



**MINUTES OF THE REGULAR MEETING OF THE  
RIDGECREST CITY COUNCIL AND  
RIDGECREST REDEVELOPMENT AGENCY AND**

**City Council Chambers  
100 West California Avenue  
Ridgecrest, California 93555**

**October 19, 2011  
5:30 p.m.**

This meeting was recorded and will be on file in the Office of the City Clerk for a certain period of time from date of approval by City Council/Redevelopment Agency. Meetings are recorded for the purpose of preparation of minutes.

**CALL TO ORDER at 5:30pm**

**ROLL CALL**

Council Present: Mayor Carter, Council Members Chip Holloway, Jerry Taylor, Steven Morgan, Jason Patin,

Council Absent: None

Staff Present: City Manager Kurt Wilson, City Clerk Rachel J. Ford, City Attorney Keith Lemieux (via teleconference), and other staff

**APPROVAL OF AGENDA**

- Item 4 pulled from consent calendar.

*Motion To Approve Agenda As Amended Was Made By Council Member Morgan , Second By Council Member Holloway , Motion Carried By Roll Call Vote Of 5 Ayes, 0 Nays, 0 Absent, 0 Abstain.*

**CLOSED SESSION – 5:30 p.m.**

- |               |   |
|---------------|---|
| GC54956.8     | Real Property negotiations – located within the Ridgecrest Business Park and/or adjacent on City owned property. Specific parcel identification is pending. City & Agency negotiators Kurt Wilson and James McRea |
| GC54956.9 (A) | Conference With Legal Counsel; Existing Litigation; City Of Ridgecrest v. Benz Sanitation, Inc.   |
| GC54956.9 (A) | Conference With Legal Counsel; Existing Litigation, Benz Sanitation, Inc. v. City Of Ridgecrest   |
| GC54957.6     | Labor Negotiations – Mid-Management Group of Employees; Confidential Group of Employees; Management Group of Employees – Agency Negotiator City Manager Kurt Wilson   |

**PUBLIC COMMENT – CLOSED SESSION**

- No members of the public presented comments.

**REGULAR SESSION – 6:00 p.m.**

- Pledge Of Allegiance – Boy Scout Troop 824
- Invocation – Rev. Warren Campbell

**CITY ATTORNEY REPORTS**

- Closed Session
  - Council met to discuss items 1 & 2, report received, no action
  - Business park item received report, no action
  - Negotiations for mid-management and confidential employees received report, no action
- Other
  - none

**PUBLIC COMMENT**

- No public comment presented

**CONSENT CALENDAR**

1. Approve A Resolution Of The Ridgecrest City Council Announcing A Proclamation Recognizing National Disability Employment Awareness Month Ford
2. Approve A Resolution Of The Ridgecrest City Council Announcing A Proclamation Recognizing Native American Heritage Month Ford
3. A Resolution Of The City Council Of The City Of Ridgecrest Accepting The Other Post Employment Benefit (OPEB) Actuarial Study As Of June 30, 2011 Prepared By The Epler Company Staheli
4. A Resolution To Approve A Summary Street Right Of Way Vacation For Downs Street And Authorize The Mayor To Execute This Resolution And For The City Clerk To Record Speer
5. Council Discussion And Adoption Of A Resolution To Grant A Designated Period For Two Years Additional Service Credit (Golden Handshake) For The Eligible Local Miscellaneous Member Ford

- Item 4 previously pulled prior to approval of agenda.

*Motion To Approve Consent Calendar As Amended Made By Council Member Chip Holloway, Second By Council Member Jason Patin. Motion Carried By Voice Vote Of 5 Ayes, 0 Nays, 0 Abstain, 0 Absent.*

DISCUSSION AND OTHER ACTION ITEMS

6. Professional Service Agreement; Request For Proposals for Branding and of Balsam Street and/or City Marketing; Old Town Action Planning Committee and Community Development Committee recommendations Tax Allocation Bond (TAB) Projects- Balsam Street McRea

