

**MINUTES OF THE REGULAR MEETING
OF THE
ECONOMIC DEVELOPMENT COMMITTEE**

Adopted April 5, 2018

Thursday, March 1, 2018

6:00 p.m.

Lompoc City Council Chambers

ROLL CALL OF COMMITTEE MEMBERS:

Jeremy Ball, Committee Chair

Chelsea Cochran, Vice Chair

Lisa Andre

Naishadh Buch – absent

Henry Gallina

Tina Mercer – excused

Sue Schuyler – absent

Clay Turner

George Bedford – excused

Kathi Froemming – excused

DeWayne Holmdahl

Cecilia Ramos – excused

Rob Traylor

ASSOCIATE MEMBERS:

Gilda Cordova – absent

Barbara Edwards

Tom Farrell – absent

Amber Wilson

Brandon Bridge – excused

Joseph Dowdy – excused

Lorena Regalado

STAFF:

Christie Alarcon, Interim Economic Development Director

Jasmine McGinty, Development Programs Specialist

ORAL COMMUNICATIONS

Member of the audience, Ashley Costa gave a three minute public comment on the proposed project of the Huyck Stadium renovation. She noted that the stadium which was built fifty-five years ago and is severely outdated. Her organization spearheaded the campaign to renovate the stadium to make it CIF quality. The \$2.4 million dollar renovation will feature a turf field and nine lane rubber track. She noted the school district has committed \$1.2 million dollars toward the project cost, and the Santa Ynez Band of Chumash Indians Foundations has donated \$450,000. An anonymous donor has contributed an additional \$100,000 in funding so Ashley Costa's organization is looking to fundraise for the remaining \$650,000.

She noted it will be a community partnership with the City of Lompoc and explained the economic and health impacts of renovating the facility. She asked the EDC for a letter of support for the project and encouraged promoting the project as a community use project. She discussed the idea of having a recreation division staff member staff the facility after hours, and they are in the process of looking for capital donors.

STAFF COMMENTS:

- **Recent Development Activity**

Ms. Alarcon reported on the following development activity:

- Santa Rita Hills Wine Center is under construction and moving forwards
- Projects in the construction phase include the Fast Pass Car wash, Conserv Fuel, the two-tenant pad near Panda Express, and a triplex on North Q Street
- City Staff met on March 1st with Summit View Homes developers and they are looking to begin construction in December 2018

Ms. McGinty added that the Draft Zoning Code is available for public review from February 20th to April 20th. Comment forms can be found online as well as the draft zoning code and can be submitted to Brian Halvorson or Greg Stones in the Planning Division. She also added the Commercial Cannabis Use License Applications are now available to the public. Applications and supporting documents can be found at the cityoflomdoc.com. There will be a public workshop on the application process on Monday, March 5th from 1 to 3 pm in Council Chambers at City Hall. She noted more information can be found on the website. Member Traylor brought up some questions regarding the application, and noted he will send them to the CCU info email and would discuss during the workshop.

AGENDA ITEMS:

A. Approval of Minutes – February 1, 2018.

MOTION: It was moved by Member Traylor and seconded by Member Gallina that the February 1, 2018 minutes were approved.

VOTE: The motion was passed on a unanimous voice vote.

B. Vision Statement – adopted October 3, 2014

“Our Vision statement is to develop a strong positive image which attracts and retains business and visitors and residents that achieves economic vitality in the Lompoc Valley.”

C. Strategic Plan Document Sub Group Reports:

- **Broadband Connectivity Support Group**
Members: Cochran, Traylor, Dowdy, Cordova

Ms. McGinty gave an update on the CPUC CASF infrastructure grant for broadband. She noted that to be eligible, an area must be underserved or unserved as defined by the CPUC. She pointed the EDC to the broadband map that shows areas of Lompoc which would be eligible for the grant.

She also noted they will be having a conference call with Wave Broadband on March 8th to discuss opportunities for broadband in Lompoc and Northern Santa Barbara County. Wave Broadband has been doing a lot of work in Santa Maria and would like to explore options in Lompoc. Member Cochran stated Inyo Networks provide broadband to VAFB, and we might want to chat with them about opportunity in Lompoc.

