



CITY OF RIDGECREST
ECONOMIC DEVELOPMENT COMMITTEE
AGENDA

City Council Chambers
100 West California Avenue
Ridgecrest, CA 93555

Wednesday, September 8, 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 8-11--21(<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 08-11-2021

PUBLIC COMMENTS OF ITEMS NOT ON THE AGENDA

DISCUSSION AND OTHER ACTION ITEMS

1. Strategic Planning for ISCS Conference
2. HdL Consultant Updates
3. Staff Update

FUTURE AGENDA ITEMS

ANNOUNCEMENTS

ADJOURNMENT –



CITY OF RIDGECREST
ECONOMIC DEVELOPMENT COMMITTEE

DRAFT MINUTES

City Council Chambers
100 West California Avenue
Ridgecrest, CA 93555

Wednesday, August 11th, 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,, Farris

Absent: Mondragon

APPROVAL OF AGENDA

M/S Rajaratnam/Farris to approve agenda. Motion carried by a roll call vote of: 3 Ayes; 0 Noes; 1 Absent; 0 Abstain

APPROVAL OF MINUTES

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

Farris/Rajaratnam to approve minutes. Motion carried by a roll call vote of: 3 Ayes; 0 Noes; 1 Absent; 0 Abstain

PUBLIC COMMENTS OF ITEMS NOT ON THE AGENDA

Opened: 5:04 PM -No Public Comment- Closed: 5:05 PM

DISCUSSION AND OTHER ACTION ITEMS

1. ISCS Conference Information

McKenzie reported conference details, including lodging and event calendar.

- Blades & Farris commented on event experience & deal-making process.
- Committee discussed developing a strategy to prepare for conference

2. HdL Market Insight Analytics

Strand & McKenzie presented overview of report.

- Farris commented on HdL contractor & scope of demographics.
- Blades commented on strategy & pre-conference meetings plans; Committee discussed.
- Blades expressed interest in potential to recruit industry attractions to stimulate economic growth; Committee discussed.
- Rajaratnam expressed concern over potential inaccurate data in report & requested sources be checked

3. Staff Updates

Strand provided update on Race Communications

- Rajaratnam asked about competition & impacts to other service providers; Committee discussed.

McKenzie presented update on public outreach efforts

McKenzie reported on current & upcoming development projects

- McKenzie reported KFC franchise submitted an application to Planning Commission.
- Rajaratnam asked about Dutch Bros.
- Blades asked about Chamber of Commerce E-sign

FUTURE AGENDA ITEMS

None

ANNOUNCEMENTS

None

ADJOURNMENT – 6:00 p.m.