- Jim McRea – gave staff report. Provided 3 other proposals under separate cover which are available for the public at the front information counter. Recommendations and costs forwarded for Council consideration by the Olde Towne Action Committee and Community Development Committee are included in the agenda packet. Gave overview of the Balsam Street project and purposes for the community.
- Jason Patin – question COSMOT RSG Buxton related to smith communications. Originally narrowed to COSMOT but had concern about level of detail of demographics to move forward with branding.
- Jim McRea – both companies gave plans to move forward without waiting. Can meet the request with either of these companies. Major difference is Buxton requires annual maintenance agreement and COSMOT would be active member of recruitment team in bringing agencies to Ridgecrest.
- Jason Patin – will COSMOT level of detail be able to help grant writing and lobbyist as we move forward? Will information be adequate?
- Jim McRea – yes, will recognize auxiliary issues. City lobbyist will look at economic development where COSMOT will look at military also and benefit both base and community.
- Jason Patin – COSMOT felt more like a partnership to move community forward and partner with the base and bring companies that will fit with their mission.
- Steve Morgan – Buxton’s data product is in greater detail than COSMOT however they will not partner with us, just give us the data. For level of commitment we want for company to work with us in the process, the level of data is not an issue. Believe COSMOT will give us the data we need and partner with us to effectively market the product. They are experienced in attracting commercial and retail tenants. Important to diversify with commercial and not just retail. We will want them to meet with partners and stakeholders on the base and in the community. I am convinced that with the prong approach we are taking as we work on the lobbying. These two prongs will and can work together.
- Jason Patin – it is a prong, several things I want to accomplish, one is grant writing and the other is lobbyist. These are two of the things we want to accomplish. Positive these two pieces of the puzzle are crucial to the big plan.
- Jerry Taylor – when looking at the scope of work, not just developing new retail, in terms of diversifying the community I don’t see this as being developed to bring other industry to town. Very much about bringing in a firm to develop data to get retailers to come and providing information. We all want to receive more economic diversity but think that issue needs to be discussed more so we are more stable in employment in this valley and not reliant on the base. Was torn between the proposals, one provides better support while the other provides

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better data. I do see the advantage in the better support with the limited staff we currently have.

- Chip Holloway – don't disagree with anything said. Buxton has been around for 12 years. We will also have access to financing capital to structure things together. With the amount of funding we have this is a nice fit and feels comfortable with this. Asked staff to get these people in touch with other contractors.
- Ron Carter – appreciate staff putting proposals together and thanked them for being able to move forward. Agree with Chip that based on today's needs this recommendation will meet those needs.
- Jason Patin – thanked Jim McRea and Gary Parsons for their work.

### Public Comment:

- Dave Matthews – attended several of the meetings, questioned Buxton about manufacturing data who assured they could provide such data.
- Howard Auld – what is the return on the investment. Understand the study will be on retail businesses only.
- Steve Morgan – we are asking for both retail and commercial.
- Howard Auld – they cannot change our market area and don't understand how they will be able to achieve it. Concerned about the investment from the TAB funds which is tax payer money. Want analytical questions asked.
- Brad DeGuess – moved back to town this year and not sure about the redevelopment process, but do understand economics in the south pacific. Don't know about the dollars being discussed. But whenever we do marketing to promote what we own and think we have it is clear you understand who you are before spending money on marketing. In past Ridgecrest has had several slogans and the current one is ridiculous. Branding statement should identify you. Ridgecrest Rocks is understood by locals but someone on the highway won't understand it. How will this community survive and what kind of future will we have? That is what the council has to decide and develop. My interest is if you are going to spend dollars, be very sure you are spending the money correctly. Don't have a lot of internal knowledge of the proposals but what is being discussed is development on Balsam street and light industry to improve the stability and tax structure which is good however in past Ridgecrest has never had a cohesive plan that worked. Been taught and raised that if you have a problem, figure it out and then take into direction to fix the problem, don't just spend money in the hope it develops a solution. Based on the limited information presented, as a council you should vote no if you are not 100% of what you are getting for the money.
- Steve Morgan – referred to a couple of documents presented by COSMOT. Level of detail, marketing of Balsam is a second level from the data we will receive. We expect to get relevant data on existing conditions that we can take to chamber of commerce so they can implement procedures to provide more services to community. Will also take a look at current occupancy on retail which will show what we are missing. Will include demographic information for other companies to view to see if they want to come here. Am positive about looking

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at methodologies to develop space with retailers and commercial developers as well as finance sources for the developments. Private public partnerships that we would be able to help bring businesses. We will be able to help them develop products and/or space to get them into Ridgecrest. If we can bring in a couple of businesses that can partner with the base and other retail that we lack now, we will have as great a return on our investment. We won't have it unless we try. However, if we do not have the data and then use the data correctly then we will not receive. That is why COSMOT won out over Buxton. Buxton only gave the data, COSMOT continues with helping us use the data appropriately.

