



Agenda

**Regular Meeting of the
Economic Development
Advisory Committee
June 4, 2025 at 11:00 AM
Councilors' Conference Room,
City Hall
200 Lincoln Avenue**

Procedures for Economic Development Advisory Committee Meeting

Join Zoom 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 March 12, Economic Development Advisory Committee (EDAC)
 - b. Approval of April 2, Economic Development Advisory Committee (EDAC)
 - c. Approval of May 7, Economic Development Advisory Committee (EDAC)
6. Action Items: Consent Agenda
7. Action Items: Discussion Agenda
8. Presentations
 - a. Human Rights Alliance (HRA) Update (Kevin Bowen, Executive Director, HRA, kevinb@hrasantafe.org)
 - b. Update on Broadband: ARPA Deployment, WiFi Accessibility Projects, and Strategic Action Planning. (Lizzy Portillo, Economic Development Specialist II, emportillo@santafenm.gov)
9. Public Comment
10. Matters from Staff

11. Matters from the Committee

- a. Strategic Action Plan (SAP) Action Items (Councilor Cassutt, Chair, Economic Development Advisory Committee (EDAC), jcassutt@santafenm.gov)

12. Matters from the Chair

13. Next Meeting:

- a. July 2, 11:00 AM - 1:00 PM

14. Adjourn

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, MARCH 12, 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, March 12, 2025, at City Hall, in the Councilors Conference Room, 200 Lincoln Ave., Santa Fe, New Mexico.

2. ROLL CALL

MEMBERS PRESENT

Ondine Frauenglass, arrived at 11:04
Kenneth Resnick
Michael Davis
David Perez
George Gamble
Kathy Rivera
Councilor Jamie Cassutt, Chair
(1) Vacancy

MEMBERS ABSENT

Myriah Tomas, excused
Sierra Cruz, excused

OTHERS PRESENT

Johanna Nelson, Director, Economic Development
Casey Dalbor, Business Growth Manager
Lizzy Portillo, Economic Development Department
Vicki Pozzebon, CEO, Prospera Partners
Eileen Everett, Prospera Partners

3. APPROVAL OF AGENDA

4. APPROVAL OF CONSENT AGENDA

None.

5. APPROVAL OF MINUTES

a. APPROVAL OF THE FEBRUARY 5, 2025 ECONOMIC DEVELOPMENT ADVISORY COMMITTEE (EDAC) MEETING MINUTES.

MOTION A motion was made by Mr. Gamble, seconded by Mr. Resnick, to approve the minutes of February 5, 2025.

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

Ms. Rivera, yes; Mr. Perez, yes; Mr. Resnick, Yes; Mr. Gable, yes; Mr. Davis, yes; Chair Cassutt, yes.

6. ACTION ITEMS: CONSENT AGENDA

None.

7. ACTION ITEMS: DISCUSSION AGENDA

None.

8. PRESENTATIONS

a. CONTINUATION OF EDAC STRATEGIC PLAN

Ms. Pozzebon reviewed the PowerPoint presentation provided to the Committee members, including the survey review, structure, feedback, and next steps.

Ms. Pozzebon said the first part of this presentation goes over the results of the survey all of you participated in. In the area of interest level, the majority of you answered in the area of advising on policy. We recommend that the Committee focus on reviewing and advising on policy, not on actually drafting policy. As to the capacity of the Committee, most of you said you would have 3-5 hours more a month to discuss and work on issues. When reviewing your responses to target industries there were a variety of responses.

Ms. Frauenglass said she has the same level of interest - reviewing and advising, but, she would like to review that in six month to a year to see how we evolve and to look at the needs of the community.

Mr. Perez asked how are we going to use this work to support the City and what is most important for the community.

Mr. Resnick said he doesn't think we have the resources to draft policy. He thinks we can review and advise on draft policy.

Mr. Perez asked where does our advice go.

Mr. Graham said he totally agrees. It comes down to how can we be most helpful to the City and the Department.

Ms. Rivera said she echos what was said. She would not exclude drafting policy at some point. Maybe we could recommend that a policy be drafted.

