



CITY OF RIDGECREST

100 W. California Avenue
Ridgecrest, CA 93555

Economic Development Committee – Regular Meeting

April 13, 2022 • 5:00 p.m. – 6:00 p.m. • Council Chambers

Committee Members

Kyle Blades, Chairman | Solomon Rajaratnam, Vice Chairman | Bernie Mondragon, Planning Commissioner | Bill Farris Jr., Planning Commissioner

Call to Order –

Roll Call –

Approval of Agenda –

Approval of Minutes –

- Draft minutes from Regular Meeting on 2-9-2022

Public Comment of Items Not on the Agenda -

New Business -

- ICSC Conference Review (March '22)

Old Business -

- Public Outreach (Franchisee, Website Updates)
- ICSC Conference Planning (May '22)

Future Agenda Items -

Announcements -

Adjournment –

Meetings are currently open to the public. To participate remotely, please call: 1-650-479-3208, meeting access code: 182 348 6283.



CITY OF RIDGECREST

100 W. California Avenue
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Economic Development Committee– **DRAFT Minutes**

February 9, 2022 • 5:00 p.m. – 6:00 p.m. • Council Chambers

Committee Members

Kyle Blades, Chairman | Solomon Rajaratnam, Vice Chairman | Bernie Mondragon, Planning Commissioner | Bill Farris Jr., Planning Commissioner

Call to Order – 5:03 p.m.

Roll Call – all present

Approval of Agenda – all in favor, with typo correction

Approval of Minutes – all in favor

- Draft minutes from Regular Meeting on 1-12-2021

Public Comment of Items Not on the Agenda – opened 5:05 p.m., closed 5:06 p.m.

New Business -

- Economic Outlook Conference – Feb. 24th 2022
Info to Mark Schneipp [keynote speaker] re: earthquake recovery efforts
Economic Outlook Report – Ridgecrest: 2022 Updates
Potential for more City involvement in future: sponsorship, booth, etc.
Table reserved for City reps. (8 seats)
R. McCourt: table w/ materials available at conference
- Economic Roundtable Report – Ridgecrest Update
AV Edge – '22 Report due 2/28/22 [extended from 2/10 deadline]
Any additional info to include?
- Commercial Property – Overview & Discussion
Potential recruitment opportunities include – Waba Grill, Ross
Need space w/ 8800 SF [Waba] or 20k SF [Ross]
Waiting on follow-up from Dave Erickson
Tivoli Plaza – retail space available
Kmart building – follow-up w/ property owner re: division of property
Strand –no incentive to sell atm

Old Business -

- Potential Recruitment Follow-Up
Franchisee outreach to locals, expand to existing franchise owners in area
Staff is working with property owners in RC to find appropriate locations for recruitment
- Public Outreach Update – Economic Development
EDC meetings – encourage participation/attendance
Ongoing developments – updates via social media, website, map, etc.
- Franchisee outreach
Contact with one local for request for more info
- ISCS Conference Strategy

Monterey in March – send Megan as City rep to connect w/ HdL for networking/recruitment?

Strand- benefit to send @ least one City rep; Blades volunteers to attend

Possibility to work with Panera, etc.

Vegas in May – how can we prepare in advance?

Work w/ HdL to set up meetings. Information to have on hand for distribution. Etc.

Businesses to target: B Farris importance of making connections to understand process

B. Mondragon – community feedback i.e. community pool

Potential to use In-Shape building for future development

J. Rickets – potential for commercial cleaning companies

Transition to digital format

R. McCourt – suggests improvements to make website resources more accessible

Future Agenda Items -

Announcements - none

Adjournment – 5:40 p.m.

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