

**ECONOMIC DEVELOPMENT ADVISORY COMMITTEE  
WEDNESDAY, OCTOBER 1, 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, October 1, 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  
David Perez, Vice Chair, virtually, arrived later in the meeting  
Myrriah Tomar  
Councilor Jamie Cassutt, Chair  
(One vacancy)

**OTHERS PRESENT**

Mayor Webber  
Johanna Nelson, Director, Economic Development  
Casey Dalbor, Business Growth Manager  
Elisa Montoya, Director, Community Development Department  
Rod Gould, Senior Advisor and Public Engagement Coordinator  
Xavier Martinez, Constituent Services Manager  
Maciek Jusik, Downtown Business Coordinator  
Rentz Whitmore  
Elizabeth Martin, Stenographer, virtually

**3. APPROVAL OF AGENDA**

Chair Cassutt stated that she would like to move item 8 (A) before item 6 (A).

**MOTION** A motion was made by Ms. Frauenglass, seconded by Ms. Rivera, to

approve the agenda as amended.

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

#### **4. APPROVAL OF CONSENT AGENDA**

None.

#### **5. APPROVAL OF MINUTES**

##### **A. APPROVAL OF THE SEPTEMBER 3, 2025, ECONOMIC DEVELOPMENT ADVISORY COMMITTEE (EDAC) MEETING MINUTES**

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

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

#### **8. PRESENTATIONS**

##### **A. GO-LOCAL UPDATE AND SUB-COMMITTEE CHAIR VOTE**

Ms. Nelson said she met with Association representatives and local businesses several times on what a Go-Local initiative is and what the needs would be. The needs that came to the surface were: peacemaking such as events; promotion and technical assistance.

Ms. Nelson gave a PowerPoint presentation that included the campaign launch, website candidates for advertising, why it is important to go local, materials for advertising and the inclusion of a branding and advertising consultant.

Chair Cassutt said she thinks this is the perfect opportunity for EDAC to participate. Subcommittees do not have to be all EDAC members. You can have up to four EDAC members and then add community members. She would love to discuss that. We cannot vote today on the subcommittee or Chair as it was not noticed as an action item.

Mr. Gamble asked about the funding for the Go-Local program.

Ms. Nelson said we are using ARPA funds and the Small Business Navigator to track the progress.

Mr. Jusik said he is looking at incentives for people to go to local businesses, such as discounts, a point system and other opportunities. That would also give us an

opportunity to track who is using the program and services.

There was discussion about the initiative.

Mr. Perez joined the meeting at 11:34 am.

Mr. Perez said culture shift is a large change for us. The thinking that we can compete with Amazon and ease off of getting their products is not realistic. We will need to make sure our local businesses have the tools to be on-line for purchasing so they can compete in some way.

Mr. Jusik said there will be an emphasis as to having people come to local shopping areas that are more inviting such as having more parking and having creative events and experiences at the sites as well.

Ms. Nelson said Blue Dot is the company that runs Santa Fe Marketplace so that Santa Fe businesses can be on-line. The development of an on-line initiative will be in the second phase of this effort.

There was continued discussion, including around transportation opportunities.

Chair Cassutt said we will discuss the formation of a subcommittee and Chair at our November meeting.

## **6. ACTION ITEMS: CONSENT AGENDA**

### **A. CONSIDERATION OF BILL NO. 2025-21. ADOPTION OF ORDINANCE NO. 2025-\_\_\_\_. A BILL AMENDING SFCC 1987, SECTION 28-1.5 (“LIVING WAGE ORDINANCE”), TO INCREASE THE CITY’S BASE MINIMUM WAGE AND UPDATE THE FORMULA FOR CALCULATING THE MINIMUM WAGE ANNUALLY.**

Ms. Montoya gave a PowerPoint presentation including the formula used to calculate the increase, increasing income vs housing costs, the living wage survey, community meeting feedback and the impacts of the increase.

Ms. Nelson gave a PowerPoint presentation outlining the results of the living wage survey.