Chair Cassutt said that could happen because you have a Councilor Chair. If the Committee has an idea, she could get the research and drafting done.

Ms. Rivera stated there is a difference between policy and recommendations. We could give guidance and suggestions.

Mr. Davis asked was there a desire for us to figure out where we are going - to do this plan.

Ms. Pozzebon said there was some dialogue and confusion about the purpose of this Committee. Based on the survey and feedback, this is were we are at this point.

Chair Cassutt said there have been some members who felt their time was not being well spent.

Ms. Pozzebon handed out her recommendation on the structure of the Committee and asked the members to think about giving feedback.

Ms. Pozzebon said we recommend that the Committee continue with one, two hour meeting per month and twice a year focus on EDAC members by having an open discussion. Additionally, we recommend having a steering committee that meets two hours a month in addition to the full Committee meetings and subcommittees that meet two hours a month. You can choose which committee to be on. We recommend a subcommittee focus on geographic areas and place making. That was a desire expressed in the survey. We recommend that the subcommittee, each year, choose areas to work on. This could include many things such as community outreach. This year, you are focused on the southside and Midtown, which came across in the survey.

Mr. Graham said he does not see our purpose in serving the needs of the City and OED with field work involved. That seems contrary to the notion that we don't have the capacity.

Mr. Dalbor said this is a brainstorming session, not a directive. This is a conversation. You are not a field team. From his side, he does not expect you to go

out and do work.

Mr. Perez said he likes the idea of a steering committee. What would be the priorities and how can we support OED.

Mr. Dalbor said as you expand your responsibilities, City staff is not responsible for additional work. We have to figure that out. It is cause and effect with City staff. You also have your EDAC Ordinance and bylaws. We would have to have consensus before moving forward.

Chair Cassutt said she thinks it is an important point of knowing the challenges of the community and what merits changes in direction.

Ms. Frauenglass said she is interested in exploring the idea of what it means to have an off-site subcommittee. Could there be informational, educational sessions with the community in conjunction with the off-site office hours EDAC has.

Mr. Dalbor said OED has two off-site office hours events. One is at the Cerrillos location of Del Norte Credit Union and the other is on the southside, at the Incubator.

Chair Cassutt said OED also has other meet-up events.

Ms. Frauenglass said she also respects what Mr. Gamble said.

Mr. Resnick said there are internal limitations as well as staff limitations. He has been on this Committee for three years. There have been many changes in the membership of the Committee. The question is do we really need a subcommittee. The steering committee would be useful and helpful. He is not sure about a subcommittee..

Mr. Perez said he is really impressed with the group thinking around the table. His concern with a subcommittee is that it is too much now. His thought is that OED sets the priorities, and brings them to the steering committee. The steering committee gets with the Chair and brings that information to set the agenda for the full Committee. The full Committee makes recommendations back to OED.

Ms. Pozzebon commented that the purpose of the steering committee is a dialogue, not a hierarchy.

Ms. Pozzebon asked the members "who do you serve?"

Ms. Rivera said the community. She categorizes OED as operational in nature. We would review their plans and give advice or recommendations.

Mr. Perez said that is a good point because this Committee is not operational.

We should think strategically.

Ms. Rivera said we have a broader view.

Ms. Frauenglass said the community.

Mr. Davis said if we are serving the community, how do we see our impact. What is our “why” in this regard.

Ms. Pozzebon asked “What is your why?”

Mr. Perez said to help drive health, prosperity and quality of life for the community with a broad lens - career opportunities, job opportunities, not parks and recreation. Also to think long-term.

Mr. Graham said if we see the Committee doing what David said, we are expanding input by our involvement.

Mr. Resnick said exactly right. We were appointed by the Mayor with the approval of Council. We are here as a sounding board. We do have a representative function for the community by adding our perspective.

Ms. Rivera answered business growth and expansion of different types of businesses and job growth. That is the “why.”

Mr. Dalbor said you all serve at the pleasure of the Mayor. This Committee was created originally to pass LEDA. He looks at it as you are the voice to OED. We get into our own projects and are focused there. You are here to bring your expertise and input. That is valuable. We synthesize what we are doing to include your input.

