



Agenda

**Regular Meeting of the
Economic Development
Advisory Committee
March 12, 2025 at 11:00 AM
Councilors' Conference Room,
City Hall
200 Lincoln Avenue**

Procedures for Economic Development Advisory Committee Meeting

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Meeting ID: 833 1457 8481

Passcode: 536279

1. Call to Order
2. Roll Call
3. Approval of Agenda
4. Approval of Consent Agenda
5. Approval of Minutes
 - a. Approval of the February 5 Economic Development Advisory Committee (EDAC)
6. Action Items: Consent Agenda
7. Action Items: Discussion Agenda
8. Presentations
 - a. Continuation of EDAC Strategic Action Plan (SAP) (Vicki Pozzebon, CEO, Prospera Partners, vicki@prosperapartners.org)
9. Public Comment
10. Matters from Staff
11. Matters from the Committee
12. Matters from the Chair

13. Next Meeting:

- a. April 2

14. Adjourn

Closed captions are provided for this meeting. Persons with disabilities in need of additional accommodations, contact the City Clerk's office at 505-955-6521, five (5) working days prior to meeting date.

**ECONOMIC DEVELOPMENT ADVISORY COMMITTEE
WEDNESDAY, FEBRUARY 5, 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, February 5, 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
Michael Davis
Myrriah Tomar
George Gamble
Kathy Rivera
Sierra Cruz
Councilor Jamie Cassutt, Chair
(1) Vacancy

MEMBERS ABSENT

David Perez, Excused

OTHERS PRESENT

Johanna Nelson, Director, Economic Development
Casey Dalbor, Business Growth Manager
Jason Sena, Enforcement Division Manager
Jenna Borrego, Business License Specialist
Eric Renz-Whitmore, Economic Development Specialist
Vicki Pozzebon, CEO, Prospera Partners
Eileen Everett, Prospera Partners

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 roll call vote as follows:

Ms. Frauenglass, yes; Mr. Resnick, yes; Mr. Davis, yes; Ms. Tomar, yes; Mr. Gamble, yes; Ms. Rivera, yes; Ms. Cruz, yes; Chair Cassutt, yes.

4. APPROVAL OF CONSENT AGENDA

None.

5. APPROVAL OF MINUTES

Ms. Cruz stated that her last name is incorrect in both sets of minutes. Also, Ms. Tomar's last name is incorrect.

a. APPROVAL OF THE NOVEMBER 6, 2024 ECONOMIC DEVELOPMENT ADVISORY COMMITTEE (EDAC) MEETING MINUTES.

MOTION A motion was made by Ms. Tomar, seconded by Ms. Cruz, to approve the minutes of November 6, 2024 as amended.

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

Ms. Frauenglass, yes; Mr. Resnick, yes; Mr. Davis, yes; Ms. Tomar, yes; Mr. Gamble, yes; Ms. Rivera, yes; Ms. Cruz, yes; Chair Cassutt, yes.

b. APPROVAL OF THE DECEMBER 4, 2024 ECONOMIC DEVELOPMENT ADVISORY COMMITTEE (EDAC) MEETING MINUTES.

MOTION A motion was made by Ms. Rivera, seconded by Ms. Frauenglass, to approve the minutes of December 4, 2024 as amended.

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

Ms. Frauenglass, yes; Mr. Resnick, yes; Mr. Davis, yes; Ms. Tomar, yes; Mr. Gamble, yes; Ms. Rivera, yes; Ms. Cruz, yes; Chair Cassutt, yes.

6. ACTION ITEMS: CONSENT AGENDA

None.

7. ACTION ITEMS: DISCUSSION AGENDA

None.

8. PRESENTATIONS

a. GETTING DOWN TO BUSINESS: LICENSING ESSENTIALS

Mr. Sena, Ms. Borrego and Mr. Renz-Whitmore gave a PowerPoint presentation and other information regarding business licensing in the City of Santa Fe. The presentation included the role of business licensing, 2024 data, changes to the process, coordination with other departments and community engagement.

Mr. Gamble asked what concerns or problems do they have with this activity.

Mr. Sena said we are short staffed.

Ms. Rivera said as to the family friendly business concept, it would be helpful if we provided businesses with additional information when they register for their license such as registering their alarm with the Police Department and how to become a family friendly business.

Ms. Cruz thanked the staff for the work they are doing. This is a broader discussion. The City needs to support them with staff and what they need.

Mr. Resnick asked if the fees for licensing cover the administrative costs or are they subsidized by the City.

