

CITY OF RIDGECREST

ECONOMIC DEVELOPMENT COMMITTEE AGENDA

City Council Chambers
100 West California Avenue
Ridgecrest, CA 93555



November 6, 2023
5:15 p.m.
REGULAR MEETING

CITY ORG COMMITTEE:

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

CALL TO ORDER –

ROLL CALL –

APPROVAL OF AGENDA –

APPROVAL OF MINUTES –

1. Approve draft minutes of the regular meeting dated 10-2-2023.

PUBLIC COMMENTS OF ITEMS NOT ON THE AGENDA –

DISCUSSION ITEMS –

2. Recruitment & Development Updates
3. Kern County Updates
4. Downtown Balsam Street Revitalization
5. Community Event Data
6. Economic Outlook Conference (2024)

STAFF/COMMITTEE ANNOUNCEMENTS –

ADJOURNMENT –

This agenda is available on the City of Ridgecrest website at <https://www.ridgecrest-ca.gov/agendacenter>

CITY OF RIDGECREST

PUBLIC MEETING PROTOCOL

City of Ridgecrest Committee meetings are OPEN to public attendance.

VIRTUALLY ATTEND MEETING

*City of Ridgecrest Economic Development Committee meetings are OPEN to public attendance. Although Chambers are OPEN, public participation is still encouraged via livestreaming, call-in, or via written correspondence. **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 for City Org. If you log in online first you can enter your Caller ID when you call in.*

PUBLIC PARTICIPATION

Pursuant to Government Code section 54954.3 members of the public are afforded the opportunity to address the Committee. This time has been set aside for the public to address the Committee on items NOT listed on the agenda. The Committee will not act upon these items at this meeting other than to review and/or provide direction to staff.

HEARING MATERIALS

Any writings or documents distributed to a majority of the members of the Committee regarding any open session item on this agenda will be made available for public inspection in the City Clerk's Office located at 100 W. California Avenue, during normal business hours. These writings or documents will also be available for review at the meeting.

Persons unable to attend a hearing may submit comments regarding a scheduled item to Megan McKenzie, 100 W. California Avenue, Ridgecrest, CA 93555. Written comments received by the close of the business day prior to the hearing will be brought to the attention of the Committee and made part of the official record.

ADDITIONAL INFORMATION

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact Megan McKenzie at (760) 499-5061. Notification 48 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting. (28CFR 35.102-35.104 ADA Title II)

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CITY OF RIDGECREST

ECONOMIC DEVELOPMENT COMMITTEE **DRAFT** MINUTES

City Council Chambers
100 West California Avenue
Ridgecrest, CA 93555



October 2, 2023
5:15 p.m.
REGULAR MEETING

CITY ORG COMMITTEE:

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

CALL TO ORDER – 5:15 p.m.

ROLL CALL – all present

APPROVAL OF AGENDA – M/S, Rajaratnam/Farris

APPROVAL OF MINUTES – M/S, Mondragon/Farris

1. Approve draft minutes of the regular meeting dated 8-7-2023.

PUBLIC COMMENTS OF ITEMS NOT ON THE AGENDA –

- Scott O’Neil (IWV EDC): Inyokern Airport Commercial Air Service
 - Re: study assessment of Inyokern Airport commercial/regional air service needs i.e. frequency, destination(s), etc.
 - Partnership w/ Interflight Global - familiar w/ route, climate, & community needs
 - Local amenities exist for air space, pilots, and demand (local industry i.e. installation/RRH for travel/recruitment)
 - Study effort supported by local installation (NAWS) – w/ primary connecting destinations at Las Vegas & Phoenix; potential for charter service to include primary air service(s) operating w/i region for additional flexibility
 - Potential to improve tourism with additional routes from LV to Inyokern area; potential to capture regional markets for airfare services i.e. Lancaster
 - Major concerns/benefits: security and established travel schedules (NAWS) → formal dialogue/public feedback for funding study & understanding of requirements to develop strategy moving forward (i.e. community wants/needs)
 - Phase 1 – develop strategy & identify community needs ~ \$50k (SEEKING FUNDING SUPPORT – Currently ~10% of funding committed to study)
Phase 2 – develop market plan & begin outreach efforts; create implementation plan
Phase 3 – implementation of Phase 1&2 components

Committee Comments:

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- Farris: Follow-up @ RACVB Board meeting for further input/feedback
- Rajaratnam: Confirm installation support for study prior to moving forward;
O'Neil: installation support instrumental in moving forward w/ study
- Blades: question re: process for installation support, cost vs. revenue / supply vs. demand
O'Neil: statement of support from regional airlines (i.e. security) and supporting industries (NAWS, RRH, etc.) – potential to expand service as demand dictates
- Blades: concern re: pilot supply to fuel increased demand; Farris: potential to build revenue stream for pilot training on regional routes
- Strand: benefits to Inyokern Airport (financial incentive) – i.e facility rental, rental car services, etc.
- Farris: scalability re: limits to charter service;
O'Neil: type of question that will be addressed in Phase 1 study
- Mondragon: potential for commercial expansion;
O'Neil: pending success of reinstated air service study

DISCUSSION ITEMS –

2. Recruitment & Development Updates

- Economic Development Map – updated 10/2/2023
 - Recruitment Efforts - HdL Updates
 - Updated Void Analysis Report, projected delivery October/November '23
 - ICSC Conference – San Diego
 - Updated Commercial Property information
 - Annual Comprehensive Financial Report
 - FY 23-24 Economic Development updates
- Committee Comments:*
- Blades: on track with economic development goals; committee direction
Rajaratnam: CLA mtg expressed that City direction w/ QoL improvements are having benefits w/ installation recruitment efforts
 - Rajaratnam: focus on housing needs;
Stand: quality of life will drive housing market

3. Kern County Updates

- East Kern Economic Alliance – September meeting update(s)
 - SCE Roundtable: Develop timeline for projects to meet power capacity for rural projects; vs. 5-10-year projections
- Sierra Shared Spaces – Coworking Vision
- KEDC Aerospace Defense Industry Sector Video
 - Staff continues to coordinate with NAWSCS representatives to determine content to include, key speaker interviews, additional footage, etc. to move forward with confirming schedule for filming
 - KEDC provided rough footage (not for public release) of 'Episode 1' in the series at Mojave Air & Space Port to NAWSCS reps as reference to assist in the review/planning process for installation approval

4. Downtown Balsam Street Revitalization

- Night *off* Balsam (#4) scheduled Saturday, October 28th 7pm @ City Hall
 - Location at City Hall due to ongoing road detours on Balsam (sewer work); Intention to return to Balsam St. for future NoB events

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- Future potential to expand Farmer’s Market
- CGI Banner Program
 - CGI Project Manager: Robert Barto (rjbarto@cgicompany.com, 585-645-5986)
 - All identified post(s) claimed by local businesses for sponsorship opportunities
 - Potential to expand footprint in future years to incorporate additional downtown area(s); include additional posts surrounding City Hall for ‘free’ ad space (i.e. Fire Dept, PD, etc.) per City designation
- Balsam St. Conceptual Redesign
 - Urban Field Studio provided conceptual renderings of Balsam street redevelopment components- to be used as resource for potential shovel-ready project funding
 - Staff exploring potential funding sources (i.e. Round 3 Clean CA grant program) for phasing of project components

STAFF/COMMITTEE ANNOUNCEMENTS –

ADJOURNMENT – 6:39pm