Chair Cassutt said as elected officials, we are not experts in many areas. We often talk about community engagement. It feels good to get community engagement that gets to the complexity of the issue. EDAC provides us with how to frame the voice for the community from a policy-making perspective.

Mr. Perez said we, as EDAC, come here as thoughtful, long-term and rational speakers. Some of the two minute speakers at Council are very emotional.

Mr. Davis said he loves this kind of work. EDAC, for him, is to find solutions. He recommends that we should look at our purpose and have an awareness of who we are.

Ms. Everett said there are some important themes in this conversation, such as OED is focused on operations and EDAC strategic thinking; bringing in more capacity between the meetings; being more efficient, not creating more work and being aware

that spending more time does not necessarily mean more work for staff.

Mr. Perez said the steering committee could be valuable in looking a year out. They can sit down with OED regarding places and property and where we can support them and come up with an annual plan and where we are going to lean in.

Mr. Graham said a long-term view makes a lot of sense. He likes that idea.

Mr. Perez said it gives us our north star. It may take us a few conversations to figure out our north star. That is a valuable conversation.

Ms. Frauenglass said she would like to possibly discuss a time line of the best use of our time.

Ms. Pozzebon said there is a shared “why” of who you serve and what you need to do to serve the community as a Committee. People don’t feel valued if they don’t understand the role of the committee. We want to avoid micro managing.

Mr. Perez said we serve the community and the City and hope that the City serves the community.

Mr. Resnick said we are also a filtering group as well. We filter out what is good policy. We represent, but also advise.

Ms. Pozzebon said you have a beautiful example of a community committee here. It is of value and importance. It is important for folks to see that they have you here to represent them.

Chair Cassutt said she appreciated that conversation.

A ten minute break was taken.

Ms. Pozzebon said the idea of reviewing business grants has come up.

Ms. Nelson gave an overview of the three business grants that are available and stated that the committee will also review the Department Strategic Plan.

Ms. Nelson said we kicked off our data collection with Ernst and Young. We are working to get an RFP out for the actual writing of the plan this year, maybe within this calendar year, depending on the amount. If we go over \$60,000 it is significantly more difficult to do the procurement. We will have information to review from Ernst and Young soon and will provide that information to this Committee at a meeting. It will be helpful to get feedback from you.

Ms. Frauenglass said in the survey, there was a lot of feedback on targeted

industries. What ability would there be, if any, of revising those.

Ms. Nelson said those are based on the Strategic Plan. With the new plan, there will be revised data and there will be changes.

Ms. Frauenglass asked what kind of role would this Committee have in that.

Ms. Nelson said there could be a conversation interview with EDAC.

Ms. Frauenglass said she would love to have presentations from some other types of industries that could be added.

Chair Cassutt said let's get back to how we want to structure meetings and what could make sense.

Ms. Frauenglass said it may be something for the steering committee to consider because of the time involved.

Ms. Pozzebon asked what else would be "top of the line" in being strategic.

Mr. Resnick asked would it be possible to put together the top five companies in each of these targeted areas. We may want their input and to have communication and an exchange with them.

Ms. Nelson said we did that when we worked on the State Economic Development Plan.

Mr. Perez said the airport and what is around it would be interesting.

Mr. Graham said as to County relationships, is there any reason for this committee to have any relationship with the County or are you the conduit for that.

Ms. Nelson said we have a strong relationship with the County Economic Development.

Mr. Dalbor said we could have them present.

Ms. Pozzebon said that could be something for the steering committee to look at. She will leave it there for now. We will take this back to draft the plan. Please email me any time with your thoughts.

9. PUBLIC COMMENTS

None.

10. MATTERS FROM STAFF

Mr. Dalbor said he apologizes for the clerical error in the Clerk's office. We will be back to our original meeting date next month. At that meeting, we will have a Midtown presentation and vote and a Main Street presentation.

