

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

Adopted November 2, 2017

Thursday, October 5, 2017

6:00 p.m.

Lompoc City Council Chambers

ROLL CALL OF COMMITTEE MEMBERS:

Maria Hall, Committee Chair

Jeremy Ball, Vice Chair

George Bedford – excused

Chelsea Cochran – excused

Felix Hernandez

Tina Mercer – absent

Cecilia Ramos

Rob Traylor

Naishadh Buch – excused

Henry Gallina

DeWayne Holmdahl

Carol Newsome – absent

Sue Schuyler – excused

Clay Turner

ASSOCIATE MEMBERS:

Gilda Cordova - absent

Amber Wilson

STAFF:

Teresa Gallavan, Economic Development Director/ Assistant City Manager

Jasmine McGinty, Development Programs Specialist

ORAL COMMUNICATIONS

Member Traylor expressed his concern with the lines of communication between the EDC and the City Council. He noted the EDC did not speak up and express their views at Council meetings regarding the topics of the budget, and have not spoken up on the issues regarding the discussion of the cannabis industry. Member Traylor recommended to create an ad-hoc or a subcommittee that deals specifically with taken positions on policy issues that they can they convey to Council. Member Hernandez asked if there was a written charge already prepared for the EDC and suggested the EDC take a look this document and see if creating a subcommittee would need to be added to the document. Ms. Gallavan added in the past, there were many discussions with the EDC and Council regarding policy and it came down to the Council giving the EDC direction. Member Hall added the Council made it very clear they give the direction to the EDC in regards to policy.

Member Traylor stated without policy and making recommendations to Council, he suggested continued involvement with the EDC would be very difficult. There was a general discussion about recommending policy to the Council and creating a subcommittee to do so. Member Traylor also expressed his concern with the lack of direction from the Council to the EDC. Member Ball added that the expertise of this body is greatly diminished if the EDC is only taking direction. He recommended to agendize further discussion of potentially creating an ad-hoc committee to discuss policy recommendation and to review the scope of work of the committee.

Member Traylor motioned to agendize a further discussion of reviewing the scope of work of the committee and well as discussing possibly creating an ad-hoc committee regarding policy recommendations. Member Holmdahl seconded his motion. The motion was approved with an

unanimous vote voice.

Chair Hall introduced Member Amber Wilson as the new EDC representative of the Chamber of Commerce as Member Cochran has accepted a regular position on the EDC.

STAFF COMMENTS:

- **Recent Development Activity**

Ms. Gallavan informed the EDC it was Lucille Breese's last day at the City of Lompoc as she is now retired. She acknowledged Ms. Breese's work for the City of Lompoc for the past twenty years.

Ms. Gallavan reported on the following development activity:

- The Parks and Recreation Commission will be having a workshop regarding forming a 501c3 to support city parks. She invited the EDC to attend and noted many stakeholders have been invited to discuss the mission of the 501c3 and how it will differ from other non-profit organizations in the city.
- The City is moving forward on the CFD (Community Facilities District) for the Burton Ranch project.
- At the October 3rd Council meeting, there was the first reading of the cannabis ordinance. She noted the most prominent debate now is whether cannabis should be free market or limited by a set number of licenses. The next first reading will be at the October 17th Council Meeting to try and complete by the end of the calendar year.
- Starbucks on Ocean Ave is moving forward in the construction phase.
- El Pollo Ranchero will now be Taco Loco; they received their Certificate of Occupancy on September 28th.
- 805 Chophouse has now opened; they received their Certificate of Occupancy on September 19th.
- Sake Sushi opened this week.
- Starbucks Lind Community Center received their Certificate of Occupancy on September 14th.

Ms. McGinty showed the video that was prepared and shown at the Pathways to Preparedness event on September 13th. Member Hernandez then gave a debriefing on the education summit and the EDC discussed the next steps to take in regards to building educational pathways. Member Hall noted a next step that was discussed was finding ways to engage the business community on starting internships.

AGENDA ITEMS:

A. Approval of Minutes – September 7, 2017.

MOTION: It was moved by Member Ball and seconded by Member Traylor that the September 7, 2017 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.”

Chair Hall acknowledged the Vision Statement.

C. Strategic Plan Document Sub Group Reports:

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

Member Wilson stated Scott Ericson's position on the EVT was terminated due to elimination of funding to the EVT. She stated she did not have further details but will inform the committee when she is aware of what will be happening to the EVT.

