

# CITY OF RIDGECREST

## ECONOMIC DEVELOPMENT COMMITTEE AGENDA

City Council Chambers  
100 West California Avenue  
Ridgecrest, CA 93555



September 14, 2022  
5:00 p.m.  
REGULAR MEETING

### **CITY ORG COMMITTEE:**

Kyle Blades, Chairman; Solomon Rajaratnam, Committee Member; Bernie Mondragon, Committee Member; Bill Farris Jr., Committee Member

### **CALL TO ORDER –**

### **ROLL CALL –**

### **APPROVAL OF AGENDA –**

### **APPROVAL OF MINUTES –**

1. Approve draft minutes of the regular meeting dated 7-13-2022.

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

### **DISCUSSION ITEMS -**

2. Recruitment/Development Updates
3. Balsam Street Rebranding (Potential Project)
4. Inventory Vacant Buildings & Properties (Planned Project)
5. ICSC Western Conference
6. Review Economic Development Strategic Plan (2017)

### **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**

*Any writings or documents distributed to a majority of the members of the Committee regarding any open session item on this agenda will be made available for public inspection in the City Clerk's Office located at 100 W. California Avenue, during normal business hours. These writings or documents will also be available for review at the meeting.*

*Persons unable to attend a hearing may submit comments regarding a scheduled item to Megan McKenzie, 100 W. California Avenue, Ridgecrest, CA 93555. Written comments received by the close of the business day prior to the hearing will be brought to the attention of the Committee and made part of the official record.*

### **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



July 13<sup>th</sup>, 2022  
5:00 p.m.  
REGULAR MEETING

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### **CITY ORG COMMITTEE:**

Kyle Blades, Chairman; Solomon Rajaratnam, Committee Member; Bernie Mondragon, Committee Member; Bill Farris Jr., Committee Member

**CALL TO ORDER – 5:02 p.m.**

**ROLL CALL – All Members Present**

**APPROVAL OF AGENDA – M/S Rajaratnam/Farris; All in Favor**

**APPROVAL OF MINUTES – M/S Farris/Rajaratnam; All in Favor**

1. Approve draft minutes of the regular meeting dated 6-8-2022.

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

**DISCUSSION ITEMS**

### **2. Former Kmart - Development Update (Project Update)**

LOI – Ross

Interest from U-Haul for Indoor & Truck Storage (7/11)

No Comment

### **3. Balsam Street Rebranding (Potential Project)**

Potential to move Farmer's Market to Balsam St. → Discuss w/ new owners of Flight Line; Farris: buy-in from tenants will be important for success; Strand: public engagement will be required prior to moving forward with project

Future Local Events (i.e. Wine Walk, Animal Adoptions, etc.)

Rajaratnam: Mainstream USA, study for downtown revitalization project

Strand: City staff to assist with community events

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Blades: Parking can be adapted in the future to avoid impeding businesses; i.e. Downtown Lancaster

Farris: Potential for City to buy property/lot and install shade, Wi-Fi, electric, seating, etc. as site for community events (i.e. space for food trucks, bands, etc.); Strand: staff will research pricing for consideration; Farris: importance for flexibility in design/planning

#### **4. City Role in Community Events**

Upcoming Events: Parade of 1000 Flags, Petroglyph Festival

Booth at Events: Information, Flyers, Meet & Greet, Etc.

Strand: Dependent on staffing capabilities; Blades: agrees that level of support will be dependent on staffing; Rajaratnam: potential to partner with other organizations/non-profits to assist with event planning (ex – Rotary + NAWSCL)

#### **5. Inventory Vacant Buildings & Properties (Planned Project – Dependent on staff time)**

McKenzie: Staff plans to develop Google map (i.e. Planning Projects) to inventory Commercial properties

Strand: work with PD/PACT to gather inventory of commercial properties; last inventoried in 2018

### **COMMITTEE COMMENTS/COMMITTEE REPORTS**

Rajaratnam: question of Mac's Restaurant closure; Farris: due to funding challenges

### **STAFF ITEMS**

**ADJOURNMENT – 5:25pm**