Ms. Nelson said as to staffing, we have brought on Lee Nelson as an Economic Development Specialist who will be focused on downtown. We are bringing on a Contracts Administrator on Monday. We are going through the budget review right now. On the agenda for tonight's Governing Body, is the continuation of the 50/50 split of land sales to Economic Development and Affordable Housing. There are a lot of events coming up. Ms. Nelson reviewed the events.

Ms. Nelson said we are able to have a navigator for business licenses at Land Use. The City just hosted a rapid hire event that was successful.

11. MATTERS FROM THE COMMITTEE

Mr. Graham asked regarding the National situation, are there any things we need to be thinking about in the City.

Chair Cassutt said we are thinking about the budget as a whole. We are getting information on that. The big impacts will be in transit and the airport.

12. MATTERS FROM THE CHAIR

None.

13. NEXT MEETING

April 2, 2025.

14. ADJOURN

There being no further business before the Committee, the meeting adjourned at 1:00 pm.

Councilor Jamie Cassutt, Chair

Elizabeth Martin, Stenographer

**ECONOMIC DEVELOPMENT ADVISORY COMMITTEE
WEDNESDAY, APRIL 2, 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, April 2, 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
David Perez, arrived at 11:28 am
George Gamble, arrived virtually at 11:20 am
Kathy Rivera
Myriah Thomas, virtually
Sierra Cruz
Councilor Jamie Cassutt, Chair
(1) Vacancy

MEMBERS ABSENT

Michael Davis, Excused

OTHERS PRESENT

Johanna Nelson, Director, Economic Development, arrived later in the meeting
Casey Dalbor, Business Growth Manager
Councilor Michael Garcia
Daniel Hernandez, MRC Director
Carly Venditti, Asset Development Manager
Eric Renz-Whitmore, Economic Development Specialist
Lucas Pedraza, Project Coordinator, MainStreet
Amy Barnhart, Revitalization Specialist, MainStreet
Tony DeLisi, Managing Director, Ernst & Young
Jung Kim, Research Director, Ernst & Young

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; Ms. Rivera, yes; Ms. Thomas, yes; Ms. Cruz, yes; Chair Cassutt, yes.

4. APPROVAL OF CONSENT AGENDA

None.

5. APPROVAL OF MINUTES

A. APPROVAL OF THE MARCH 5 ECONOMIC DEVELOPMENT ADVISORY COMMITTEE MINUTES

MOTION A motion was made by Ms. Cruz, seconded by Mr. Resnick, to postpone the approval of the minutes to the May meeting.

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

Ms. Frauenglass, yes; Mr. Resnick, yes; Ms. Rivera, yes; Ms. Thomas, yes; Ms. Cruz, yes; Chair Cassutt, yes.

6. ACTION ITEMS: CONSENT AGENDA

None.

7. ACTION ITEMS: DISCUSSION AGENDA

A. CONSIDERATION OF BILL NO. 2025-9. ADOPTION OF ORDINANCE NO. 2025____. A BILL AMENDING SECTION 11-14.5 OF THE ECONOMIC DEVELOPMENT FUND ORDINANCE TO CHANGE THE SUNSET DATE FOR DEPOSITING CERTAIN LAND SALE REVENUES IN THE AFFORDABLE HOUSING TRUST FUND FROM DECEMBER 31, 2025 TO DECEMBER 31, 2030.

Councilor Garcia gave an overview of the Bill.

Chair Cassutt stated this is for any City owned land unless it is stipulated otherwise.

Mr. Dalbor said this helps our Affordable Housing Office quite a bit. It is a mechanism to split funds with them. This mechanism is sunseting. This Bill extends that sunset date.

There was discussion regarding the history of this process, the past amount of money that has been deposited, upcoming sales of property, other funding for affordable housing, other funding for economic development and the excise tax.

MOTION A motion was made by Ms. Thomas, seconded by Ms. Rivera, to approve Bill No. 2025-9.

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

Ms. Frauenglass, yes; Mr. Resnick, yes; Ms. Rivera, yes; Ms. Thomas, yes; Ms. Cruz, yes; Mr. Gamble, abstained; Chair Cassutt, yes.

