



## Economic Development Committee

1<sup>st</sup> Floor Conference Room "B"

CITY OF RIDGECREST

100 West California Avenue, Ridgecrest, California 93555

Regular Meeting

Wednesday, June 14, 2017 at 5:00pm

### AGENDA

Committee Members: Chair Stephens, Vice-Chair Martin, Sanders, Farris

CALL TO ORDER

ROLL CALL

APPROVAL OF AGENDA

APPROVAL OF MINUTES- May 10, 2017

PUBLIC COMMENTS OF ITEMS NOT ON AGENDA

DISCUSSION & ACTION ITEMS

1. ICSC Show
2. Proposed Multifamily Project

FUTURE AGENDA ITEMS

1. Small Business Development Center- Kelly Bearden

ANNOUNCEMENTS

ADJOURNMENT



Economic Development Committee  
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100 West California Avenue, Ridgecrest, California 93555

Regular Meeting  
Wednesday, May 10, 2017 at 5:00pm

## Draft Minutes

Committee Members: Chair Stephens, Vice Chair Martin, Sanders, Farris

CALL TO ORDER 5:05PM

### ROLL CALL:

Present: L. Stephens, J. Sanders, B. Farris  
Absent: W. Martin arrived at 5:09PM  
Staff: D. Speer, G. Parsons  
Recording secretary: H. Spurlock

### APPROVAL OF AGENDA

Motion made by Sanders, seconded by Farris

### APPROVAL OF MINUTES- April 12, 2017

Motion made by Sanders, seconded by Farris

### PUBLIC COMMENTS OF ITEMS NOT ON AGENDA

G. Parsons- Introduced Ken Hira from Kosmont

### DISCUSSION & ACTION ITEMS

#### A. Kosmont Presentation

Hira gave background of work with city and gave E-Tails presentation

Stephens- Questioned listing with map for Bowman projects and superimposing the current Walmart and pad available in front of new store

Hira- Agreed that superimposing building would be beneficial

Parsons- discussed site selection and presentation at ICSC show

#### B. Buxton Analytics Presentation

Hill-McKay- Gave an introductions for Buxton- has exclusive deal with Visa to track sales by credit card purchases- data driven solutions- Data buyer-

Parsons- Questioned if meeting were set by Buxton or if the City is responsible

McKay- Buxton will call but City is responsible for scheduling

McKay- Only data that City required is the traffic study

Parsons- Structure of cost & services

McKay-Proposal is based on the City size  
Stephens- Ridgecrest spending  
McKay- \$50K first year, can be assessed in next years  
Martin- Question app icons and usability  
McKay- Explained app  
Discussion occurred about positives of contracts with both firms and proposed budget

#### FUTURE AGENDA ITEMS

1. Community Development Fees
2. Senior Developers
3. Municipal Code Sections

#### ANNOUNCEMENTS

ADJOURNMENT 7:47 PM