

**ADOPTED MINUTES OF THE SPECIAL MEETING
OF THE
ECONOMIC DEVELOPMENT COMMITTEE**

Adopted September 6, 2018

Tuesday, July 24, 2018

4:00 p.m.

Lompoc City Council Chambers

ROLL CALL OF COMMITTEE MEMBERS:

Jeremy Ball, Committee Chair

Chelsea Cochran, Vice Chair

Barbara Edwards – absent

Henry Gallina

DeWayne Holmdahl – absent

Chuck Madson – excused

Megan Raff

Cecilia Ramos – absent

Clay Turner

STAFF:

Christie Alarcon, Interim Economic Development Director – excused

Jasmine McGinty, Development Programs Specialist

ORAL COMMUNICATIONS

Member Gallina shared the concept of the tree of opportunity with the group. He discussed that the EDC need to figure out what we want, and how do we get there. Chair Ball stated the action plan would be the next steps of the subcommittees. When the smaller subgroups begin to meet, they can determine how they will achieve the stated goals.

STAFF COMMENTS:

None.

AGENDA ITEMS:

A. Discuss subcommittees on Goal 2 of Strategic Plan: Market Lompoc

Ms. McGinty presented the three subcommittees associated with goal two of the strategic plan, marketing Lompoc. She noted that the three subcommittees could be events, with action items to hold follow-up events to Pathways to Preparedness, Economic Vitality Forum, and exploring new events to promote Lompoc. The second subcommittee could be the EVA/ Lompoc Record. Action items could include EVA awards, continuing the bi-weekly Lompoc Record Articles, and developing a Pride in Lompoc campaign. Another subcommittee could be Parks/ Infrastructure. Some action items could include developing a community pride standard with parks, and researching landscaping formation districts. Member Ball asked the EDC their thoughts on separating this subcommittee into three smaller groups. He noted that he will be looking for leadership, roles and initiatives for each of the smaller groups within the coming months.

Member Raff asked about the initiatives concerning the Old Town and downtown areas. Ms.

McGinty stated they could be addressed in the discussion of the events group, BIDs group, and other groups. The goal of the creation of the subcommittees was to keep it broad so that each group can focus on multiple initiatives. Member Turner initiated a conversation on the target audience to whom the EDC is targeting. Member Ball stated the goal is to market back to the community to internally improve the image of Lompoc. There was a general discussion about marketing Lompoc, and being ambassadors of a positive image for the city of Lompoc.

The group decided the three subcommittees was sufficient for breaking up the marketing initiative into smaller groups.

ORAL COMMUNICATIONS – None.

STAFF & COMMITTEE REQUESTS/ANNOUNCEMENTS – None.

ADJOURN – Chair Ball adjourned the meeting at 4:52 pm.