

# CITY OF RIDGECREST

## ECONOMIC DEVELOPMENT COMMITTEE AGENDA

City Council Chambers  
100 West California Avenue  
Ridgecrest, CA 93555



May 1, 2023  
5:15 p.m.  
REGULAR MEETING

### **CITY ORG COMMITTEE:**

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 –**

1. Approve draft minutes of the regular meeting dated 4-3-2023.

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

**PRESENTATION – PLACER.AI**

**DISCUSSION ITEMS –**

2. Recruitment & Development Updates
3. Kern County Updates/Info
4. Downtown Balsam Street Revitalization
5. ICSC Conference Preparation (May '23)

**STAFF/COMMITTEE ANNOUNCEMENTS –**

**ADJOURNMENT –**

*This agenda is available on the City of Ridgecrest website at <https://www.ridgecrest-ca.gov/agendacenter>*

### **VIRTUALLY ATTEND MEETING**

*City of Ridgecrest Economic Development Committee meetings are OPEN to public attendance. Although Chambers are OPEN, public participation is still encouraged via livestreaming, call-in, or via written correspondence. **To participate remotely, please call: 1-650-479-3208, meeting access code: 182 348 6283.** 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 for City Org. If you log in online first you can enter your Caller ID when you call in.*

### **PUBLIC PARTICIPATION**

*Pursuant to Government Code section 54954.3 members of the public are afforded the opportunity to address the Committee. This time has been set aside for the public to address the Committee on items NOT listed on the agenda. The Committee will not act upon these items at this meeting other than to review and/or provide direction to staff.*

### **HEARING MATERIALS**

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### **ADDITIONAL INFORMATION**

*In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact Megan McKenzie at (760) 499-5061. Notification 48 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting. (28CFR 35.102-35.104 ADA Title II)*

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# CITY OF RIDGECREST

## ECONOMIC DEVELOPMENT COMMITTEE **DRAFT** MINUTES

City Council Chambers  
100 West California Avenue  
Ridgecrest, CA 93555



April 3, 2023  
5:15 p.m.  
REGULAR MEETING

### CITY ORG COMMITTEE:

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

**CALL TO ORDER – 5:16 p.m.**

**ROLL CALL – all present**

**APPROVAL OF AGENDA – S/M, all in favor**

**APPROVAL OF MINUTES – F/M, all in favor**

6. Approve draft minutes of the regular meeting dated 3-8-2023.

**PUBLIC COMMENTS OF ITEMS NOT ON THE AGENDA - none**

**DISCUSSION ITEMS –**

### **7. Recruitment & Development Updates**

- City staff is exploring feasibility for industry/manufacturing opportunity– seeking appropriate site for size/zoning requirements
- City staff is working to identify local business grants for Balsam street development per local inquiry – connect to K. Bearden for more info
- City staff is following-up on inquiry for prospective businesses w/ interested individual for more info re: requirements/next steps
- Internal discussions w/ Oasis developer re: Phase II entertainment components/timeline
- Development Updates: [Economic Development Map](#)  
Committee Discussion:
- Blades: entertain City incentivizing small local businesses (i.e. Balsam development) – begin thought process/conversation
- Rajaratnam: definition of ‘help’ re: finances, location services, etc. / Blades: direct financial support
- Mondragon: not in support of direct financial support, agree with help in terms of assistance with connection/outreach for grants, etc.
- Strand: potential to support @ small-scale (i.e. short-term rental costs), case by case basis per community need, business model, etc.

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- Farris: likes idea with interest of showing returns to community (i.e. infill development, benefits vs. costs to community, etc.); potential to assist by off-setting costs of development fees
- Strand: most beneficial option for exploration is small-business loans sector

#### **8. Kern County Updates/Info**

- STEMposium & Career Expo (4/28/23)
- Kern Economic Summit (5/13 @ 6pm) - Virtual
- Kern County Park Improvement Projects – Leroy Jackson Park
- Resource Fair – City/County collaboration to coordinate resource fair event; working to confirm timeline and venue; community collaboration (i.e. Women’s Center, Veteran’s Affairs, CCCC, etc.)
- Aerospace Defense Industry Outreach Video – collaboration with KEDC & Base reps for coordination of filming/content discussion (4/6/23)

#### **9. Downtown Balsam Street Revitalization**

- Night on Balsam – Feedback Survey, Future Events
  - In process of planning second in series, tentative date of May 19<sup>th</sup>
  - Similar style/structure with focus on improvements per community feedback (i.e. more vendors, better organization, more space, etc.)
- Commercial Property Inventory - Staff will continue to work on gathering an inventory of Balsam street businesses for future outreach/event coordination
- Street Lighting – staff is looking into the potential to run power/fiber to existing light poles to provide additional lighting/ambiance for events
  - Update from Ron – fixing current infrastructure for cost estimates, etc.

#### **10. ICSC Conference Preparation (May ’23)**

- May 21-23<sup>rd</sup> in Las Vegas; Reservations confirmed.
- HdL Appointments: see notes from last meeting for follow-up; potential interest in the lots N. of Home Depot – staff followed up w/ D. Erickson for updated property info
- Staff will be working on updating ‘Community Profile’ to better highlight prime commercial properties (i.e. China Lake Blvd) for recruitment meetings @ ICSC
- Placer.ai demo/meeting TBD – follow up with Corey at City of Tehachapi for presentation at May meeting
  - Blades: request Placer.ai demo from sales rep. at May mtg.

#### **STAFF/COMMITTEE ANNOUNCEMENTS –**

- McKenzie: Community Outreach Opportunities: Summer Reading Challenge, Prize/Donations to R/C Library; VX-9 Autism Awareness Fundraiser (4/15); RRH Community Clean-up (4/15)

#### **ADJOURNMENT – 5:58am**

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