



CITY OF RIDGECREST

100 W. California Avenue
Ridgecrest, CA 93555

Economic Development Committee – Approved Minutes

April 13, 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 – 5:02 pm

Roll Call – Absent, Bernie Mondragon

Approval of Agenda – All in favor

Approval of Minutes – All in favor

- Draft minutes from Regular Meeting on 2-9-2022

Public Comment of Items Not on the Agenda- None

New Business -

- ICSC Conference Review (March '22)

Staff Report (McKenzie):

- Kyle Blades & Megan McKenzie attended March 7-9 in Monterey, CA
- More productive + good connections w/ HdL networking & meetings
- Included meetings with Wendy's, Jersey Mike's, Firehouse Subs, DQ
- Interest in market, need to find appropriate real estate
- Benefits = relationship building, establishing long-term connections

Committee Comments:

- Rajaratnam – Difference between ICSC in Vegas vs. Monterey?
- Blades/Farris- more intimate, and focused on CA development
- Strand – HdL booth @ future conferences, home base for meetings/etc.

Old Business -

- Public Outreach (Franchisee, Website Updates)

Staff Report:

- Looking for franchisee/restauranters to connect with opportunities – UPS Store, Heritage Inn Restaurant
- Continued outreach planned – videos, social media, etc.

Committee Comments:

- Rajaratnam- Update on potential UPS Store? Location approved, franchisee needed
- Blades- Potential networking events for franchisees? Follow-up with HdL
- Farris – IWV EDC attempted franchisee outreach in past, unsuccessful
- Strand – need for local training/lending programs, educate locals re: business
- Strand – existing buildings need significant & costly investments to be in code, therefore small businesses are difficult for the city to support = need for franchises to share costs of developments

Public Comments:

- Richard Wagner- startup costs are intimidating, franchisees have proven plan for success; difficult to recruit due to size of community; no personal interest in restaurant opportunity; previous experience

includes- 1. Window blind installation company 2. Motocross track (not enough \$ to operate) 3. Local Business. No support from local banks for loan. Need to help franchisee understand financial costs re: startup costs.

- What is HdL? Blades- Consultant to assist with recruitment and networking with large partners.
- Local Support? Strand – Small Business Administration & others.

- ICSC Conference Planning (May '22)

Staff Report:

- Community Profile Development (i.e. City of Tehachapi)
 - Comprehensive document with all relevant demographics, commercial property info, etc.

Committee Comments:

- Farris – Need to focus on real estate, commercial properties available
- Farris- use testimony from recent developments
- McKenzie –refer to Community Profile for comprehensive economic outreach document

Future Agenda Items - None

Announcements - None

Adjournment – 5:32pm

Meetings are currently open to the public. To participate remotely, please call: 1-650-479-3208, meeting access code: 182 348 6283.