business owners.

Mr. Jasik reviewed his presentation including cooperation, collaboration, walkability and communication with the business community.

Ms. Marti, Chair of the Go Local subcommittee, said our subcommittee has been meeting.

Ms. Nelson said we are excited to have launched this program to create an opportunity for our local businesses. The Guadalupe Street Walk is our first event. We are excited to replicate that.

Ms. Rivera suggested that Carlos Gilbert School be contacted to see if their teachers parking lot could be used for parking for the Guadalupe Walk.

Mr. Dalbor said we have permission from NMSA to use their parking area. We will reach out to the school as well.

There was discussion around parking and transportation to the site, defining

local and not discouraging businesses who want to locate here and supporting truly local businesses.

Mr. Jasik said we appreciate as much feedback as we can get.

## **9. PUBLIC COMMENT**

Ashlyn Clemens. Ms. Clemens asked if there was a plan to include Indigenous folk, students and other groups in the planning for economic development.

Chair Cassutt said community engagement is baked into the process.

Ms. Nelson said we would love to involve students in the engagement process.

Ms. Clemens asked for an overview of what the plan will entail.

Chair Cassutt asked Ms. Clemens to email her regarding what she would like to see. Chair Cassutt will get the draft plan presentation given to the Quality of Life Committee sent to her.

Theresa Stone. Ms. Stone said she is part of Bienvenidos. We would love to work with Deborah on training.

## **10. MATTERS FROM STAFF**

Ms. Nelson reported that a lot of energy and effort has been put into getting Go Local off the ground and business retention. We will be excited to report on numbers and other information in January.

Ms. Nelson reviewed the upcoming events.

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

Mr. Resnick said in the January meeting we are going to be talking about additive manufacturing. He has talked to the CEO of an additive manufacturing company and would like to give him guidance about what the committee wants to hear.

Mr. Dalbor said presentations are ten minutes with ten minutes for Q and A.

Mr. Resnick said, if possible, he would like to see him go first on the agenda.

## **12. MATTERS FROM THE CHAIR**

Chair Cassutt said this is our last meeting of the year. If she is no longer your

Chair, she wants to say that it has really been an honor to work with everyone here. She really appreciates all of you and Casey, Johanna and staff. She is beyond impressed with the dedication of this Committee. Happy Holidays.

**13. NEXT MEETING:**

**A. JANUARY 7, 2026**

**14. ADJOURN**

There being no further business before the Committee, the meeting adjourned at 12:42 pm.

---

Councilor Jamie Cassutt, Chair

---

Elizabeth Martin, Stenographer