- Jason Patin – tired of hearing we've already done that. I was elected to be proactive and this is a proactive move. Am I 100% sure it will work, no. I am 100% sure this is what we should be trying to do. The things that didn't work were all done in-house. This is a new procedure and is part of the bigger picture of what we need to accomplish. It hasn't worked in the past but I am not going to sit by and not do anything. Willing to move forward.
- Jerry Taylor – city has never done branding, billboards that are being seen are not the city branding. This town loses 1.2 million per year in tax bleed. Do not believe this will stop, but may prevent a few people from going out of town which will recoup the money being expended. Doesn't take much to recoup 25,000 spent when the annual bleed is 1.2 million dollars. Some of the funds we will never get back but if we provide more local choices then some of the people will shop locally.
- Chip Holloway – several years we have attended the developer's conference for the past 10 years. When presenting city of Ridgecrest to retailers, we had general information and don't have much time to give your pitch. COSMOT gives us the data to take to these developers. First year attended we did not have a Home Depot; the following year when home depot was being developed we were suddenly recognized. I am excited to attend the next conference with the data that will be prepared. Gave example of Weinerschnitzels location opening next to a specific retailer, the profit would be 14% higher. In past we did not have the right tools or timing. Our market is unique and this will be good data to be able to go out and market Ridgecrest

*Motion To Approve A Resolution Authorizing A Professional Service Agreement; Request For Proposals For Branding And Of Balsam Street And/Or City Marketing: Old Town Action Planning Committee And Community Development Committee Recommendations Tax Allocation Bond (TAB) Projects- Balsam Street By Council Member Patin, Second By Council Member Holloway. Motion Carried By Voice Vote Of 5 Ayes, 0 Nays, 0 Abstain, And 0 Absent.*

### PUBLIC COMMENT

- Dave Matthews – fall fair begins this weekend and read that parade was cancelled due to lack of participation. This is the first time no parade since fair was started. Fear is the cost of participation is prohibitive for past participants. Other concern is the previous participants are getting older and the younger people are not coming in to take over. Encourage the City or quality of life

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committee look into the matter and see if there is anything City can do for future years. Possibly joint information meeting with other organizations.

### DEPARTMENT AND COMMITTEE REPORTS

#### **Community Development Committee**

Member: Steve Morgan, Jason Patin

Meetings: 1<sup>st</sup> Thursday of the month at 5:00 p.m.; Council Conference Room

Next meeting

- Jason Patin – already discussed,

#### **RACVB**

Council Members Chip Holloway, Jason Patin

Meetings: 1<sup>st</sup> Wednesday of the month, 8:00 a.m.

Next meeting March 2, 2011 and location to be announced

- Chip Holloway – next meeting date announced, location not released.

#### **Parks, Recreation and Quality of Life Committee**

Members: Chip Holloway, Jason Patin

Meetings: 1<sup>st</sup> Thursday of every even month at 12:00 p.m.; Kerr-McGee Center

Next meeting February 3, 2011

- Chip Holloway – next meeting November 15 at 5pm.

#### **Infrastructure Committee**

Members: Steve Morgan, Jerry Taylor

Meetings: 2nd Wednesday of the month at 5:00 p.m., Council Conference Room

Next meeting

- Jerry Taylor – discussion of ARRA projects prioritizing shelf ready and preferable projects to be considered if funding became available.
- Steve Morgan – rule 20 money for underground distribution lines, made progress with SCE to have above ground lines moved. Also comment from Lahontan water district reference Proposition 84 and staff will be getting more details for us.
- Jerry Taylor – Wal-Mart drainage channel, city attorney gave direction about legal indemnification and engineering firm expressing concerns. Waiting for response from Wal-Mart.
- Keith Lemieux – understand they are moving forward.

#### **City Organization and Services Committee**

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Members: Ron Carter, Jerry Taylor

Meetings: 2nd Monday of the month at 5:00 p.m.; Council Conference Room

Next meeting February 14, 2011

- Jerry Taylor – not met

### **Activate Community Talents and Interventions For Optimal Neighborhoods Task Force (ACTION)**

Members: Co-Chairs Ron Carter, Chip Holloway

Meetings: 2nd Monday of odd numbered months at 6:00 p.m., Kerr-McGee Center

Next meeting March 14, 2011

- Ron Carter – met informally, received information of graffiti abatement. Next meeting November 14, at 6pm every other month.

### **OTHER COMMITTEES, BOARDS, OR COMMISSIONS**

- Jerry Taylor – announce scheduled board meeting with water district.

### **PUBLIC COMMENT**

- No member of the public presented comments.

### **CITY MANAGER/EXECUTIVE DIRECTOR REPORTS**

- Kurt Wilson – redevelopment Supreme Court case continued to November 10. Looks like we will be able to meet January deadline. Under existing statute we have concept to pay to play. Did receive a modest reduction in required payment.
- Congratulations to those involved in safe routes to school. Received another award.
- Recycling discussion, many cities in difficulty to get things done and we are ahead of the game.

