

**CITY OF RIDGECREST
ECONOMIC DEVELOPMENT COMMITTEE MINUTES**

City Council Chambers
100 West California Avenue
Ridgecrest, CA 93555



January 11, 2023
5:00 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 – 5:00 p.m.

ROLL CALL – all present

APPROVAL OF AGENDA – R/M all in favor

APPROVAL OF MINUTES – R/M all in favor

1. Approve draft minutes of the regular meeting dated 11-9-2022.

PUBLIC COMMENTS OF ITEMS NOT ON THE AGENDA - none

DISCUSSION ITEMS –

2. Development Projects – Map Updates (Jan. 2023)

- Kmart Site: Former negotiations likely to fall through if co-anchor doesn't commit to the location = potential for U-haul indoor storage/ truck rental to develop at vacant Kmart site. More info at next meeting in February.
- Economic Development Map Updated (1/11/23) – to reflect updated schedule/timelines for planned/ongoing developments
 - Removed 'Completed Developments' tab for more streamline info on current and confirmed future projects
 - The Habit Burger Grill to be developed at the Oasis Complex (N. of Chipotle); in the process of recruitment for 2nd tenant
 - Additional updates pending negotiations for public release of info
- Travelodge (535 S. China Lake Blvd) in process of remodel for rebrand

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

3. Economic Outlook Conference (Feb. 2023)

- February 15th Council meeting for budget adjustments re: Measure “P” funding for supporting contributions/sponsorships
 - Blades: Committee’s position on providing funding for sponsorship?
 - Farris: interested in more info on funding categories
 - Mondragon: sponsorships include bronze \$500, silver \$100, gold \$1500, platinum \$3500, etc.
 - Rajaratnam: Recommended donation of \$5k to support EOC in future years
 - Strand: any amount \$1k can be found in the current budget, any amount over \$1k will have to be approved by Council; funding amounts/approval can be included in discussion at Council meeting on 2/15
 - Blades: recommended donation of \$3500 for 2023 EOC

4. Website/Software Improvements

- Placer.ai – software to access demo/market data for recruitment/outreach
 - Benefits to planning/economic development and potentially other depts. i.e. public works, parks & recreation, etc.
 - Requires staff time to make the most use of the platform
 - Potential to follow-up with additional demos/testimonial (i.e. Tehachapi)
 - Farris: likes the idea of having Tehachapi provide summary/rundown
 - Blades: previous experience with Buxton = changes in laws can potentially cause issues with use of software
- Granicus/GovDelivery, SeeClickFix, ReadyGov
 - Improve public communication via app, text notifications, etc.
 - Reporting software integrated with website
 - SeeClickFix projected to cost \$18k annually
 - Farris: ability to put City notifications on the app i.e. road closures, etc.
 - McKenzie: Yes, the platform is flexible, admin. can add and update notices/announcements to app
 - Blades: i.e. Tustin, Gilbert, Portland
 - Granicus: potential for increasing subscribers for notifications, direct communication, etc.

5. Downtown Balsam Street Revitalization – Community Events

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

- 7 vacant properties – how to stimulate local interest in development = more community events, attract more attention/broader vision for future events
- A Night on Balsam – Community Event
 - Tentative date of 2/10/23 from 5pm-8pm, awaiting confirmation from wineries
 - Geared toward young adults/industry professionals, all welcome but no entertainment for children/childcare provided
 - Incentive for businesses to stay open to capture captive audience
 - Blades: potential for vendors/sales? No – not initially at least until event grows or additional events
 - Strand: potential for Chamber Commerce to provide outreach to Balsam businesses

STAFF/COMMITTEE ANNOUNCEMENTS –

ADJOURNMENT – 5:54 p.m.

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)