



Economic Development Committee  
1<sup>st</sup> Floor Conference Room "B"  
CITY OF RIDGECREST  
100 West California Avenue, Ridgecrest, California 93555

Regular Meeting  
Wednesday, August 9, 2017 at 5:00 pm

## AGENDA

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

1. CALL TO ORDER
2. ROLL CALL
3. APPROVAL OF AGENDA
4. APPROVAL OF MINUTES- July 12, 2017
5. PUBLIC COMMENTS OF ITEMS NOT ON AGENDA
6. DISCUSSION & ACTION ITEMS
  - a. ICSC Western Conference & Deal Making
  - b. Introduction of City Coalition Concept
  - c. Community Website
7. FUTURE AGENDA ITEMS
8. ANNOUNCEMENTS
9. ADJOURNMENT



## Economic Development Committee

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

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Regular Meeting

Wednesday, July 12, 2017 at 5:00pm

### DRAFT MINUTES

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

1. CALL TO ORDER 5:02 PM

2. ROLL CALL

Present: Stephens, Martin, Sanders, Farris

Staff: Parsons, Strand

Recording Secretary: Spurlock

3. APPROVAL OF AGENDA

Motion made by Sanders, seconded by Martin

4. APPROVAL OF MINUTES- May 10, 2017

Motion made by Farris, seconded by Sanders

5. PUBLIC COMMENTS OF ITEMS NOT ON AGENDA

Matthews- Vacant building issue, incentive program possible?

Stephens- Kosmont recommended a consultant that could assist with a vacant building ordinance.

Parsons- Further detailed the possible assessments and what those entail.

Strand- Three years ago a vacant building registration ordinance was proposed to council and it failed. Code enforcement is able to regulate vacant building issues.

Martin- If business goes out of business the community or the city should help them, after a period, then put a penalty that makes it an incentive to fill the building.

Parsons- Assessment keeps building in shape from outside and the driveway, goes beyond the code enforcement.

Martin- Will pose the question to the League of CA cities to see what other communities do.

Rajatora- Would like to see industrial economic development

Parsons- Committee has decided that it is not a top priority. IWVEDC is starting to look at industrial projects.

6. DISCUSSION & ACTION ITEMS

a. ICSC Show

Parsons- This is the national show for retailers and the city had three representatives attend.

Following up with several retailers now from show contact.

Stephens- Showed fact sheet that was prepared and showed examples of what other cities provided. Has had talks with hotels and done follow-up, potentially getting an extended stay type here. In October is the CA show. Discussed that the High Desert communities all joined together with a large booth, had flyers with all the cities together. 80% of booths were developers, focus should be on working with developers in the future.

Farris- Discovered that many companies have franchise in the area, but just because the city meets their qualifications does not mean that it will be approved. The company instead says they will try to locate a franchisee willing to open.

Stephens- Got information from Hesperia ED department. They have been with Buxton for 12 years and considered it beneficial. Retailers seemed interested in hospital, community college, and the high income level with the low housing prices.

Parsons- We ended up with several leads from the show.

Martin- Asked for number of people that they saw. How many leads? And how many are strong?

Stephens, Farris and Parsons- Agreed between 40-50 contacts were made. Farris has been in contact with at least three. Parsons stated 12 leads have been followed up on from the show and that three of them are strong.

Sanders- Discussed that the city allows car dealers to come into town but we only allow certain amount of license and the local dealers buy them all out.

Rajatora- Suggest the contract with the off-site auto sales should require sales tax be record at sales point, as Ridgecrest.

b. Small Business Development Center

Parsons-The Small Business Development Center has requested to utilize an office space in the city. The committee will hear this and deem if they want to recommend to council.

Kelly Bearden- CSU Bakersfield Small Business Development Center. This is a nationwide group of 1000 centers funded by SBA. SBDC purpose is to aid small businesses with confidential one on one consultants. Provides services to around 450 a year in Kern Mono and Inyo. Estimated to have worked with 50-60 in Ridgecrest. They have about 15 consultants. Jay Thompson is local consultant. SBDC is an Economic Development program with the goal of strengthening local economy through capital formations and increasing employment. Hoping to have an office off campus (CSUB) in Ridgecrest. Space would not be occupied full time. Looking for a meeting space, with a door that can be closed and space with the possibility of local seminars in the future.

Martin- Questioned if there would be any type of subsidy, if insurance coverage would be necessary, and time limit.

Bearden- Only relationship now is no charge. Hoping for permanent location, the organization is governed by the rules of the state of CA so it is highly likely that there is some kind of rental agreement and insurance.

Strand- Questioned the number of days a week in Ridgecrest.

Bearded- Average one day a week.

Sanders- Excellent time to ask with space, what if that changes? Is the city establishing a precedent? Should consider these factors before entering agreement.

Parsons- Has been done prior for those that are economic development because potential in city revenue.

Strand- Suggested that a new Economic Development Manager will be in place in 4-6 weeks, and once new management is on board, allow staff to work with this and develop this.

Committee recommends that waiting for new management to be in place.

7. FUTURE AGENDA ITEMS

Community Website

8. ANNOUNCEMENTS

9. ADJOURNMENT 6:36 PM