

CITY OF RIDGECREST

ECONOMIC DEVELOPMENT COMMITTEE AGENDA

Conference Rm 'B'
100 West California Avenue
Ridgecrest, CA 93555



December 4, 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 11-6-2023.

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 Events
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



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 – 5:21pm.

ROLL CALL – absent: Blades

APPROVAL OF AGENDA – all in favor

APPROVAL OF MINUTES – all in favor

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

PUBLIC COMMENTS OF ITEMS NOT ON THE AGENDA –

DISCUSSION ITEMS –

8. Recruitment & Development Updates

- See Notes – All Current Projects Tracking on Schedule
- New Updates: Kung Fu Tea, Tap That Axe, etc.
- Mondragon: Question of Rite Aid brand closure – no news to date
- Farris: BoA building opportunity – Staff exploring options
- Farris: Panera Bread opportunity – market interest, site selection pending
- Rajaratnam: question of Mojave View; certificate of occupancy received, currently ~50% occupancy to date; offsite improvements in planning – no revenue stream to City

9. Kern County Updates

- KC Energy Summit: 11/15
- Link to KEDC Industry Sector Videos:
<https://www.youtube.com/watch?v=ZyXIVE4zBR0>
<https://www.youtube.com/watch?v=oieLg7narek>

10. Downtown Balsam Street Revitalization

- Sewer Work -timeline for completion 12/15/23
- CGI Banner Program – local contractor, installation by EOY pending delivery
- Rajaratnam: Farmers Market – revisit topic in January '24 pending staff availability to determine logistics for City ownership

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- Mondragon: seasonal approach pending volunteer and City staff leadership
- Strand: potential expenditure for Measure 'P' funds

11. Community Event Data

- Desert Empire Fair + Tunnels to Towers Memorial (10/20-22) – ~42,800 attendees
- Trunk or Treat (10/27) – ~3000 attendees
- Boos Off Balsam (10/28) – ~4000 attendees
- Petroglyph Festival (11/4-5) – ~7400 attendees

12. Economic Outlook Conference (2024)

- February 22nd – no keynote speaker, reception the night before
- Location pending – KMCC, sponsorship opportunities for Platinum (\$3500)

STAFF/COMMITTEE ANNOUNCEMENTS –

- Farris: TEH Camp – timeline for occupancy; staff will continue to provide updates
- Rajaratnam: IWV EDC – mtg. w/ RACVB re: funding opportunity for Phase 1 Air Study

ADJOURNMENT – 5:57pm