

**ADOPTED MINUTES OF THE REGULAR MEETING  
OF THE  
ECONOMIC DEVELOPMENT COMMITTEE**

Adopted June 21, 2018

**Thursday, May 3 2018**

**6:00 p.m.**

**Lompoc City Council Chambers**

**ROLL CALL OF COMMITTEE MEMBERS:**

Jeremy Ball, Committee Chair – excused

Chelsea Cochran, Vice Chair

Lisa Andre

Kathi Froemming

DeWayne Holmdahl

Tina Mercer – absent

Cecilia Ramos – absent

Rob Traylor

Naishadh Buch

Henry Gallina

Christopher McIntyre – excused

Megan Raff

Sue Schuyler – absent

Clay Turner – absent

**ASSOCIATE MEMBERS:**

Gilda Cordova – absent

Barbara Edwards

Tom Farrell – absent

Amber Wilson

Brandon Bridge – excused

Joseph Dowdy – excused

**STAFF:**

Christie Alarcon, Interim Economic Development Director

Jasmine McGinty, Development Programs Specialist

**MEMBERS OF THE AUDIENCE:**

Jenelle Osborne, Council Member

**ORAL COMMUNICATIONS**

None.

**STAFF COMMENTS:**

- **Recent Development Activity**

Ms. Alarcon reported on the following development activity:

- Planet Fitness will be moving into the old Fresh and Easy location. They have received their tenant improvement plans.
- Summit View Homes development is moving forward; the developers have submitted their mapping and grading plans to the Planning Division.
- CHC will be going to Council in June.
- Ulta Beauty is in the planning process.

**AGENDA ITEMS:**

**A. Approval of Minutes – April 5, 2018.**

**MOTION:** It was moved by Member Traylor and seconded by Member Holmdahl that the April 5, 2018 minutes were approved.

**VOTE:** The motion was passed on a unanimous voice vote.

**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. Strategic Plan Document Sub Group Reports:**

- **Broadband Connectivity Support Group**  
Members: Cochran, Traylor, Dowdy, Cordova

None.

- **Marketing and Added Capacity**
  - 1) **Identify Possible Committee Members:**  
Santa Ynez Band of Chumash, Vandenberg Air Force Base, LUSD, Federal Correctional Institution  
Members: Cordova, Ball
  - 2) **EVA**  
Members: Ramos, Traylor, Cochran, Ball

Member Cochran stated they presented the first EVA of quarter 2 to Fast Pass Car Wash this afternoon. She noted they received the award for their investment into the business with the addition of vacuum services and new interior in the car wash. She noted the next two winners for the quarter are Deesee's Boutique and Just 2 Sweet Candy Creations.

- 3) **Lompoc Record Column**  
Members: Ramos, Ball, Andre, Dowdy

Ms. McGinty stated the Lompoc Record article for Sunday, May 6<sup>th</sup> will be highlighting National Economic Development Week and National Small Business Week.

- 4) **Festival Subcommittee**  
Members: Ball
- 5) **Old Town Market and Events**  
Members: Wilson
- 6) **Economic Development Website/ Social Media**

Member Traylor asked for an update on the website redesign launch. Ms. Alarcon gave an update on the status of the website launch and explained the process by which city staff are migrating over website pages from the old site, to what will be transferred to the new site. Staff did not have an exact date for the website launch, but stated it will be in the coming months.

- 7) **Economic Vitality Forum**  
Members: Ball, Cochran

- **Improve Business Environment**
  - 1) **Local education initiative: Education Summit**
  - 2) **Promotion of local existing businesses, foster retention and expansion**
  - 3) **El Camino Community Center**
  - 4) **Zoning Ordinance Liaison (Turner)**

**Members: Gallina, Cochran, Traylor**

Member Cochran shared that Chair Ball had submitted comments on the public review draft of the zoning ordinance to the Planning Division on various topics in the ordinance. She mentioned to keep an eye out for the next public workshop for the zoning ordinance, which is slated for the end of May or early June. Council member Osborne shared the meeting may occur before the EDC meets again so to make sure to keep a lookout for when that will be.

- **Improve Physical and Perceived Image**
  - 1) **Obtain general understanding of partners**
  - 2) **Promote existing beautification events**
  - 3) **Promote Façade Improvement Program**
  - 4) **Oversight Parks and Recreation Liaison (Bridge)**
  - 5) **Beautification Commission Liaison**

**Members: Ball, Buch, Cochran**

Ms. McGinty shared there was a beautification event on April 28<sup>th</sup> where volunteers beautified areas of the city. She commented on the great job they did and to go check out the areas which they improved.

- **Policy Recommendations**

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

None.

#### **D. Committee Business**

##### **1) Strategic Planning Workshop**

Member Cochran informed the EDC the deadline for the EDC workshop survey was Friday, May 4<sup>th</sup>. She encouraged the members to take the survey and stressed the importance it will be for the workshop.

#### **ORAL COMMUNICATIONS**

Member Holmdahl discussed the Mission to Mars launch and encouraged members of the EDC to promote the event and come out to the event hosted by Explore Lompoc. He discussed the importance of promoting Lompoc for both residents and tourists alike. There was a general discussion of ways to highlight the positive events and programs occurring in Lompoc. He also noted the importance of working closely with VAFB. Member Cochran then added that Explore Lompoc was planning to get more involved with projects on the base. She reminded the EDC that Member Cordova has been in close contact with the base and are looking to strengthen the partnership among the two to work on projects together moving forward.

Member Gallina added the importance of getting the word out about positive things occurring in Lompoc as well. Member Cochran stated the EDC members are the ambassadors to promote Lompoc and spread the word about positivity in Lompoc.

Ms. McGinty reminded the EDC the joint meeting with Council and the EDC Strategic Planning workshop will be Monday, May 21<sup>st</sup> from 9 to 2 p.m. at the Dick DeWees Community and Senior Center.

**STAFF & COMMITTEE REQUESTS/ANNOUNCEMENTS** – None

**WRITTEN COMMUNICATIONS** – None

**ADJOURN** – Vice Chair Cochran adjourned the meeting at 6:26 p.m.