

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

Adopted May 3, 2018

**Thursday, April 5, 2018**

**6:00 p.m.**

**Lompoc City Council Chambers**

**ROLL CALL OF COMMITTEE MEMBERS:**

Jeremy Ball, Committee Chair

Chelsea Cochran, Vice Chair

Lisa Andre – excused

Kathi Froemming

DeWayne Holmdahl

Tina Mercer – excused

Cecilia Ramos

Rob Traylor

Naishadh Buch

Henry Gallina

Christopher McIntyre – excused

Megan Raff

Sue Schuyler – absent

Clay Turner – excused

**ASSOCIATE MEMBERS:**

Gilda Cordova – excused

Barbara Edwards – excused

Tom Farrell

Amber Wilson

Brandon Bridge

Joseph Dowdy

Lorena Regalado – excused

**STAFF:**

Christie Alarcon, Interim Economic Development Director

Jasmine McGinty, Development Programs Specialist

**MEMBERS OF THE AUDIENCE:**

Jenelle Osborne, Council Member

Victor Vega, Council Member

**ORAL COMMUNICATIONS**

Member of the audience, Council Member Osborne thanked the EDC for the work they are doing. Chair Ball also thanked both Council Member Osborne and Council Member Vega for attending the EDC meeting.

Chair Ball announced new EDC members, Megan Raff and Christopher McIntyre. Member McIntyre introduced herself and stated her and her husband own Dare2Dream Farms.

**STAFF COMMENTS:**

- **Recent Development Activity**

Ms. Alarcon reported on the following development activity:

- Fast pass car wash moving forward with vacuum expansion
- Conserv Fuel moving forward in construction phases
- Two tenant pad is under construction

- Summit View Homes development is moving forward; staff met with developers and developers are still hoping to begin construction in December 2018
- CHC will be going to Council with a pilot agreement. Member Buch asked if there was a timeline on the CHC project, and Ms. Alarcon did not have a timeline.

Ms. McGinty stated the final date of the EDC Strategic Planning Workshop will be Monday, May 21<sup>st</sup> from 9 – 2 pm. This meeting will be a joint meeting with the City Council and will be held at the Dick DeWees Senior and Community Center. She also added the State of the City Address will be next Thursday, April 12<sup>th</sup>. The deadline to register with the Chamber of Commerce is Friday, April 6<sup>th</sup>.

#### **AGENDA ITEMS:**

##### **A. Approval of Minutes – March 1, 2018.**

**MOTION:** It was moved by Member Traylor and seconded by Member Holmdahl that the March 1, 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**

Member Dowdy asked if this subcommittee has made any progress on the topic. Member Traylor stated this will be up for discussion at the Strategic Planning workshop.

- **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**

Chair Ball stated he has been in contact with representatives from VAFB that is interested in potentially being a liaison for the EDC and VAFB.

- 2) **EVA**  
**Members: Ramos, Traylor, Cochran, Ball**

Ms. McGinty stated the first winner for Quarter 2 is Fast Pass Car Wash for their recent expansions. She let the EDC know to keep a lookout for when the award will be presented.

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

- Members: Ball**
- 5) Old Town Market and Events**  
**Members: Wilson**
- 6) Economic Development Website/ Social Media**
- 7) Economic Vitality Forum**  
**Members: Ball, Cochran**

Member Ball stated he and Member Cochran will be meeting to brainstorm, follow up, and create next steps and priorities for this initiative.

- **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 Gallina informed the committee that CALED (California Association for Local Economic Development) awarded the City of Lompoc and the EDC with an Award of Merit for the Pathways to Preparedness Summit held in September. He stated he has submitted this to an international directory on Appreciative Inquiry. Ms. McGinty stated she applied for the partnerships award. Each year, CALED presents awards of excellence in promotions, programs, and partnerships. There was a general discussion about the success of the Pathways to Preparedness Summit.

Member Ball stated the a few members of the EDC attended the Zoning Ordinance Update Workshop on March 28<sup>th</sup> and was pleased by the presentation. Public input is welcomed until April 20<sup>th</sup> and asked the EDC for ways to submit input. He mentioned some of the areas of opportunity to give public input could be on food in industrial zones, artisans and cottage food operators.

- **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 gave a brief update on the Commercial Façade Rebate and Loan Program. She stated there has been three approved applications, and one application under review. She noted that Earl's RV was the first recipient of the grant, and has made some improvements on their building.

Council Member Osborne stated there was a beautification commission event on April 21<sup>st</sup>. The event will begin at 8 am, and more information can be found at the City of Lompoc's Facebook page.

- **Policy Recommendations**  
**Members: Traylor, Cochran, Mercer, Holmdahl, Gallina, Ball**

Member Traylor stated he will work on scheduling a subcommittee meeting for the end of April. Additional updates at the next meeting.

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

None.

#### **ORAL COMMUNICATIONS**

Police Chief Pat Walsh gave a brief presentation on policing and law enforcement in Lompoc, as well as community oriented policing. He noted that officers in Lompoc are using their resources to leverage people to “get help.” Chief Walsh discussed topics such as homelessness in the Riverbed, shoplifting and petty theft issues, and staffing challenges.

There was a general discussion about homelessness and Chief Walsh explained how they are partnering with multiple agencies and organizations to help the homeless community with services and getting the assistance they need. He also gave an overview of the status of shoplifting in Lompoc and his views on reinstating “petty theft with a prior” to help with shoplifting crime in Lompoc.

Member Traylor asked what the current police goals were and how does that compare to what they would be if the police department was fully staffed. Chief Walsh stated his hopes for a gang unit as well as an officer fully dedicated to homelessness. There was then a general discussion about gang activity in Lompoc and Santa Maria. Chair Ball thanked the Chief for his presentation and discussion with the EDC.

Member Wilson announced the State of the City Address will be on April 12<sup>th</sup> and the RSVP deadline for the catering is Friday, April 6<sup>th</sup>. Member Ball spoke to the success of the Empty Bowls event at the Dick DeWees Center. Member Cochran asked for a follow up on the letter of support for the Huyck Stadium renovation and Member Ball stated he is in the process of crafting that.

Council Member Osborne again thanked the committee for the work they do and the members of the EDC thanked her and Member Vega for attending.

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

**WRITTEN COMMUNICATIONS** – None

**ADJOURN** – Chair Ball adjourned the meeting at 7:19 p.m.