



CITY OF RIDGECREST
ECONOMIC DEVELOPMENT COMMITTEE

AGENDA

City Council Chambers
100 West California Avenue
Ridgecrest, CA 93555

Wednesday, August 11, 2021
5:00PM
REGULAR MEETING

Meetings are currently open to the public. To participate remotely, please call: 1-650-479-3208, meeting access code: 182 348 6283. On the city's homepage (<https://ridgecrest-ca.gov/>) is a quick link to 'Virtually Attend Committee Meetings.' When you follow the link you will see the log in information and any supporting documents for viewing. If you log in online first you can enter your Caller ID when you call in.

CALL TO ORDER –

ROLL CALL

APPROVAL OF AGENDA

APPROVAL OF MINUTES

1. Approval of draft minutes from the regular meeting dated 07-14-2021

PUBLIC COMMENTS OF ITEMS NOT ON THE AGENDA

DISCUSSION AND OTHER ACTION ITEMS

1. ICSC Conference Information
2. HdL Insight Market Analytics
3. Staff Updates

FUTURE AGENDA ITEMS

ANNOUNCEMENTS

ADJOURNMENT –



CITY OF RIDGECREST
ECONOMIC DEVELOPMENT COMMITTEE

DRAFT MINUTES

City Council Chambers
100 West California Avenue
Ridgecrest, CA 93555

Wednesday, July 14th, 2021
5:00PM
REGULAR MEETING

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ECONOMIC DEVELOPMENT COMMITTEE

Kyle Blades, Chairman; Solomon Rajaratnam, Vice Chairman; Bernie Mondragon, Commissioner; Bill Farris Jr., Commissioner

Staff: M. McKenzie, Analyst; R. Strand, City Manager

CALL TO ORDER – 5:00 p.m.

ROLL CALL

Present: Blades, Rajaratnam, Mondragon, Farris

APPROVAL OF AGENDA

M/S Rajaratnam/Farris to approve agenda. Motion carried by a roll call vote of: 5 Ayes; 0 Noes; 0 Absent; 0 Abstain

APPROVAL OF MINUTES

~~2. Approval of draft minutes from the regular meeting dated 04-15-2021~~

Previous meeting notes not available for approval; Voting bypassed.

PUBLIC COMMENTS OF ITEMS NOT ON THE AGENDA

Opened: 5:01 PM -No Public Comment- Closed: 5:02 PM

DISCUSSION AND OTHER ACTION ITEMS

4. R.A.C.E. Update

R. Strand presented update

5. Social Media Update

Staff report made by M. McKenzie

Committee Comment:

Rajaratnam asked about Blades' role in coordination; Blades responded that City staff have taken lead on coordination but he will be involved in the process/vision

Blades asked about public survey timeline

Rajaratnam asked about survey source; Strand commented on initial outreach survey by Lew Edwards & clarified current survey scope

Blades asked about Chamber of Commerce E-sign outreach; McKenzie commented design in progress

6. ICSC Conference Information

McKenzie presented conference information

Committee Comment:

Blades and Farris expressed interest in attending

Strand directed staff to make reservations

Blades inquired about preparation for conference; Strand responded that HdL consultant will assist in identifying opportunities and making appropriate connections

Blades asked about list of vendors

7. Staff Update

Strand provided update on current developments; Panda, Chipotle, Starbucks, Dutch Bros on track; Town Suites extended building permit 180 days

RACVB CalTrans sign program to go thru appeals process, City will assist; Blades offered to assist with this process

Oasis Development: 6 lots available; Strand mentioned hospital may be interested

McKenzie shared commercial property listing for 930 N. Norma St.

McKenzie presented WebCor event information

McKenzie shared SCE Charge Ready Program information

FUTURE AGENDA ITEMS

None

ANNOUNCEMENTS

None

ADJOURNMENT – 5:30 p.m.