### **MAYOR AND COUNCIL COMMENTS**

- Jason Patin – thanked scouts for coming, great to see young people engaged in local government. Come back again and bring your friends. Went to base for 100 years of aviation, it was amazing and hopefully they will do it again. Appreciate base for opening up for our community. Thank and apologize to staff, thanked for the hard work and apologize as we are just getting started. A lot of items we will be pushing on through. Issues we have can be resolved to some degree by increasing our tax base. Encouraged everyone to go to the fair. Thanked Jay and Nathan for partnering with us on economic development, been engaged in our meetings and will be meeting again to move forward.

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- Steve Morgan – thanked public for expressing concerns on the retail market and branding strategy. Please stay engaged as we work forward on these issues. Will be holding open, well-announced meetings to get the correct pieces in place. Congratulations to base for aviation celebration, they did a marvelous job putting this together and would be nice if this could be done on a regular basis. Reiterate on the Wal-Mart channel, they are holding it up. Wal-Mart and their people are holding it up, not city. as you've heard, we appear to be moving forward, but as a partner with them in this project there is no group more anxious to put a shovel in the ground than the 5 individuals you see on this Dias. We and staff have worked hard to get through issue Wal-Mart had. Thanked staff for their efforts. Waste management had a vehicle go down, had comments that employees were manually dragging cans down the street to dump into the truck and back to the homes. Thanked them for their determination to get the job done. Still under interim contract until January. Also received report that some businesses are having difficulty getting recycle cans so asked staff to check into this. Realistically you are paying for the green can and getting the blue can for free. Thanked community for recycling, we are exceeding the original estimate of recyclables. Desert Empire fair, their staff and board have tried very hard to present something that more of the public would be interested in attending with increased vendors and shows. Asked public to consider going to the fair at least one day of the next 4 to see what they are trying do to and give them your comments. They want to make this a fair that community wants to attend. Support your local non-profit organizations and people who submit their craft and baked goods for judging. Would like to thank those in the public who watch this meeting on TV. Last meeting received calls of concern about my ability to communicate. Will take into close consideration what was stated. Most times I do not come across well, the work I do for this city is very thorough even though sometimes my comments are brief.
- Jerry Taylor – appreciate naval facility event. Was unable to attend. Relative to this meeting being over by 7pm, I suggest we move the November 7 item to the first regular meeting of November where more people can be engaged in the discussion. Appreciate what the navy is doing to bring digital 395 fiber optics to our community. Asked city manager for future agenda item on deviated fixed route update. Appreciate Mr. Morgan getting additional funds for a garage and at same time Mr. Ponek is in desperate need for space for parks and recreation. Would like a report for corporate yard with addition of new garage. What is the plan for the yard? Also there is discussion of doing wraps for the busses, will branding be a part of the discussion. We have a 50 year celebration coming up and need to discuss what is appropriate for the branding of the busses. Mayor and I will be discussing budget tomorrow. Need to bring budget back to council to review. City wide median clean up on Las Flores this Saturday.
- Chip Holloway – past two weeks have had several commends of intersection of Downs and Bowman. Thanked everybody who attended the Navy Ball. This is a key time for the fair, they have made tremendous improvement which will include live sharks in the middle of the desert and a Mexican fiesta with food and dancing. They are pulling out all the stops to generate traffic. There are more military banners up. Clarification of Wal-Mart, they are being held up by a contractor for Wal-Mart and they are just as frustrated as us. We went thru the

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same problem with the hospital. Economic development glad we are moving forward with ideas again, received emails today from people asking not to put money to economic development and I understand but we have to do something that will increase the tax base so we can have the long-term funding to fix the streets. The air show was a fantastic event. We talk about the different prongs for community development and we want to keep the young people in the community and we have project lead the way and students should have the opportunity to go onto the base and see what goes on there and maybe we could get them excited about staying in Ridgecrest. Asked base representatives to take that message back to the base. Need to have it more often.

- Jerry Taylor – thanked staffs help and have encroachment permit for China Lake Blvd.
- Ron Carter – thanked the scouts for attending. Requested community to attended the fair and make it the best fair ever. Fairgrounds will not receive funding like in the past and if attendance is down they will not be able to have a fair in the future. Met with Diane Feinstein's representative the other day and discussed ways of generating more revenue for our community. Also discussed doing more for our veterans. Met with representatives of the VFW and VA to form a committee who will have access to council and officials to have a voice in this community. We are going to support and help them meet their needs in this community. When Feinstein's representative comes back he wants to meet with the veterans and will be scheduling a special trip just for them.

**ADJOURNMENT at 7:30pm**



*Rachel J. Ford, CMC*  
Rachel J. Ford, CMC - City Clerk