

CITY OF RIDGECREST

ECONOMIC DEVELOPMENT COMMITTEE MINUTES

City Council Chambers
100 West California Avenue
Ridgecrest, CA 93555



September 14, 2022
5:00 p.m.
REGULAR MEETING

CITY ORG COMMITTEE:

Kyle Blades, Chairman; Solomon Rajaratnam, Committee Member; Bernie Mondragon, Committee Member; Bill Farris Jr., Committee Member

CALL TO ORDER – 5:01pm

ROLL CALL – all present

APPROVAL OF AGENDA – m/s: r/m; all in favor

APPROVAL OF MINUTES – m/s: m/f; all in favor

1. Approve draft minutes of the regular meeting dated 7-13-2022.

PUBLIC COMMENTS OF ITEMS NOT ON THE AGENDA -

DISCUSSION ITEMS -

2. Recruitment/Development Updates

- Former Kmart property: discussions still ongoing; Ross has expressed interest but will be dependent on securing another tenant to move forward; Other potential tenants include Smart & Final, WSS Shoes, Five Below, and Burlington; HdL continuing to push Smart & Final; Burlington not sold on location/RC market at this time
- Panera still interested in RC market; HdL continues to work with rep/developers for 'reverse build' site
- Oasis Entertainment Complex set to begin construction for Phase II by end of year; Frosty Peaks yogurt shop projected to be opening adjacent to Chipotle ~Feb. 2023

Committee Comments:

- Blades: question re: Wendy's development; McKenzie – moving forward with former Arby's location

3. Balsam Street Rebranding (Potential Project)

- New local business: Desert Brews; outreach to owners
- New commercial properties available

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

- Potential Events: Wine/Beer Walk, Sidewalk Art Contest, etc.
 - Strand: vacant lot sold (\$40k); potential opportunity for city purchase/development for event space; interest in owners of Red Rock liquor as investment
4. Inventory Vacant Buildings & Properties (Planned Project)
 - Have not had staff time to focus on this to date; intention to create google map for quick reference of available commercial properties with info & site photos
 5. ICSC Western Conference - CANCELED
 6. Review Economic Development Strategic Plan (2017)
 - Report is outdated, no relevant information to discuss.

STAFF/COMMITTEE ANNOUNCEMENTS –

- Rajaratnam: question re: Inyokern airport reopening; Strand: no news at this point; development of commercial airport is dependent of base restrictions/allowance; does not survive w/o base endorsement
- McKenzie: Upcoming events = EKEA Mtg. 9/15, KEDC Dinner 9/22
- Rajaratnam: what is the economic driver bringing new business into town? Strand: outreach efforts of City staff thru recruitment and long-term negotiations; importance to move forward with community events, specialized ‘niche’ developments to improve QOL which will also support recruitment/retention for NAWSCS (symbiotic relationship)
- Public Comment: Mary Kus – interest in potential artwork around town, called in to listen – will be added to project queue for City Org Committee; Farris: artwork generates tourism

ADJOURNMENT – 5:30pm

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>