



Economic Development Committee

1st Floor Conference Room "B"

CITY OF RIDGECREST

100 West California Avenue, Ridgecrest, California 93555

Regular Meeting

Wednesday, July 12, 2017 at 5:00pm

AGENDA

Committee Members: Chair Stephens, Vice-Chair Martin, Sanders, Farris

1. CALL TO ORDER
2. ROLL CALL
3. APPROVAL OF AGENDA
4. APPROVAL OF MINUTES- May 10, 2017
5. PUBLIC COMMENTS OF ITEMS NOT ON AGENDA
6. DISCUSSION & ACTION ITEMS
 - a. ICSC Show
 - b. Small Business Development Center
7. FUTURE AGENDA ITEMS
8. ANNOUNCEMENTS
9. ADJOURNMENT



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Regular Meeting
Wednesday, May 10, 2017 at 5:00pm

Draft Minutes

Committee Members: Chair Stephens, Vice Chair Martin, Sanders, Farris

CALL TO ORDER 5:05 PM

ROLL CALL:

Present: L. Stephens, J. Sanders, B. Farris
Absent: W. Martin arrived at 5:09PM
Staff: D. Speer, G. Parsons
Recording secretary: H. Spurlock

APPROVAL OF AGENDA

Motion made by Sanders, seconded by Farris

APPROVAL OF MINUTES- April 12, 2017

Motion made by Sanders, seconded by Farris

PUBLIC COMMENTS OF ITEMS NOT ON AGENDA

G. Parsons- Introduced Ken Hira from Kosmont

DISCUSSION & ACTION ITEMS

A. Kosmont Presentation

Hira gave background of work with city and gave E-Tails presentation

Stephens- Questioned listing with map for Bowman projects and superimposing the current Walmart and pad available in front of new store

Hira- Agreed that superimposing building would be beneficial

Parsons- discussed site selection and presentation at ICSC show

B. Buxton Analytics Presentation

Hill-McKay- Gave an introductions for Buxton- has exclusive deal with Visa to track sales by credit card purchases- data driven solutions- Data buyer-

Parsons- Questioned if meeting were set by Buxton or if the City is responsible

McKay- Buxton will call but City is responsible for scheduling

McKay- Only data that City required is the traffic study

Parsons- Structure of cost & services

McKay-Proposal is based on the City size
Stephens- Ridgecrest spending
McKay- \$50K first year, can be assessed in next years
Martin- Question app icons and usability
McKay- Explained app
Discussion occurred about positives of contracts with both firms and proposed budget

FUTURE AGENDA ITEMS

1. Community Development Fees
2. Senior Developers
3. Municipal Code Sections

ANNOUNCEMENTS

ADJOURNMENT 7:47 PM