

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

Adopted January 4, 2019

Thursday, November 1, 2018

6:00 p.m.

Lompoc City Council Chambers

ROLL CALL OF COMMITTEE MEMBERS:

Jeremy Ball, Committee Chair

Chelsea Cochran, Vice Chair – excused

Lisa Andre – excused

Ed Braxton

Henry Gallina

Chuck Madson

Megan Raff

Rob Traylor

Tim Becker – excused

Naishadh Buch – excused

DeWayne Holmdahl

Tina Mercer – excused

Cecilia Ramos – excused

Clay Turner – absent

ASSOCIATE MEMBERS:

Brandon Bridge

Robert Utterbach

Gilda Cordova

Amber Wilson

STAFF:

Jasmine McGinty, Development Programs Specialist

ORAL COMMUNICATIONS

None.

STAFF COMMENTS:

Ms. McGinty reported on the following recent development activity:

- The planning division will be applying for a grant called the “Sustainable Communities Competitive/Formula” for improvement of the H and Ocean corridor. On November 20th, approval for applying for this grant will be going to Council. If approved, the grant is due by November 30th. It will include improved landscaping, bicycle and pedestrian friendly pathways. The grant money will cover the cost of the plans.
- The Zoning Ordinance Update will be going to Council in December 2018 for the fifth public hearing. The goal is to have an adopted Zoning Ordinance Update within the next three months.
- Summit View Housing Development will be going to Council on November 20, 2018 for the formation of a CFD. Construction will begin next year.
- Council approved CHC, a 28,000 SF Healthcare clinic and construction will hopefully begin within the next few months.

AGENDA ITEMS:

A. Approval of Minutes – October 4, 2018

MOTION: It was moved by Member Braxton and seconded by Member Traylor that the October 4, 2018 minutes were approved.

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

B. Approval of 2019 Calendar

MOTION: It was moved by Member Traylor and seconded by Member Braxton that the 2019 be approved.

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

C. 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.”

D. Subcommittee Reports

1. BIDS

Member Bridge suggested looking at the Cannabis industry for creating a potential bid. He rose some general questions about if funds from a BID can be used for community and City projects, for example, parks. Member Braxton also asked if the EDC had access to the City attorney for legal advice in formation of a BID. Ms. McGinty suggested looking into a consultant, such as how Visit Lompoc did. Member Cordova added her experience working with Civitas for the formation of the TBID with the hotels. She shared how Visit Lompoc is a management organization and the City does not decide how the funds are spent. She discussed how they use their marketing dollars to promote “heads in beds” so the BID may have to use the funds for their specific industry.

There was a general discussion regarding BIDs, and looking at the various industries they can help create a BID with. Member Cordova emphasized that the industry needs to be at the table and they must be involved in the process. Member Braxton stated he will reach out to Civitas and will have a report at the January meeting.

2. Events

Member Ball shared the subcommittee met to begin planning a follow up to the Pathways to Preparedness event. He shared with the committee a timeline of when they believe the event to be and the next steps. Member Ball and Cochran shared they wanted to change the format of the event slightly so that it is less presentations and more interactive. The subcommittee plans to have a panel with members of the LUSD and AHC on the panel. Member Gallina shared some of the folks they plan to reach out to be on the panel.

3. EVA

Ms. McGinty stated the last two EVA awards that were given were to Conserv Fuel and Sweet Baking Co. Conserv Fuel’s Lompoc record article will be featured on Sunday, November 4th and Sweet Baking Co will be featured on November 18th. The next two awards will be given to the Lompoc Theatre Project and 805 Chophouse. The Theatre

Project was nominated for holding the first Chalks Festival in Lompoc and the 805 Chophouse celebrated it's first year of success. Member Cordova added some information during the call for EVA nominations about the Church located on North O Street. They are nearing completion on the day care facility for low income families.

4. Parks/ Infrastructure

Member Bridge mentioned that Steve Bridge of the Parks and Recreation Commission completed his report on analysis of City parks. He shared the results were that approximately half of the parks are draining the other half of parks and drastic measures must be taken. He noted the report includes a chart in data where rankings occur and the highest ratings include the use of youth sports as a major driver for a successful park.

5. Business- Friendly Practices

Member Bridge asked if the City of Lompoc was actively reaching out to retail and restaurant franchisee concepts. He mentioned we should put together a "one sheet" selling Lompoc. Ms. McGinty informed the EDC that our retail recruitment partner, Retail Strategies has a one page-marketing guide for Lompoc that they use to actively promote Lompoc. There was a general discussion about marketing Lompoc to get more businesses in town.

ORAL COMMUNICATIONS

Member Braxton stated that LVMC is in it's final steps of acquiring Sansum Clinic in Lompoc located at 1225 North H St. There will be an informational session regarding this change on November 13th at 6 p.m. in Ocean's Seven Café.

Member Ball stated that Member Cordova was voted as president for Explore Lompoc. The EDC congratulated Member Cordova as she shared her excitement for Explore Lompoc for the newly renewed TBID. Member Cordova stated that Explore Lompoc will be getting a refresh in 2019 that includes a call to action, more vibrant images and advertising, and more of an online presence.

Member Braxton mentioned the Christmas tree giveaway for military families occurring on December 5th at Union Bank in Lompoc. He encouraged the EDC to attend this local event.

STAFF & COMMITTEE REQUESTS/ANNOUNCEMENTS - None.

WRITTEN COMMUNICATIONS – None.

ADJOURN – Chair Ball adjourned the meeting at 7:18 p.m.