B. CONSIDERATION OF RESOLUTION NO. 2025-_____. A RESOLUTION MAKING A FINDING OF NECESSITY AND DESIGNATING AN AREA COMPRISED OF A MAJORITY OF MIDTOWN LOCAL INNOVATION CORRIDOR OVERLAY DISTRICT AS A METROPOLITAN REDEVELOPMENT AREA.

Ms. Venditti gave a PowerPoint presentation regarding the areas included and the designation process.

Mr. Hernandez said this opens up priority funding from the State level. It is important that there is now an organization, the MRC, that carries this area and vision forward to focus our efforts. This includes Midtown, but surrounding areas as well including the links.

There was discussion regarding zoning, that Midtown is a catalytic moment for the area, the South Central Corridor Overlay, Midtown, height limits and the action required.

Mr. Perez said this is a great step forward.

There was additional discussion on Midtown infrastructure, Midtown development, commercial space and the possibility of solar installations.

MOTION A motion was made by Ms. Frauenglass, seconded by Mr. Perez, to approve Resolution No. 2025_____.

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

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

C. REQUEST FOR APPROVAL OF A GENERAL SERVICES CONTRACT WITH UNIVERSITY OF NEW MEXICO ANDERSON SCHOOL CENTER FOR RESPONSIBLE ENTREPRENEURSHIP FOR ENTREPRENEURIAL SUPPORT, TRAINING, AND ADMINISTERING AN ACCELERATOR PROGRAM IN THE TOTAL AMOUNT OF \$300,000.00.

Mr. Renz-Whitmore gave an overview of the request and the contract saying, this accelerator is looking specifically at responsible entrepreneurship and moving that forward. They have already launched a variety of businesses, such as high tech, a pizza store front, a new type of sun screen and others. They have been successful. Three of their graduated businesses are already growing and will be ready for possible investment. They are launching viable companies.

Mr. Perez asked is this for staffing, grants and programs.

Mr. Renz-Whitmore said this is not for grants. It is for staffing and programs. We want UNM to continue to invest here.

Mr. Perez said with accelerators, usually 20% of the businesses become viable, but this is still important. Some will be small businesses and some will rise and become investment available. It is an investment in the future.

Ms. Frauenglass said the fact that UNM Anderson School backs this is important.

Mr. Renz-Whitmore explained the origin of the interest and the establishment of this effort.

There was discussion around the contract, the involvement of UNM, assistance for non-English speakers and the cohort sizes.

MOTION A motion was made by Ms. Rivera, seconded by Mr. Perez, to approve the contract.

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

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

8. PRESENTATIONS

A. NEW MEXICO MAINSTREET'S APPROACH TO ECONOMIC DEVELOPMENT

Mr. Pedraza and Ms. Barnhart gave a PowerPoint presentation explaining MainStreet's approach and successes in New Mexico.

Ms. Rivera said she is not seeing that this is limited to the downtown area. She thought MainStreet programs were limited to downtown areas.

Mr. Pedraza said commercial corridors are now eligible as well.

Chair Cassutt said the areas of Airport Road, Rufina/Silar and Cerrillos have been discussed in the Quality of Life Committee. It might be good for you to coordinate with the MPO. They are working on several areas that would be part of this kind of programming.

Mr. Dalbor said there are a couple of areas of interest we are looking into.

There was discussion around Cerrillos Road and other sites, Silar and its relationship to Route 66, how the MainStreet process works, and having an organization or group that wants to start this process.

Chair Cassutt thanked Mr. Pedraza and Ms. Barnhard for being here today. We will be in touch.

B. INTRODUCTION TO ECONOMIC DEVELOPMENT ACTION PLAN

Mr. DeLisi said he and Mr. Kim are part of the Ernst and Young Economic Development Team. We are excited to work with the City on this effort. This is the first phase of developing the plan - the collection and analyzing of data to set a baseline of where we are today.

Mr. Kim gave a PowerPoint presentation reviewing the data and data analysis including industry sectors, outreach, industry perspectives, strengths, weaknesses, threats and opportunities and stakeholder interviews.

