



**ECONOMIC DEVELOPMENT COMMITTEE
SPECIAL MEETING AGENDA
Thursday, June 21, 2018 - 6:00 p.m.**

**Lompoc City Hall Council Chambers
100 Civic Center Plaza, Lompoc, CA**

Please be advised that, pursuant to State Law, any member of the public may address the Committee's concerning any Item on the Agenda, before or during the Committee's consideration of that Item.

Any documents produced by staff and distributed to the Committee Members regarding any item on the Agenda will be made available for public inspection in the lobby of Lompoc City Hall at 100 Civic Center Plaza between 9 a.m. and 5 p.m. Monday through Friday, and the Lompoc Library Information Desk at 501 E. North Avenue between 10 am and 7 pm Monday through Thursday and 1 p.m. and 5 p.m. Friday and Saturday.

If requested, the Agenda shall be made available in appropriate alternative formats to persons with a disability, as required by Section 202 of the Americans with Disabilities Act of 1990, and the federal rules and regulations adopted in implementation thereof. To request an alternative format, contact Jasmine McGinty at (805) 875-8226 or j_mcginty@ci.lompoc.ca.us

Roll Call of Committee Members:

Jeremy Ball, Committee Chair

Chelsea Cochran, Vice Chair

Lisa Andre

Kathi Froemming

DeWayne Holmdahl

Tina Mercer

Cecilia Ramos

Clay Turner

2 open positions

Naishadh Buch

Henry Gallina

Chuck Madson

Megan Raff

Rob Traylor

Associate Members:

Gilda Cordova

Barbara Edwards

Amber Wilson

2 open positions

Brandon Bridge

Tom Farrell

City Council Liaison: Council Member Osborne

Staff:

Christie Alarcon, Interim Economic Development Director

Jasmine McGinty, Development Programs Specialist

Oral Communications: (3 minutes maximum)

Staff Comments:

- **Recent Development Activity**

Agenda Items

A. Approval of Minutes – May 3, 2018

B. Vision Statement – adopted October 3, 2014

“Our Vision statement is to develop a strong positive image which attracts and retains business and visitors and residents that achieves economic vitality in the Lompoc Valley.”

C. Review Draft Strategic Plan

D. Review and Revise Strategic Plan Document Sub Group Reports:

A. Broadband Connectivity Support Group

Members: Traylor, Cordova

- 1) **Broadband awareness and expansion**
- 2) **Tri- County Broadband Initiative**
- 3) **Needs assessment on Broadband Infrastructure/ gaps**

B. Marketing, Events and Expand Economic Development Capacity

Members: Ball, Cochran, Traylor

- 1) **Identify Possible Committee Members: Santa Ynez Band of Chumash, VAFB, Federal Correctional Institution**
(Member Cordova, Ball)
- 2) **EVA**
(Member Ramos, Cochran, Traylor, Ball)
- 3) **Lompoc Record Column**
(Members Ramos, Ball, Andre)
- 4) **Old Town Summer Markets and Events**
- 5) **Economic Development Website/ Social Media**
- 6) **Economic Vitality Forum**
(Members Ball, Cochran)

C. Improve Business Environment and Workforce

Members: Gallina, Cochran, Traylor

- 1) **Local education initiative: Education Summit subcommittee “Pathways to Success” and “Career Exploration”**
- 2) **Promotion of local existing businesses, foster retention and expansion- Chamber Business Survey**
- 3) **El Camino Community Center Liaison** (Bridge)
- 4) **Zoning Ordinance Update Liaison** (Turner)

D. Promote and Improve Physical and Perceived Image

Members: Ball, Buch, Cochran

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- 1) Obtain general understanding of partners
 - 2) Promote existing beautification events
 - 3) Promote Façade Improvement Program
 - 4) Oversight Parks and Recreation Liaison
 - 5) Beautification Commission Liaison

E. Policy Recommendations

Members: Traylor, Cochran, Mercer, Holmdahl, Gallina, Ball

E. Committee Business

Oral Communications (3 minutes maximum)

Staff & Committee Requests/Announcements

Written Communications

Adjournment

I hereby certify under penalty of perjury under the laws of the State of California that the foregoing agenda was posted on the City Hall bulletin board not less than 72 hours prior to the meeting. Dated on this 8th day of June.

Jasmine McGinty

Jasmine McGinty
Development Programs Specialist