



CITY OF RIDGECREST
ECONOMIC DEVELOPMENT COMMITTEE

AGENDA

City Council Chambers
100 West California Avenue
Ridgecrest, CA 93555

Wednesday, October 13th, 2021

5:00PM

REGULAR MEETING

Meetings are currently open to the public. To participate remotely, please call: 1--650-479-3208, meeting access code: 182 348 6283. On the city's homepage 8-11--21 (<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. If you log in online first you can enter your Caller ID when you call in.

CALL TO ORDER -

ROLL CALL

APPROVAL OF AGENDA

APPROVAL OF MINUTES

1. Approval of draft minutes from the regular meeting dated 09-08-2021

PUBLIC COMMENTS OF ITEMS NOT ON THE AGENDA

DISCUSSION AND OTHER ACTION ITEMS

1. HdL Consultant Update – Void Analysis
2. ISCS Conference – Public Engagement
3. Staff Update

FUTURE AGENDA ITEMS

ANNOUNCEMENTS

ADJOURNMENT -



CITY OF RIDGECREST
ECONOMIC DEVELOPMENT COMMITTEE

DRAFT MINUTES

City Council Chambers
100 West California Avenue
Ridgecrest, CA 93555

Wednesday, September 8th, 2021
5:00PM
REGULAR MEETING

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ECONOMIC DEVELOPMENT COMMITTEE

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

Staff: M. McKenzie, Analyst; R. Strand, City Manager

CALL TO ORDER – 5:00 p.m.

ROLL CALL

Present: Blades, Rajaratnam, Farris, Mondragon

APPROVAL OF AGENDA

M/S Rajaratnam/Farris to approve agenda. Motion carried by a roll call vote of: 4 Ayes; 0 Noes; 0 Absent; 0 Abstain

APPROVAL OF MINUTES

2. Approval of draft minutes from the regular meeting dated 08-11-2021

Farris/Mondragon to approve minutes. Motion carried by a roll call vote of: 4 Ayes; 0 Noes; 0 Absent; 0 Abstain

PUBLIC COMMENTS OF ITEMS NOT ON THE AGENDA

Opened: 5:04 PM -No Public Comment- Closed: 5:05 PM

DISCUSSION AND OTHER ACTION ITEMS

1. ISCS Conference Information

- *Committee discussed public engagement opportunities, such as a workshop, to get input for economic development opportunities*

2. HdL Market Insight Analytics

Strand & McKenzie presented development updates & potential recruitment opportunities

- *Farris commented on Void analysis; Strand confirmed understanding logistics of decision is important for future recruiting efforts*
- *Farris commented on Burlington as an opportunity; expressed importance of persistence in follow-up contact*
- *Blades commented on lack of brewery; Committee discussed*
- *Rajaratnam inquired about outreach to franchises/franchisees. Committee discussed*
- *Committee discussed potential industry expansion – biggest potential identified as educational/college program*
- *Rajaratnam asked about KFC, Panda Express expected opening; Strand responded potential dates of Nov/Dec for Panda Express.*

3. Staff Updates

Strand: Nagle construction begin roadway repair project this week; encroachment permits should be finalized by end of October; fiber-optic buildout blueprint w/City staff – use fiber for cameras at parks; baseball fields [equipment in snack bar]; meeting w/ Race in next 2 weeks to negotiate; fiber to city hall, fairgrounds, college heights under discussion.

McKenzie presented update on public outreach efforts

McKenzie reported on current & upcoming events

- *East Kern Economic Alliance 334d Annual Dinner on Sept. 23rd*
- *Parade of 1,000 Flags on Sept. 11th*

FUTURE AGENDA ITEMS

HdL Update: Void Analysis

ANNOUNCEMENTS

None

ADJOURNMENT – 5:30 p.m.