There was discussion regarding insights, the fact that transportation was not included as a weakness, attracting businesses to the City, cluster analysis regarding job creation, well-paying jobs that are not dependent on tourism, education, young professionals, film production, leveraging Santa Fe brand identity, opportunities for higher paying jobs, opportunities for more nuanced data and information, issues unique to Santa Fe, competition from Rio Rancho and the selection of target industries for the

City.

Chair Cassutt said all of the Committee members will be interviewed and have input as well. This will be presented to the Quality Of Life Committee tonight.

9. PUBLIC COMMENT

None.

10. MATTERS FROM STAFF

None.

11. MATTERS FROM THE COMMITTEE

None.

12. MATTERS FROM THE CHAIR

13. NEXT MEETING

A. MAY 7, 2025, 11:00 AM

14. ADJOURN

There being no further business before the Committee, the meeting adjourned at 2:00 pm.

Councilor Jamie Cassutt, Chair

Elizabeth Martin, Stenographer

**ECONOMIC DEVELOPMENT ADVISORY COMMITTEE
WEDNESDAY, MAY 7, 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, May 7, 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
David Perez
George Gamble
Kathy Rivera
Councilor Jamie Cassutt, Chair
Ava Salmon

MEMBERS ABSENT

Michael Davis, Excused
Myriah Thomas
Sierra Cruz

OTHERS PRESENT

Johanna Nelson, Director, Economic Development, arrived later in the meeting
Casey Dalbor, Business Growth Manager
Heather Lamboy, Director Planning and Land Use
Vicki Pozzebon, CEO, Prospera Partners
Elizabeth Martin, Stenographer, virtually

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:

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

4. APPROVAL OF CONSENT AGENDA

None.

5. APPROVAL OF MINUTES

A. APPROVAL OF THE MARCH 5 ECONOMIC DEVELOPMENT ADVISORY COMMITTEE MINUTES

MOTION A motion was made by Ms. Frauenglass, seconded by Mr. Gamble, to postpone the approval of the March minutes to the meeting on June 4th.

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

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

B. APPROVAL OF THE APRIL 2 ECONOMIC DEVELOPMENT ADVISORY COMMITTEE MINUTES

MOTION A motion was made by Ms. Frauenglass, seconded by Ms. Rivera, to postpone the approval of the April minutes to the meeting on June 4th.

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

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

6. ACTION ITEMS: CONSENT AGENDA

None.

7. ACTION ITEMS: DISCUSSION AGENDA

None.

8. PRESENTATIONS

A. SANTA FE GENERAL PLAN UPDATE: "SANTA FE FORWARD"/SANTA FE AVANZANDO." STAFF WILL INTRODUCE THE 2050 GENERAL PLAN UPDATE, INCLUDING A PROJECT

OVERVIEW AND PRESENTATION ON THE COMMUNITY ENGAGEMENT PLAN, AND SCHEDULE.

Ms. Lamboy gave a PowerPoint presentation that included a review of the project, time lines and schedules, collaborations, assessments, land use impact on economic development, assessments, public engagement, re-energizing land assets, affordable housing and walkability.

Mr. Resnick said he understands that a similar plan was done in the late 90s. Is that report available on the website.

Ms. Lamboy said yes.

Mr. Resnick asked if there were any lessons we have learned as we go back and look at that report.

Ms. Moore said yes, as we do the assessment and look at population growth, and what goals were implemented and adhered to and what were not.

Ms. Lamboy said affordable housing was a big deal then too.

Mr. Gamble asked how do you relate to the Town Council.

Ms. Lamboy said we will have a map of the projects budgeted for short term and long term. The Council will tell us their priorities in a back and forth.

Chair Cassutt said one of the reasons she has been so concerned about the plan not being updated is that the codes need to be updated so we can use them for policy decisions. This plan will reflect the work of Land Use, Planning and updated codes.

Ms. Rivera asked can I assume that the Economic Development Office has shared with you the target industries we talked about several meetings ago.

Ms. Lamboy said yes, economic development is a bit part of the plan.