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

Member Traylor stated he had a discussion with Warden Lanford of the FCC about suggesting someone from the prison to join the EDC. He stated he will follow up with him after the meeting. Chair Hall encouraged the EDC members to recruit new members to join.

- 2) **EVA**
Members: Hall, Newsome, Ramos, Traylor, Cochran

Chair Hall stated the EVA winners for the last quarter of 2017. They are Cypress Art Gallery, the YMCA, and Native Tongue Boutique and Lounge.

- 3) **Lompoc Record Column**
Members: Ramos, Hall, Ball

Chair Hall stated the biweekly column has been running each week and encouraged EDC members to volunteer to write articles for the column.

- 4) **Festival Subcommittee**
Members: Newsome, Ball

None.

- 5) **Old Town Market and Events**
Members: Hall, Cochran, Newsome

None.

- 6) **Economic Development Website/ Social Media**

None.

- 7) **Economic Vitality Forum**
Members: Ball, Cochran

Member Ball informed the EDC the date for the next forum has been finalized to January 10th at

the Dick DeWees Senior and Community Center. He stated the subcommittee is meeting next week and will have additional updates at the next meeting.

- **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

Chair Hall stated the EDC completed the Pathways to Preparedness event. Member Hernandez talked about the success of the summit and the positive feedback he has received. As a larger committee, the next task will be to work on next steps on how to follow up with the event.

Member Turner volunteered to be the Zoning Ordinance Update Liaison for the EDC. He stated he has begun to reach out to developers to obtain a larger picture of the issues developers might be facing in the development process. He spoke with various developers and wants to find common threads with concerns they are facing with their development processes. Member Turner asked if there was a place where business incentives from the city were locations. Ms. McGinty directed him to the place on the website where one can find the documents that spell out the business incentives in the city.

Member Traylor asked if EDC members should also be following the amendments to the General Plan that were recently proposed at Council. Ms. Gallavan then briefly explained the amendment to the General Plan process and the Council is looking at making amendments to the land use, open space, and economic development elements.

- **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**
- 5) **Beautification Commission Liaison**

Members: Ball, Newsome, Buch, Cochran

Ms. Gallavan announced the Council recently approved the Commercial Façade Rebate and Loan Program. She noted it would be a grant with a maximum match of \$5,000, and there is also a microloan component to the program. The funding can be used on exterior improvements to the building and wants to encourage local businesses to apply to improve signage, and exterior aesthetics to the building. Member Ball asked how the program was being promoted. Ms. McGinty noted it was being promoted via social media, the city website, and they are developing a brochure to help advertise. Member Turner suggested taking before and after photos of business which take advantage of this new program.

Member Traylor noted that cleanup the Beach Day occurred this past week and there is talk of doing a similar beach cleanup day with the Northern part of the County. Ms. McGinty informed the EDC Make a Difference Day is October 28th and encouraged members to promote the event and get involved. Member Wilson asked for a brief summary about what Make a Difference Day is and Ms. McGinty stated it was a day where community members can come together and beautify parts of the city including cleanup, painting, and gardening.

D. Committee Business

1. Discuss Succession Planning

Ms. Gallavan informed the EDC there are many vacancies on the committee and in February 2018, there are quite a bit of positions with expiring terms. She noted that now is the time to really recruit new members and think about succession planning, including positions of the Chair and Vice Chair. There was a brief discussion about succession planning and members' plans for their future on the EDC.

ORAL COMMUNICATIONS

Member Hernandez told the EDC he was officially retiring, and will no longer continue as a member on the EDC. He thanked the committee for the great work they do and he wish he would have joined the EDC earlier in his career. He noted that he will be recommending Dr. George Railey to fill his space representing Allan Hancock College. He expressed further gratitude in working with the EDC. Chair Hall thanked Member Hernandez for all of his hard work and dedication he has put in and for his service on the EDC.

Member Hernandez also noted the shooting range at the Public Safety Training Complex is now back up and running with new panels to absorb sound. He noted there was a lot of work done on the sound and so far they have not received any negative complaints. The range reopened on September 28th. There were general questions asked regarding the shooting and benefits of having the shooting range in Lompoc.

Member Holmdahl suggested having a member of the Housing Trust Fund come and give the EDC a presentation about building and funding of housing in the Lompoc.

STAFF & COMMITTEE REQUESTS/ANNOUNCEMENTS – None

WRITTEN COMMUNICATIONS – None

ADJOURN – Chair Hall adjourned the meeting at 7:41 p.m.