



# CITY OF RIDGECREST

## ECONOMIC DEVELOPMENT COMMITTEE

### AGENDA

City Council Chambers  
100 West California Avenue  
Ridgecrest, CA 93555

Wednesday, April 14, 2021

5:00PM

REGULAR MEETING

All Committee meetings will be held as dual in-person/virtual meetings until further notice. Public participation is available via call in (number below).

**New Information** – On the city's homepage (<https://ridgecrest-ca.gov/>) is a quick link to 'Virtually Attend Committee Meetings.' When you follow the link you will see the log in information and any supporting documents for viewing.

**TO, PARTICIPATE, PLEASE CALL:** 1-650-479-3208 Call-in toll number (US/Canada)  
Meeting number (access code): 182 348 6283

#### CALL TO ORDER

#### ROLL CALL

- Committee Members: K. Blades, S. Rajaratnam, B. Farris, B. Mondragon

#### APPROVAL OF AGENDA

#### APPROVAL OF MINUTES

- March 10, 2021

#### PUBLIC COMMENTS OF ITEMS NOT ON THE AGENDA

#### DISCUSSION AND OTHER ACTION ITEMS

1. R.A.C.E. Briefing
2. Staff Report/Updates

#### FUTURE AGENDA ITEMS

#### ANNOUNCEMENTS

#### ADJOURNMENT

## In Response to Coronavirus (COVID-19)

**Until further notice, all City of Ridgecrest Committee meetings will be held in the City Council Chambers to allow for social distancing and are closed to public attendance. Only Committee members and essential staff are allowed to be physically present, and will be seated the recommended distance from each other. Public participation is solely via call-in or via written correspondence. TO PARTICIPATE, please call, email, or send mail to the contact info provided below/on the Committee Agenda.**

In accordance with the Governor's Executive Order N-25-20, Committee Members may use teleconferencing to participate in meetings.

On March 12, 2020, Governor Newsom issued Executive Order N-25-20, relating to the convening of public meetings in light of the COVID-19 pandemic. At this time, Ridgecrest is continuing to hold City Committee meetings in order to conduct essential business. However, as suggested by the Center for Disease Control, we are temporarily requiring the public to use one of the following alternatives for participating:

- **Call in for public comments / Statements from the Public:**

The public will be allowed to address the Committee during the public comment section of the agenda about subjects within the jurisdiction of the Committee and that do not already appear on the agenda. No action may be taken on off-agenda items unless authorized by law. Questions posed to the Committee may be answered after the meeting or at a future meeting. Dialog or extended discussion between the public and the Committee or staff will be limited in accordance with the Brown Act. The public comment portion of the meeting will be limited to five (5) minutes per speaker. Each person is limited to one comment during public comments. All remarks and questions should be addressed to the Committee as a whole and not to any individual member or staff.

To participate with verbal comments, **please call in using the contact info provided on the Committee Agenda.** All callers will be able to hear and speak as with a traditional conference call. As redundant as it may be, PLEASE state your name each time you speak during the meeting for the purpose of recording meeting minutes. **Additionally, please be sure to mute the call when you are not speaking.** \*Please Note: This process will be a learning curve for all, please be patient.

- **Submit comments in writing**

We encourage submittal of written comments supporting, opposing, or otherwise commenting on an agenda item, for distribution to the Committee prior to the meeting. Send emails to [mancheta@ridgecrest-ca.gov](mailto:mancheta@ridgecrest-ca.gov); written correspondence may be sent to via mail to **Meliza Ancheta, Economic Development**, 100 W. California Ave., Ridgecrest, CA 93555. Please specify to which Committee and agenda item your comment relates. All communication, whether it is a formal letter or an online informal email, will be read by the Committee.

In compliance with the Americans with Disabilities Act, if you are a disabled person and you need a disability-related modification or accommodation to participate in the meeting, please contact **Ricca Charlon at (760) 499-5002**. Requests must be made as early as possible and at least one full business day before the start of the meeting.

Please click on the link below to access the Committee Agendas and Minutes.

<https://ridgecrest-ca.gov/223/Boards-Commissions>

Please note this process is temporary and subject to change due to various circumstances. If you have any questions please contact us.



**CITY OF RIDGECREST**  
**ECONOMIC DEVELOPMENT COMMITTEE**  
**DRAFT MINUTES**

City Council Chambers  
100 West California Avenue  
Ridgecrest, CA 93555

Wednesday, March 10, 2021  
5:00PM  
REGULAR MEETING

**CALL TO ORDER – 5:00PM**

**ROLL CALL**

- Committee Members: K. Blades, S. Rajaratnam, B. Farris, B. Mondragon
  - Present: K. Blades, B. Farris, B. Mondragon
  - Staff: R. Strand, M. Ancheta

**APPROVAL OF AGENDA**

- Motion/Second: Farris/Mondragon
  - All in favor

**APPROVAL OF MINUTES**

- February 10, 2021
  - Motion/Second: Farris/Mondragon
    - All in favor

**PUBLIC COMMENTS OF ITEMS NOT ON THE AGENDA**

- None

**DISCUSSION AND OTHER ACTION ITEMS**

3. Social Media Re-Branding Update
  - M. Ancheta provided current info of City's social media efforts.
  - K. Blades discussed the vision of City's social media movement.
  - N. Wakley provided comment on social media presence.
  - C. Dunmire commented on the use of social media management platforms.
4. Scope of Economic Development Committee
  - K. Blades explained the Committee's scope and context of discussion.
  - B. Farris commented on previous City's effort to retail reach-out.

- R. Strand gave context on retail interest in Ridgecrest.
- The Committee discussed.
- N. Wakley commented on real estate.
- C. Dunmire commented on earthquake recovery.
- D. Spurgeon commented on franchisees options.

#### 5. Staff Report/Updates

- M. Ancheta discussed updates on CDBG equipment, EV Changers and MIR Study.
- R. Strand discussed interest from communication company, casino status, and retail options
- The Committee discussed.
- N. Wakley commented on experience-type businesses.
- C. Dunmire commented on gym update.

#### **FUTURE AGENDA ITEMS**

- RACVB Presentation

#### **ANNOUNCEMENTS**

- None

#### **ADJOURNMENT – 5:53PM**