



CITY OF RIDGECREST
100 West California Avenue
Ridgecrest, California 93555-4054

MINUTES

COMMUNITY DEVELOPMENT COMMITTEE

Council Conference Room
Thursday, June 7, 2007 5:30 pm

Members: Chair Steve Morgan, Chip Holloway, Jerry Taylor, and Nellavan Jeglum

1. CALL TO ORDER

The meeting was called to order at 5:34 pm

Present: Chair Steve Morgan, Member (Mayor) Chip Holloway, Member Jerry Taylor, Member Nellavan Jeglum.

Staff Present: Assistant City Manager Mike Avery, Public Services Director Jim McRea, City Planner Matthew Alexander, Economic Development Project Manager Gary Parsons, Administrative Secretary Danielle Valentine (Parks, Recreation & Cultural Affairs Director Jim Ponak attended for Item 5.)

2. APPROVAL OF AGENDA

A motion was moved by Member Taylor and seconded by Member Jeglum to approve the agenda as submitted. The agenda was approved as submitted.

3. APPROVAL OF MINUTES - April 5, 2007

A motion was moved by Chair Morgan and seconded by Member Taylor to approve the minutes as submitted. The minutes were approved as submitted.

4. PUBLIC COMMENTS OF ITEMS NOT ON THE AGENDA

None.

5. BOWMAN CORRIDOR LANDSCAPING – Status Report.

Planner Matthew Alexander spoke to the Committee regarding the direction to staff to seek out qualified consultants and his decision to source DanLare Planners in Scottsdale, Arizona to assist the City with the Bowman project. Planner Alexander advised the Bowman Corridor Project was an item for the next GPAC agenda and that he intended to invite Dan Lare to attend the meeting to enable the Committee to review his proposal.

Member Taylor noted he thought it crucial at this time to have an understanding of the profile of the plan – given that WalMart and other developers coming into the City may have expectations to use the Bowman Corridor dirt. There was discussion back and forth amongst Members, Council Members and staff regarding this issue.

Planner Alexander noted he had raised the issue of maintenance costs with Dan Lare and given advice received from Mr. Lare, Planner Alexander did not think the concept should be put on hold as he had discussed several different action plans for providing funds to cover ongoing maintenance.

Public Services Director Jim McRea advised that staff intended to apply for bikeway money and that this money could be one way of funding maintenance costs. Community and Economic Director Gary Parsons indicated funds for the bikeway could be used to develop the linear parkways and funds received from developers could be used to fund landscaping costs. He indicated Wal-Mart had agreed in principle to pay for a rip-wrap channel from Norma to Sunland Streets. He further discussed the alternative of using development fees

from WalMart to extend the Bowman Channel to facilitate receipt of water gathered via the drainage channel.

Discussion ensued on concepts for the Corridor and correlating issues, for example water utilization and sourcing of maintenance funds.

Public Services Director Jim McRea noted that at this stage the Corridor is a conceptual plan and that realistically development would not commence until 2009. Chair Morgan enquired as to whether the City had funds to hire a contractor and Mr. McRea responded stating that sufficient funds are available this year however these funds would need to be rolled over into the next fiscal year and to do this approval would be required.

Chair Morgan suggested that given plans were in the conceptual phase staff provides Wal-Mart with a fund estimate and an outline of the general concept(s) for the plan.

- 6. CHINA LAKE MUSEUM FOUNDATION BILLBOARD CAMPAIGN - Request for assistance**
Bob Campbell spoke to the Committee on behalf of the China Lake Museum Foundation. Mr. Campbell advised that the billboard, located at the intersection of Highway 395 and Highway 14, has been partially funded by the Kern County Board of Trade however that funding will be reduced in the next fiscal year.

Mr. Campbell discussed the Foundation's desire to keep the sign as it is seen by the Foundation as an effective form of advertisement for the Museum. He advised the Committee that the Foundation is seeking out alternative funding and if they are not successful the sign will be removed. Alta One has been asked to assist but have declined as has Caltrans citing that traffic drawn from the sign would be into the Naval Base as opposed to coming into the City.

Member Jeglum asked Mr. Campbell if he could provide statistics outlining numbers or percentage of numbers attending the Museum as a result of seeing the sign. Whilst Mr. Campbell could not provide statistics for the past 12 months he did indicate that 1 ½ years ago the Museum conducted a survey and established that approximately 10% of their visitors came to them due to the advertisement provided by the sign.