Mr. Gould said this is less of an initiative of finances and more of an initiative of community character. People moving here are mostly retired and older. For every one person moving here we are losing one who has lived here for a long time. The number one cause is housing costs. The Mayor has had several meetings with large employers, including Christus, about this. Most of the concern was getting and keeping

employees.

Ms. Rivera asked how confident they were in the HUD numbers.

Mr. Gould said they publish them every month. We look at them every six months. We have a fair amount of confidence in the numbers as an indicator.

Ms. Rivera said she has heard that the amount allowed for Section 8 does not come close to Santa Fe rated.

Chair Cassutt said in term on HUD and Section 8, that is a problem. We are looking at that.

Ms. Salmon said she loved through this with the businesses her family owns. The impacts of labor costs are very difficult on us. Timing is critical. If there was more communication, that would have been helpful.

Chair Cassutt said anything the employer is putting into health care and child care is calculated into the living wage.

Mr. Gould said it is calculated in the calculation of compliance.

Mr. Perez said he appreciated all the details and hard work put into this. This is a push-pull. The push is the living wage and the pull is more businesses paying higher wages. Becoming wholly dependent on tourism is not a good thing. If this is implemented will it be based on business licenses.

Mr. Gould said we broadcast what the living wage is. We don't go out and check the payrolls. It is based on complaints.

Ms. Montoya said it is the City Manager who is empowered to set up the process of enforcement.

Mayor Webber said we have twenty years of lived experience with the previous wage increase.

Mr. Perez said it comes back to what kind of City do we want to be and who do we want to attract. This is a smart proposal.

Mr. Resnick asked who did the economic analysis on this proposal.

Mayor Webber said a Professor of Economics at UNM, who is also the Assistant Dean of the School of Management.

Ms. Frauenglass asked if the proposal can be adjusted if necessary.

Chair Cassutt said if the Governing Body chooses to adjust the Ordinance.

Mr. Resnick asked if it was possible to have carve outs for some nonprofits.

Mr. Gould said that is one of the questions we have now. There is concern about very small businesses. There have been studies in dozens of Cities regarding the effects of minimum wage on small businesses. There were not job losses. Some did not hire as many as they would have wanted. The data shows positive impacts as well.

Mayor Webber said the first attempted increase was in 2003. It has a carve out for businesses with less than twenty-five employees. It failed dramatically. Some employers split their companies into multiples to get out of paying the wage. It was quickly negotiated in a different way. Earl Potter, with the Five and Dime, was instrumental in that.

There was continued discussion regarding enforcement, data and tracking efforts.

Ms. Tomar left the meeting.

Chair Cassutt said we will vote on this at a future meeting. If you have any feedback. Let us know through Casey and copy me.

Mayor Webber said thank you for taking this up. It is a critical issue for the City's future.

After further discussion, it was decided to vote on Bill No. 2025-21.

**MOTION** A motion and second were made to approve Bill no. 2025-21.

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

Ms. Cruz, yes; Mr. Resnick, no; Ms. Salmon, no; Ms. Rivera, yes; Ms. Frauenglass, yes; Mr. Gamble, yes; Mr. Perez, yes; Chair Cassutt, yes.

## **9. PUBLIC COMMENT**

None.

## **10. MATTERS FROM STAFF**

Ms. Nelson's report was distributed.

**11. MATTERS FROM THE COMMITTEE**

These items will be discussed at the next meeting.

**12. MATTERS FROM THE CHAIR**

None.

**13. NEXT MEETING**

**A. NOVEMBER 5, 2025**

**14. ADJOURN**

There being no further business before the Committee, the meeting adjourned at 1:20 pm.

**Signature:** *Jamie Cassutt*  
Jamie Cassutt (Nov 20, 2025 11:46:28 MST)

**Email:** [jcassutt@santafenm.gov](mailto:jcassutt@santafenm.gov)

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Councilor Jamie Cassutt, Chair

*Elizabeth Martin*  
Elizabeth Martin (Nov 21, 2025 15:49:10 MST)

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Elizabeth Martin, Stenographer