Ms. Rivera said she did not see anything about the commuter population of people who work here. They don't live here, but commute to work here. She thinks it would be good to have their feedback.

Ms. Lamboy said that is a good suggestion.

Ms. Frauenglass said she would like to see graduating seniors included as we see so many who leave the City. Also, please include the Deaf School.

B. STRATEGIC ACTION PLAN (SAP) REPORT AND RECOMMENDATIONS

Ms. Pozzebon gave a PowerPoint presentation regarding the draft Strategic Action Plan including the assets of the Committee, how the Committee wants to function, the role of EDAC and their goals.

There was discussion about the use of a Steering Committee and other operational issues.

Mr. Perez said this was a great overview. He has questions about the connectivity of the plan and the reality on the ground. How do we connect and work with other areas of the City with the work we do and continue to drive change and progress.

Chair Cassutt said that is where a Councilor Liaison makes sense. Through me, you have more access to staff and other Departments. That is a big part of policy making.

Mr. Perez said he would like to challenge the notion of expanding target industries. What we need to do it focus on one or two or maybe three industries that we can double down on. We can't be everything to everybody

Ms. Nelson said we struggle to keep in line. Even looking at this, she feels the need to keep things clear. Who is going to lead the initiative, what is the time involved and what resources are needed. Otherwise, broad ideas get lost in the shuffle. We can tighten it up.

Mr. Perez said how de we help Johanna and the department be more successful and not just throw tons of ideas on their shoulders. What is the focus and is it feasible.

Mr. Dalbor said he agrees. We are action orientated. He wonders if the implementation is feasible.

Mr. Gamble said if we are an advisory committee, we need to ask how we can help the department. This document sounds like we are going to go out and do things. To David's point, we need to come back to helping Johanna.

There was discussion regarding the structure of the Committee, terms of members and consistency with the establishing Ordinance.

Mr. Frauenglass said when we have had community people, organizations and departments come here to talk with us it has been helpful. She thinks this document reflects that. The desire to be aware. She does agree with the idea of focusing and

having a sharper idea of what economic development needs.

Chair Cassutt said the plan does give guidance as to what is coming up, topics and structure.

Ms. Salmon asked with the Steering Committee setting priority topics, will that help decide what hoc committees we will have.

Chair Cassutt said yes. Are there any last comments or thoughts. We have some time to digest this. We can try something and it may fail. This is a starting point. It allows us to do trial and error and that is fine.

Ms. Pozzebon said she recommends that the Committee set aside an hour per meeting, for the next 3-6 months, to work on their strategic plan and decide what structures to put in place.

Chair Cassutt said thank you. This was a good conversation. She looks forward to the final report.

Mr. Dalbor said please send any additional comments you have to him and he will send them to Vicki.

C. OFFICE OF ECONOMIC DEVELOPMENT BUDGET UPDATE FY26

Chair Cassutt said we just finished the budget hearings. The budget, and amendments, will go to the Finance Committee then to the Governing Body for adoption.

Ms. Nelson gave a PowerPoint presentation that she had given in her budget hearing. It included an organizational chart, mission, priorities, funding request, barriers to the business community, goals and significant upcoming projects.

Ms. Nelson said our mission is to improve the economy and encourage economic opportunities. She will send her presentation to the Committee members.

9. PUBLIC COMMENT

None.

10. MATTERS FROM STAFF

Ms. Nelson introduced Deborah Torrez, Tribal Entrepreneurship Representative for the Economic Development Department.

Mr. Dalbor said Elisa Montoya, our new Community Development Director, will be attending our next meeting.

11. MATTERS FROM THE COMMITTEE

Ms. Rivera offered her help and services for anything on Guadalupe.

Ms. Nelson said that is great.

12. MATTERS FROM THE CHAIR

Chair Cassutt introduced new Committee member, Ava Salmon.

Ms. Salmon introduced herself.

13. NEXT MEETING

A. JUNE 4, 11:00 AM - 1:00PM.

14. ADJOURN

There being no further business before the Committee, the meeting adjourned at 1:00 pm.

Councilor Jamie Cassutt, Chair