

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

Adopted November 3, 2016

**Thursday, October 6, 2016**

**6:00 p.m.**

**Lompoc City Council Chambers**

**ROLL CALL OF COMMITTEE MEMBERS:**

Maria Hall, Committee Chair

Jeremy Ball, Vice Chair

Naishadh Buch – excused

Mary Day

Henry Gallina

Mandy Pascua – excused

Cecilia Ramos – absent

Rob Traylor – excused

Tom Davidson – excused

Richard Drago

Carol Newsome

Don Pommerville – excused

Sue Schuyler – excused

**ASSOCIATE MEMBERS:**

Gilda Cordova – excused

Ken Ostini – excused

Felix Hernandez

Brett Lauter

Chelsea Cochran – representing COC

Mary Hawes

Allyssa Imano – excused

Luis Servin – excused

**STAFF:**

Teresa Gallavan, Economic Development Director/ Assistant City Manager

Lucille T. Breese, Planning Manager – excused

Jasmine McGinty, Development Programs Specialist

**MEMBERS OF THE AUDIENCE:**

None.

**ORAL COMMUNICATIONS**

None.

**STAFF COMMENTS:**

- **Recent Development Activity**

Ms. Gallavan reported on the following development activity:

- At the October 12 Planning Commission Meeting, there will be a review of the Sign Ordinance updates with a possible recommendation to Council for adoption. There will also be a time extension for River Terrace, a 308 residential unit development at Twelfth and Laurel. There will be a recommendation to City Council for a Development Agreement to cover cost of operation and maintenance of public improvements.
- At the October 18 City Council Meeting there will be a Planning Commission recommendation for a Development Agreement for two Mosaic Walk residential developments.
- November 1 is the tentative date for Council to certify the Motorsports Park EIR.
- The Hilton Garden Inn, Chipotle/ Habit, and Solvang Brewery are continuing to move

forward in the building stages.

- There are incomplete applications which are being processed for the following:
  - FastPass Car Wash to add eight vacuum stations
  - Zotovich Winery to amend a CUP to allow wine tasting on the exterior patio
  - A CUP for a daycare center at the church on 230 North O Street
  - Starbucks Coffee to construct a new drive through facility including demolishing the existing building but retaining the sign
  - Blaze Pizza located on the Panda Express parcel
  - Conserv fuel to construct a new facility, food mart, and gas pumps and demolish old structures on site
  - City Transit Center is pending their environmental review
  - Bailey Avenue Annexation request is also pending the environmental process
  
- Retail Strategies represented the City of Lompoc at the ICSC conference in San Diego and has returned with ten retail and restaurant leads, eight of which are active and they are following up on. Two of those will be to stay in touch. They also met with two property groups. Retail Strategies will be representing Lompoc this week at ICSC in Dallas, TX.

Ms. McGinty added that the Economic Development Division is gearing up to release their print marketing materials within the next few weeks. She noted that the Economic Development website page is also being updated and should be completely updated in the near future. She also mentioned that October 7, is National Manufacturing Day. The City wanted to highlight and recognize our local manufacturing businesses in Lompoc and put together a video of our manufacturing industry to acknowledge them. There was a proclamation given by the mayor at the October 4 Council meeting appreciating local manufacturers as well.

#### **AGENDA ITEMS:**

**A. Approval of Minutes – None. .**

**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: Hall, Cochran, Traylor**

Chair Hall commented on the new structure of the EDC agendas and noted how the Pending Item List will now be incorporated into the five initiatives derived from the Strategic Planning Workshop. She also added herself to the Broadband subcommittee.

Ms. Gallavan shared that she received a new brochure from the Economic Vitality Team and informed the EDC she would share it with any interested members. She noted that Ms. McGinty

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has followed up with Comcast Business to see if the meetings with the Rotary club and local businesses resulted in any new fiber customers.

- **Explore and Expand Funding Opportunities**  
**Members: Lauter, Cochran, Hawes**

Member Lauter volunteered to join and chair this subcommittee.

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

None.

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

Chair Hall acknowledged that the three EVAs of last quarter are Scratch Kitchen, Kendall Shepard Eye Center, and Yoga Vie. She noted she would email the EVA group so they can decide upon the winners for this quarter. Member Hernandez asked what the EVA stood for and Chair Hall explained that it was the Economic Vitality Award and the criteria and nomination form were online.

