



# CITY OF RIDGECREST

100 W. California Avenue  
Ridgecrest, CA 93555

## Economic Development Committee – Regular Meeting

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

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### *Committee Members*

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

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### **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 –**

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**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  
Ridgecrest, CA 93555

## 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 - ICSC Review(Monterey) & Planning (Las Vegas)**

**Announcements - none**

**Adjournment – 5:40 p.m.**

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