

CITY OF RIDGECREST

ECONOMIC DEVELOPMENT COMMITTEE MINUTES

City Council Chambers
100 West California Avenue
Ridgecrest, CA 93555



March 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 – 5:01 p.m.

ROLL CALL – Absent: Bernie Mondragon

APPROVAL OF AGENDA – all in favor (absent, Mondragon)

APPROVAL OF MINUTES – all in favor (absent, Mondragon)

1. Approve draft minutes of the regular meeting dated 2-8-2023.

PUBLIC COMMENTS OF ITEMS NOT ON THE AGENDA - none

DISCUSSION ITEMS –

2. Recruitment & Development Updates

- Updated Outreach 1pg. Flyer – February 2023
- Development Updates: [Economic Development Map](#)
- Farris: question of CO for Mojave View Apts., issued by Travis/PW
- Rajaratnam: question of feasibility study for hotel developments
- Blades: establish protocol for determining feasibility at City level

3. Kern County Updates/Info

- East Kern Economic Alliance – Ridgecrest (3/9)
- IWV Economic Outlook Conference (2/23) – Recap
- STEMposium & Career Expo (4/X/23)
- Kern County Park Improvement Projects – Leroy Jackson Park

4. Downtown Balsam Street Revitalization

- Night on Balsam – Feedback Survey, Future Events
 - Majority of participants gave high ratings for the Date/Timeframe (non-flex Friday evening). A total of 284 responses were received and many included written feedback.
 - Common themes for written responses were as follows:

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

- Gratitude, Request for additional/ongoing Community Events
 - Better Organization (vendor layout, long/confusing lines, signage, presale tickets, etc.)
 - More of Everything (space, food/libations, lighting, seating, etc.)
- Potential to work with property owner(s) to rent out vacant buildings during events i.e. catering space
- More activities to drive traffic to local businesses
- Schedule City clean-up following event (i.e. street sweeper)
- Commercial Property Inventory - Staff will work on gathering an inventory of Balsam street businesses for future outreach/event coordination
- Street Lighting – staff is looking into the potential to run power/fiber to existing light poles to provide additional lighting/ambiance for events
 - Argus → French
 - Potential to add wifi connection
 - Initial cost(s) \$3500 in materials – potential to use excess funding from past event
- Farmer’s Market – staff is investigating the potential to host the market on Balsam St. in the future
- Farris: focus on event specific outreach to drive attendance for future events

5. ICSC Conference Preparation (May '23)

- May 21-23rd in Las Vegas; Reservations pending
- HdL Updates – Monterey ICSC Conference (March '23)
 - Meetings with Ross, Five Below, Smart & Final, Burlington, Panera, WSS Shoes, Waba Grill
 - May Conference meetings TBD to include (but not limited to) follow-up with the businesses listed above

STAFF/COMMITTEE ANNOUNCEMENTS –

- Blades: Change of Regular Meeting Dates – Move to 1st Monday of the month @ 5:15pm

ADJOURNMENT – 5:39pm