- **Marketing and Added Capacity**
 - 1) **Identify Possible Committee Members:**
Santa Ynez Band of Chumash, Vandenberg Air Force Base, LUSD, Federal Correctional Institution
Members: Cordova, Ball

None.

2) EVA
Members: Ramos, Traylor, Cochran, Ball

Chair Hall noted the next EVA will be given to Life Chiropractic. Ms. McGinty stated the presentation will be Friday, March 9th at 10 am at their new location, 203 West Central. Ms. McGinty also stated the next EVA subcommittee will be before the April 5th EDC meeting to nominate and vote for the next quarter EVA awards.

3) Lompoc Record Column
Members: Ramos, Ball, Andre, Dowdy

None.

4) Festival Subcommittee
Members: Ball

None.

5) Old Town Market and Events
Members: Wilson

Member Wilson stated the Old Town Summer Markets will be from June 29th to August 10th. They are shortening it from eight weeks to seven weeks, but it will remain open from 5 to 8 pm.

6) Economic Development Website/ Social Media

None.

7) Economic Vitality Forum
Members: Ball, Cochran

None.

- **Improve Business Environment**
 - 1) **Local education initiative: Education Summit**
 - 2) **Promotion of local existing businesses, foster retention and expansion**
 - 3) **El Camino Community Center**
 - 4) **Zoning Ordinance Liaison (Turner)****Members: Gallina, Cochran, Traylor**

Member Turner brought up the Zoning Ordinance Update and mentioned it was in the public review period. There was a general conversation about the zoning ordinance update, the process, and potentially having the Planning Manager give a brief presentation about the zoning code.

- **Improve Physical and Perceived Image**
 - 1) **Obtain general understanding of partners**
 - 2) **Promote existing beautification events**

- 3) Promote Façade Improvement Program
 - 4) Oversight Parks and Recreation Liaison (Bridge)
 - 5) Beautification Commission Liaison
- Members: Ball, Buch, Cochran**

Member Edwards discussed her concerns with signage and beautification efforts in Lompoc. She expressed her interest in finding out more about various beautification committees in Lompoc and how to combine and narrow efforts across the board.

- **Policy Recommendations**
Members: Traylor, Cochran, Mercer, Holmdahl, Gallina, Regalado, Ball, Bedford

Member Traylor stated the subcommittee met on February 13th to create a list of topics they wish to discuss and make recommendations to Council on. Some topics he mentioned were zoning, the industrial park, annexation, and the culture within city staff. He stated there is a survey out to give input on what the community is looking for in a new city manager. He suggested that as a committee, the EDC should recommend to Council what they would like to see in a new city manager. Member Edwards suggested we would like someone who is available to the public. The EDC members all gave input about the qualities they would like to see in a city manager.

Member Andre suggested they need a track record in transforming cities. Member Regalado added she would like a personable person, and someone involved in the community. Member Turner added someone who embraces new approaches and change, in particular in the wine and cannabis industries. Member Ball suggested someone with a vision, and good people skills. The EDC discussed qualities of unifying city staff and public, and willing to be known to make Lompoc know. There was a general agreement Member Traylor will relay this message to the Council during public comment on March 6th.

There was a general discussion of taxation of cannabis as another topic to make recommendations to Council on.

D. Committee Business

None.

ORAL COMMUNICATIONS

Ms. McGinty stated the Strategic Planning Workshop will be occurring sometime in April hopefully. She stated she will be sending out a Doodle to input availabilities about dates and times. She noted it will likely be a joint meeting with the City Council as they had expressed interest in being a part of this meeting at the joint EDC meeting in January. The focus of this strategic planning session will be to focus our efforts and hone in on the EDC initiatives.

STAFF & COMMITTEE REQUESTS/ANNOUNCEMENTS – None

WRITTEN COMMUNICATIONS – None

ADJOURN – Chair Ball adjourned the meeting at 7:50 p.m.