

# CITY OF RIDGECREST

## ECONOMIC DEVELOPMENT COMMITTEE MINUTES

City Council Chambers  
100 West California Avenue  
Ridgecrest, CA 93555



August 7, 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 – 5:15pm**

**ROLL CALL – all present**

**APPROVAL OF AGENDA – R/F, all in favor**

**APPROVAL OF MINUTES – M/F, all in favor**

1. Approve draft minutes of the regular meeting dated 6-5-2023.

**PUBLIC COMMENTS OF ITEMS NOT ON THE AGENDA –**

**DISCUSSION ITEMS –**

### **2. Recruitment & Development Updates**

- Economic Development Map – updated 8/7/2023
- Development Inquiries/HdL Updates
  - Updated Void Analysis Report expected by August '23; delayed to coincide with updated census data

### **3. Kern County Updates/Info**

- Resource Fair – Recap
  - Kern County + CoR coordinated to invite local/regional resource groups\* to participate in Community Resource Fair on 6/23/2023 @ KMCC
  - Public participation low – approximately 80 local residents attended; potential to improve in future years with additional outreach and recurrence
  - Good opportunity for networking amongst resource groups i.e. outreach, resources, target audience, points of contact, program education, etc.
  - Potential to expand event in future years (i.e. larger venue space, speaker panel(s), etc.)
  - Blades: most popular type of resource; Strand/McKenzie: potential to draw in crowd with additional features i.e. speaker panel
- KEDC Aerospace Defense Industry Sector Video

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- Staff continues to coordinate with NAWSCL 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 NAWSCL reps as reference to assist in the review/planning process for installation approval
- Blades: question re: City involvement in video; McKenzie: assist with coordination

#### **4. Downtown Balsam Street Revitalization**

- Night off Balsam (#3) scheduled Saturday, August 12<sup>th</sup> 7pm @ City Hall
  - Transition to City Hall due to scheduled road detours on Balsam (sewer work); Intention to return to Balsam St. for future NoB events
  - Features beer/wine for purchase, food vendors, silent DJ
- Farmer's Market – potential relocation/transition to operating on Balsam St.; City staff will continue discussions to determine feasibility, logistics, etc.
  - Staff researched Tehachapi Farmer's market for model ideas
- Lighting updates: equipment delivered; projected to complete installation by October 1<sup>st</sup>
- Balsam St. Conceptual Redesign
  - Urban Field Studio to provide conceptual renderings of potential Balsam street redevelopment components- to be used as resource for shovel-ready project funding
    - Two 2D illustrated overall master plan concepts for Balsam commercial corridor from RC Blvd. to Argus Ave.
      - Concepts to include place-making ideas i.e. shaded outdoor gathering spaces, improved streetscape, parking/pedestrian strategy, and shade/wind protection
    - Key block enlarged concept plan from French Ave to Panamint Ave
      - Concepts to include: seating, conceptual landscape area, activity zones, event space, parking/street amenities, and shade/wind protection
  - Blades: process for staff/public involvement; Strand: staff will review concepts and provide direction/feedback to UFS; concept renderings act as starting point for dialogue prior to moving forward with any project(s)
- CGI Banner Program
  - Pole locations confirmed & verified; vendor outreach to be performed by CGI team
  - Staff provided letter of introduction for vendor outreach; RACVB may be interested in funding sponsorships of Balsam St. banner(s) for Balsam businesses pending cost info
  - Staff moving forward with planning for conceptual design elements (Balsam St. theme, 60<sup>th</sup> anniversary theme)
  - CGI Project Manager: Robert Barto ([rjbarato@cgicompany.com](mailto:rjbarato@cgicompany.com), 585-645-5986)
  - Mondragon: question re: # of banners provided; contingent on business sponsorship? McKenzie: total of 53 identified posts available for sponsors, minimum of 25 banners guaranteed at no cost regardless of sponsorship participation

#### **STAFF/COMMITTEE ANNOUNCEMENTS –**

- McKenzie: KEDC Members Only Annual Dinner: 9/14, 5:30-8:30pm (Bakersfield) – tickets on sale now (\$100)
- McKenzie: KEDC Energy Summit: 11/15, 7:30a-12p (Bakersfield)

#### **ADJOURNMENT – 5:50pm**

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## 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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