

**ECONOMIC DEVELOPMENT ADVISORY COMMITTEE
WEDNESDAY, MARCH 4, 2026, 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 11:03 am, on Wednesday, February 4, 2026, at City Hall, in the Councilors' Conference Room, 200 Lincoln Avenue, Santa Fe, New Mexico.

2. MEMBERS PRESENT

Councilor Jamie Cassutt, Chair
David Perez, Vice Chair
Ken Resnick
Dulce Marti
George Gamble

MEMBERS ABSENT

Kathy Rivera, excused
Ondine Frauenglass, excused
Ava Salman

OTHERS PRESENT

Mayor Michael Garcia
Johanna Nelson, Director, Office of Economic Development
Casey Dalbor, Business Growth Manager
Jennifer Myers, NMED Business and Rural Development Team Leader

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:

Mr. Gamble, yes; Mr. Perez, yes; Mr. Resnick, yes; Ms. Marti, yes; Chair Cassutt, yes.

4. APPROVAL OF CONSENT AGENDA

None.

5. APPROVAL OF MINUTES

A. APPROVAL OF THE FEBRUARY 4, 2025 ECONOMIC DEVELOPMENT ADVISORY COMMITTEE (EDAC) MEETING MINUTES

MOTION A motion was made by and seconded by to approve the minutes as presented.

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

Mr. Gamble, yes; Mr. Perez, yes; Mr. Resnick, yes; Ms. Marti, yes; Chair Cassutt, yes.

* There were some technical difficulties in the recording and on-line participation in the meeting.

6. ACTION ITEMS: CONSENT AGENDA

None.

7. ACTION ITEMS: DISCUSSION AGENDA

None.

8. PRESENTATIONS

A. REMARKS FROM THE MAYOR

MOTION A motion was made by Mr. Resnick, seconded by Mr. Perez, to table this item until the Mayor arrives.

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

Mr. Gamble, yes; Mr. Perez, yes; Mr. Resnick, yes; Ms. Marti, yes; Chair Cassutt, yes.

B. NEW MEXICO ECONOMIC DEVELOPMENT DEPARTMENT (NMED) UPDATE

Ms. Myers gave a PowerPoint presentation including the mission of the Department, regional representatives, opportunity zones, workforce housing, downtown corridors, infrastructure, IT start ups, R and D, outdoor recreation, LEDA, JTIP and

other programs and priorities.

There was discussion around LEDA, JTIP, technology innovation and SSBCI.

Mr. Perez stated that the Innovation Hub at Midtown has plenty of space if the Committee wants to meet there.

9. PUBLIC COMMENT

None.

10. MATTERS FROM THE COMMITTEE

A. SUBCOMMITTEE WORKING GROUP UPDATES

SMALL BUSINESS ENTREPRENEURSHIP WORKING GROUP

Ms. Marti reported that the working group met two weeks ago. We are looking at planning a networking time together to brainstorm ideas of how to bring more awareness to our local businesses and address roadblocks. We have received a lot of information through the surveys and will share that information with the Committee.

Ms. Marti gave a shout out to Ms. Nelson and her team for all their hard work.

There was discussion around the focus of the working group, spot lighting businesses, the Go Local program, the Go Local radio program, advertising and marketing, the use of Lodger's Tax and business recruitment and marketing.

Ms. Marti said we are working on making recommendations to EDAC and getting your feedback.

Mayor Garcia arrived at the meeting.

MOTION A motion was made by Mr. Gamble, seconded by Mr. Resnick. To remove item 8 A from the table.

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

Mr. Gamble, yes; Mr. Perez, yes; Mr. Resnick, yes; Ms. Marti, yes; Chair Cassutt, yes.

8. A. REMARKS FROM THE MAYOR

Mayor Garcia thanked the Committee for allowing him to attend the meeting

today.

Mayor Garcia said economic development is going to be an increasing focal point of his administration. We are doing some reorganization that will continue to elevate Johanna and her team. Film and Arts and Culture will be under Economic Development. Part of the focus will be on how to diversify our economy and provide opportunities to young folks. It will not happen overnight, but there is the will and the resources available. It is a matter of doing the work. We want to bring opportunities to Santa Fe community-wide, from child care to senior services. Thank you to Johanna and her team for all the work you do. Let us know how best we can support you. Put all your hopes and dreams on the table.

Mr. Gamble asked about affordable housing.

Mayor Garcia said affordable housing is a priority. We have committed, in the budget, to provide \$3 million for that annually. He wants us to feel confident that when we invest folks can see the tangible impact of building homes. We are moving Affordable Housing to Land Use in the reorganization.

Mr. Perez said we were just having a discussion about the State Economic Development Department funding that they will putting out to RFP and in grants. We may want to align with them as well to grow beyond tourism and create careers and wealth for young people. We should go after some of that money.

Mayor Garcia said part of the hope is to look at resources coming in, such as the cannabis excise tax, to designate use of the funds. We are looking at that. We need to look at what we need to do to attract businesses such as described by Mr. Perez.

Chair Cassutt thanked the Mayor for coming.

10. CONTINUED

STEERING COMMITTEE UPDATE

Chair Cassutt said we have not met since the last update. Are there any thoughts.

Mr. Perez asked Ms. Nelson to let them know where the committee needs to focus to best help her and her department. Let us know as we move forward.

Chair Cassutt said we are starting to do some dives into Economic Development policy. We have had conversations about affordable commercial space, public/private partnerships, the Strategic and Implementation Plan and other policy issues. If any of the Committee members would be interested in being involved in an Economic

Development Policy working group, please let her know. You will be brainstorming with her, Councilor Feghali, and Councilor Bustamante. We can have three more Committee members on the group. She will put together an email and send it to Casey for distribution to the committee members.

Chair Cassutt said she is currently working on a Food Truck Ordinance which could be a policy to look at.

Ms. Nelson said the business survey we sent out also has a part that addresses needs and roadblocks. That can help inform a policy working group as well.

Ms. Cruz said the nonprofit she works for is having a Film Festival in partnership with IAIA. It will be on April 17th and 18th. You are all invited. She will send the information to Casey.

There was discussion around policy development.

11. MATTERS FROM STAFF

A. OED MARCH DEPARTMENTAL REPORTS AND UPDATE

Ms. Nelson gave an overview of the reports and updates included in the meeting packet. They included policy, recruitment, business development, updates and activity highlights.

12. MATTERS FROM THE CHAIR

None.

13. NEXT MEETING

A. APRIL 1, 2026

14. ADJOURN

There being no further business before the Committee, the meeting adjourned at 12:55 pm.

Councilor Jamie Cassutt, Chair

Elizabeth Martin, Stenographer