Member Taylor noted that according to the letter written to the City by Bob Peoples on behalf of the Foundation the city could, if they agreed to assist with funding, place a tagline on the Museum's sign. There was discussion back and forth regarding the possible merits of the City gaining advertising through the Foundation's signage if it included a city tagline.

Public Services Director, Jim McRea, summarized stating that the issue boiled down to a question of the availability of monies in the general fund. He advised that the \$3,500 required is not available in the general fund and therefore this issue becomes an item for budget discussion.

Mayor Chip Holloway suggested the city (as opposed to the Foundation) apply to the Kern County Board of Trade for funding to facilitate continuation of funding from the Kern County Board of Trade.

Chair Morgan made note that the issue would be incorporated into budget discussion on June 18th and 19th.

- 7. UTILITY DISTRICT - Discussion**
Incorporated into Agenda Item 8.

- 8. COMMUNITY CHOICE AGGREGATION - Discussion**
Mayor Chip Holloway provided information on Community Choice Aggregation and asked that the Committee consider the opportunity to become involved in the CCA Program. He suggested a member of staff undertake initial research into the feasibility of the City's involvement and explained his interest was due to the possibility of having control over consumer energy costs and minimization of rolling blackouts. Mayor Holloway reasoned that involvement by the City could result in providing funding for other projects and further asked why the City could not build its own power plant

After discussion amongst members Public Services Director Jim McRea indicated that involvement was worthwhile looking into, however due to cost (approximately \$5m to build a power plant) and issues associated with distribution (given the ageing infrastructure in place) it would not be in the City's best interest to build its own power plant. Chair Morgan asked staff to provide a synopsis by speaking with representatives from other cities that have opted to be involved.

9. CODE ENFORCEMENT - Monthly Update

A copy of the latest monthly report was provided to members.

Public Services Director Jim McRea noted staff is seeking extra funding to facilitate abatement processes. When asked to clarify Mr. McRea explained that whilst the city recovered monies expended to demolish and clean up areas deemed to be public nuisance there was a substantial waiting period between expending the money and recovering it from the individuals responsible for the property.

There was discussion back and forth regarding the appropriateness of foreclosing on properties to shorten the time period between expenditure and receipt.

Chair Morgan stated the Committee had asked for more information than that currently provided on the Code Enforcement Monthly Report. He clarified he understood the need for confidentiality but noted the Committee had asked for generalized information – for instance a general area where a violation is being investigated as opposed to a street address.

Concerns were raised by Member Jeglum and Member Taylor regarding the current process and the time lapse between a complaint and a result. Mayor Holloway asked if it would be possible to change the process to issue a fine which would be refundable if the cited issues were fixed within a set time period.

Mr. McRea advised that whilst the current process did not allow for refunds it would be possible to change the process. He then said he would ask Code Enforcement Officer Bob Smith to attend the next Committee meeting in order to provide the level of detail sought by the Committee.

10. DIRECTOR'S REPORT/UPDATES

Public Services Director Jim McRea asked Economic Development Project Manager Gary Parsons to brief the Committee on his recent attendance at the ICSC Conference. Mr. Parsons advised the Conference was attended by 47,000 people in Las Vegas and he had spoken with several retailers interested in coming into Ridgecrest. Mr. Parsons also said he had spoken with WalMart and Rite Aid and that subsequent to his attending the conference he believes the intersection of Bowman Road and China Lake Boulevard will become a much sought after location.

There was discussion back and forth regarding the planning for the intersection infrastructure and where the responsibility for such a plan would sit. Public Services Director Jim McRea noted it was not appropriate for members of the community to develop an engineering plan but certainly Planning would be involved for site plans etc. Committee Members expressed desire to retain review and responsibility for the Bowman Channel and associated right-of-way.

11. COMMENTS / ANNOUNCEMENTS

None.

12. FUTURE AGENDA ITEMS / NEXT MEETING

Next Meeting – 5th July 2007 5.30 pm

Sign Ordinance

Code Enforcement – Process/Update

Bowman Corridor - Update

BLM Lands Access

Given time needed to discuss issues it was agreed that if needed, Sign Ordinance discussions would be held over for a special meeting in July – tentatively set for 26th July – to be confirmed at adjournment of 5th July meeting.

It was agreed a new meeting time of 5.30 pm would be set.

13. ADJOURN

The meeting was adjourned at 6.57 pm