



**CITY OF RIDGECREST**  
100 West California Avenue  
Ridgecrest, CA 93555

**Draft**  
**Minutes**

**SPECIAL MEETING OF THE CITY OF RIDGECREST PLANNING COMMISSION**  
to facilitate the

**OLD TOWN ACTION PLAN COMMITTEE & BRANDING FOCUS GROUP**  
**OTAPC Meeting #19**  
**City Council Conference Room B (City Hall 1<sup>st</sup> floor)**  
**Tuesday, February 7, 2012 at 6:00 PM**

**Old Town Action Plan Committee Members:**

Chris LeCornu, (Chairman), Lois Beres, Marni Dobbs, Jake Easley, Jason Patin, Carter Pope, Craig Porter, Jim Sanders, & Jerry Taylor

**Branding Focus Group Members:**

Nathan Ahle & Ryan Charlon

1. **PLANNING COMMISSION** call to order, roll call, approval of agenda, public comments, convene to **OLD TOWN ACTION PLAN COMMITTEE MEETING -**
2. **OTAP COMMITTEE ROLL CALL**
3. **PUBLIC COMMENTS OF ITEMS NOT ON THE AGENDA** – Jim Simmons of Mojave stated he was unaware of this committee prior to the announcement in the paper. He requested a synopsis of the activities of the committee. Chris LeCornu gave a brief progress report.
4. **OLD TOWN BRANDING PROJECT** – 6:08 p.m. Branding presentation from Ron Smith, Smith Communications, LLC  
7:01 p.m. Branding brainstorming session from Ron Smith, Smith Communications, LLC – survey and group discussion.
5. **BALSAM WEDNESDAY MARKET** – 7:41 p.m. update from Alan Alpers. Expecting an April 4<sup>th</sup> start date with a 10 run season. Still waiting on letter or memo from legal regarding the use of approved funds.
6. **PUBLIC COMMENTS**
7. **OTAP COMMITTEE MEMBER COMMENTS** – Chris LeCornu received a message from Jerry Taylor stating he needed to resign and requested another Council member be appointed.
8. **STAFF COMMENTS**
9. **ADJOURN OTAPC, next OTAPC Meeting** – March 5, 2012
10. **ADJOURN PLANNING COMMISSION, next PC Meeting** – February 28, 2012