

CITY OF RIDGECREST

ECONOMIC DEVELOPMENT COMMITTEE MINUTES

City Council Chambers
100 West California Avenue
Ridgecrest, CA 93555



February 8, 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 – 5:03pm

ROLL CALL – all present

APPROVAL OF AGENDA – all in favor

APPROVAL OF MINUTES – all in favor

1. Approve draft minutes of the regular meeting dated 1-11-2023.

PUBLIC COMMENTS OF ITEMS NOT ON THE AGENDA –

- Potential local business owner – question of why the development of hotels; Blades: demand due to installation (China Lake) travel

DISCUSSION ITEMS –

2. Development Projects Updates

- Vacant Kmart Site: U-haul indoor storage/truck rental development not moving forward at this point in time; the Collins Co. & HdL are actively marketing the site for potential tenants
- Vacant Big Lots Site: Two potential tenants have expressed interest in the space; concern that site may be too small for potential tenants in mind
- Mojave View Apartments: nearing completion, accepting applications as of Feb.
- Rajaratnam: question of Oasis Complex progress; Staff will f/u at next mtg.

3. Economic Outlook Conference – CoR Business Expo Booth

- Speakers' Reception Info
- Outreach Materials for Expo Booth
 - Night on Balsam feedback survey
 - SB 1383 FAQs/Giveaways
 - Economic Development Flyer – updated if time permits
 - PW/P&R Project(s) Info
 - Blades: recommendations for water info, no trash info, RACVB info

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4. Website/Software Improvements – Placer.ai

- Annual Cost Estimate
- Tehachapi Presentation – scheduling conflicts, staff will attempt to reschedule for future mtg.
- Blades/Farris: Need to evaluate costs vs. benefits prior to moving forward

5. Downtown Balsam Street Revitalization – A Night on Balsam (2/10)

- Updated Flyer – Base Distribution, POC Needed
 - Blades will follow up with recommended POC for outreach
- Community Feedback Survey
 - Collect info to assist with planning future events

6. ICSC Conference Preparation (May '23)

- HdL representatives will attend ICSC Monterey in March '23
 - Ongoing negotiations include: Five Below, Ross, Burlington, Smart & Final, Panera, etc.
- Staff will confirm needs (i.e. sizing, zoning, market demographics, etc.) for prospective recruitment opportunities to recommend potential locations for development
- Staff will continue to work on the inventory of commercial properties as time permits

STAFF/COMMITTEE ANNOUNCEMENTS –

- Rajaratnam: EcoHero School Programs
 - Heartland Charter School – follow up with Bernie w/ more info
- Blades: discussions with DEF to improve venue/facilities for additional events (i.e. rodeo)
- Farris: 26th of January EKEA mtg. manufacturing industry development – connect with KEDC
- Kern County Career & STEM Expo: April 28, 2023 (8:30AM to 1:00PM) – potential for CoR involvement

ADJOURNMENT – 5:49pm

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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