Ms. Borrego said they do not cover the administrative costs. The fees go into the General Fund and are distributed through the budget.

Mr. Gamble asked if the staff has requested additional personnel.

Mr. Sena said yes. It is a process. We are working on it. It is a budget issue.

There was discussion around budgeting, short term rentals, business license growth and community outreach.

b. INTRODUCTION TO EDAC STRATEGIC ACTION PLAN (SAP)

Chair Cassutt said we have had conversations several times as to how we can best utilize the brain power of our Advisory Committee members. This will be our first discussion regarding the formation of a strategic plan. I will not be in charge. Vicki Pozzebon will be helping us through this.

Ms. Pozzebon said we are here to create this plan and take you through a process. Our firm, Prospera Partners, is a consulting firm in Santa Fe. We are going to do this work as a large group then in break-out sessions. We believe in a village model

meaning the voices here are our experts and we can solve issues and problems together. We want to be sure that all voices are heard. The Chair is here to listen and participate as well as Johanna and Casey.

Ms. Pozzebon gave an overview of the process, saying that Johanna will talk about projects and priorities, we will review the role and mission of the Committee and then will go into break-out sessions to discuss that. The groups will report back to the larger group. We will be back in March. There will be some homework in the form of a questionnaire to allow you to give us additional feedback in between meetings.

Ms. Cruz asked why we did not do a full day on this.

Ms. Nelson said we did not know that was an option. We will look at that.

Ms. Pozzebon said her marching orders are to make this plan, user friendly, easy to understand, short and to the point and actionable.

Ms. Nelson reviewed the projects and priorities from the document provided in the meeting packet.

Ms. Everett said she did not think the break-out program was going to work on the City system.

Ms. Pozzebon said that is fine. We will do this as a large group.

Chair Cassutt said we ask residents to come in and give us their energy. How do we respect their time and energy to generate ideas and input to the Governing Body. She is interested in looking at policies she can carry to the Governing Body to improve economic development.

Ms. Pozzebon said now is your opportunity to talk about your role as a Committee member.

Ms. Pozzebon reviewed the mission and goals for the Committee from the document in the meeting packet.

Ms. Pozzebon said she is going to give you a couple of questions to discuss and give input on. The first question is:

Do you feel you are doing a good job as a Committee?

Committee comments:

- We have been more reactive than active as far as policy development. We are not immersed in the day to day operations of Economic

Developmental

- When we have presentations, she would like to have the information and presentation prior to the meeting. That would allow for better use of our time.
- If we are going to be effective we need information on all the Departments of the City.
- We are doing well on voting on items presented to us.

What do you need to keep doing?

- We need to know what industry data is out there and how to access it.
- You could form subcommittees to work on issues outside the meeting and report back at the meetings as long as there is not a quorum of members in the subcommittee. Other community members can be added to subcommittees as well.
- Chair Cassutt said if there are areas that you want policy research on, she can get that done and even have the policy team give you a presentation.
- Continue to do presentations.

What needs to change?

- She would like to hear less data and more human impact. There is too much emphasis on dollar amounts.
- We need some kind of sense of priorities periodically on issues.
- It would be nice to have some sort of ad hoc or open discussion about other topics such as on things that are not so structured. A discussion as a citizen of Santa Fe.
- It would be helpful to get information on businesses that fail or leave. That can be instructive. What works and has not worked.

What resources do you need?

- Learning the Committee rules of operation.
- Research assistance.

Ms. Pozzebon said this is a great start. You will receive the questionnaire through Casey to inform our March meeting along with today's discussion. If you have any questions you can find me through Casey.

Chair Cassutt thanked everyone for the discussion.

9. PUBLIC COMMENT

None.

10. MATTERS FROM STAFF

Chair Cassutt asked Johanna to email everyone her presentation.

11. MATTERS FROM THE COMMITTEE

Ms. Rivera said given the fires in Los Angeles, she hopes the City film community has reached out to them to offer assistance.

Chair Cassutt said that would be a question for the Film Council.

Ms. Cruz asked if the City has made statements of concern regarding immigration.

Chair Cassutt said we just started an Immigration Committee to look at issues.

12. MATTERS FROM THE CHAIR

None.

14. NEXT MEETING

March 5, 2025

15. ADJOURN

There being no further business before the Committee, the meeting adjourned at 12:59 pm.

Councilor Jamie Cassutt, Chair

Elizabeth Martin, Stenographer

