

CITY OF RIDGECREST

ECONOMIC DEVELOPMENT COMMITTEE MINUTES

Conference Rm. "B"
~~City Council Chambers~~ (tech. issue)
100 West California Avenue
Ridgecrest, CA 93555



May 1, 2023
5:15 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 – 5:25 p.m.

ROLL CALL – Absent: S. Rajaratnam

APPROVAL OF AGENDA – M/B; All in Favor

APPROVAL OF MINUTES – M/F; All in Favor

1. Approve draft minutes of the regular meeting dated 4-3-2023.

PUBLIC COMMENTS OF ITEMS NOT ON THE AGENDA – N/A

PRESENTATION – PLACER.AI

DISCUSSION ITEMS –

2. Recruitment & Development Updates

- Economic Development Map – updated 5/1/23
- Commercial Property Inventory – Outreach for Info/POCs, Create Google Map
- Development Inquiries – Staff following up on case-by-case basis

3. Kern County Updates/Info

- Career & STEMposium (4/28/2023)
- Resource Fair – scheduled 6/23/2023 @ KMCC
 - Partnership w/ Kern County + CoR; invite local resource groups (i.e. Women's Center, Veteran's Affairs, etc.)
 - City staff will be working on the map/layout of venue, outreach to local resource groups for participation, informational flyer for distribution mid-late May

4. Downtown Balsam Street Revitalization

- Night on Balsam (#2) scheduled Friday, May 19th @ 6pm
 - Blades: potential for additional local vendors; Staff: Intent to limit to

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

food/drink/entertainment

- Blades: layout of venue, tables center vs. peripheral
- City staff is working on logistics/budget for additional lighting; fittings for (36) light posts
- Vacant properties (8) for tenant recruitment; potential to use event data to drive local tenant recruitment efforts on Balsam
- City staff will continue to explore local funding opportunities to support local businesses (i.e. Small Business programs, etc.)

5. ICSC Conference Preparation (May '23)

- International Council of Shopping Centers, May 21-23 @ Las Vegas
- Meetings to be confirmed; likely to include follow-up with Placer.ai, Burlington, Smart & Final, Cotti Foods, Ross, Five Below, etc.
- Focus on retail gaps for recruitment efforts (i.e. clothing retail, full service restaurants, etc.)
- Update commercial property inventory – emphasis on China Lake Blvd.
 - See Commercial Development Map

STAFF/COMMITTEE ANNOUNCEMENTS –

ADJOURNMENT – 6:41 p.m.

CITY OF RIDGECREST PUBLIC MEETING PROTOCOL

City of Ridgecrest Committee meetings are OPEN to public attendance.

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)

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