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

Chair Hall stated she would email the subcommittee to set up a schedule of who will be writing articles for given dates so the writing does not fall all on one person.

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

Member Hawes stated they received an estimate of bringing the balloon festival to Lompoc and are moving forward.

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

Chair Hall asked if there were any members who would like to work on this, and members Cochran and Newsome volunteered.

- 6) **Economic Development Website/ Social Media**  
**Members: Hall, Imano**

Ms. McGinty stated the Economic Development website is actively being updated and worked on.

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

Member Ball and Member Cochran volunteered to work on this event.

- **Improve Business Environment**
  - 1) **Local education initiative: Education Summit**
  - 2) **Promotion of local existing businesses, foster retention**

and expansion

3) El Camino Community Center (Member Servin)

4) Zoning Ordinance Liaison (Member Davidson)

Members: Hernandez, Drago, Servin, Hawes, Gallina, Cochran, Traylor, Imano

Member Hawes stated she had a meeting regarding Make a Difference Day and shared that she has been meeting with local businesses to gauge their interest in participating in this citywide event.

Member Gallina commented on the Pathways to Success education summit and stated he would like to move forward on that to occur in the latter part of the spring. He noted that he is organizing a meeting with Member Hernandez and the superintendent to discuss the summit.

Member Hernandez added in his report to the board of trustees, he shared a summary of the retreat and an overview of the Pathways to Success event. He shared they are on board and supportive of this event. He also noted that he met with student body leadership at Allan Hancock and they are supportive and would like to participate as well. Member Gallina shared information on the Pathways to Prosperity event and noted he would make copies for anyone who would like one.

- **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: Hawes, Ball, Newsome, Buch, Cochran, Imano, Hernandez

Member Ball noted that this subcommittee may want to start with asking questions about what departments in the City are responsible for certain clean up measures. There was a general consensus that the subcommittee would like to learn and explore about what responsibilities the city has and what responsibilities CalTrans has in regards to H and Ocean. Member Hernandez asked if there was a discussion regarding standards set for businesses to maintain landscaping.

Ms. Gallavan discussed that a route to take with this subcommittee would be to explore who to go to and what resources the EDC has and is able to utilize. She added that when this group met prior to this larger meeting, they discussed the direction they would like to take and it included obtaining a general understanding of what is being done and what resources there are to assist in the cleanup effort.

Member Drago added that involving Vandenberg Air Force Base may be useful because they also have cleanup efforts. Member Hawes thanked Ms. Gallavan for giving her contact information for a contact at the Prison to explore cleanup options with them. She noted that it would be time sensitive but it would be an idea to come together and work with the prison.

Member Cochran and Member Hawes shared information on Make a Difference Day. An event will be held by the city on October 22 from 9 – 12 pm, and they are promoting and reaching out to businesses to get people involved and aware of existing beautification efforts. Member Cochran noted the flyer is on social media and Chamber channels, and Member Hawes has

been passing out to local businesses.

#### **D. Committee Business**

##### **1. Review and Approve Draft Strategic Plan for 2017**

Ms. McGinty discussed the draft 2017 Strategic Plan with the EDC and shared that staff met with the Executive Committee to review the five initiatives. She noted that they have been organized and structured to align with the Economic Development Element of the General Plan, as well as focused on the committee's current and desired efforts.

There was a general discussion amongst the EDC about the draft plan structure and the EDC verified that the plan was in line with their vision and goals for the upcoming year. Ms. Gallavan let the EDC that staff will be making minor edits to the plan in terms of typos and adding general plan alignment areas to one section of the plan where it was left out. She asked the EDC if they would like to make a motion to approve the draft strategic plan or if they would like to see it come back with edits.

Member Ball asked for clarification on the edits that would be made to the plan, before he motioned to approve the draft. Ms. McGinty clarified that they will be looking through the plan for any grammatical errors and will be clarifying will Bill which General Plan measures are to be aligned with each initiative. Ms. Gallavan also added that the plan will be changed to be for 2017 instead of 2016 -2017.

Member Ball moved to approve the draft strategic plan under that condition that none of the content under the initiatives would change and edits would be only to typos and the addition of general plan elements to initiative five. Member Ball motioned to approve and Member Hernandez seconded. The motion was passed by a unanimous vote voice.

##### **2. Discuss 2017 Calendar**

Ms. McGinty opened the discussion with the EDC about drafting the meeting calendar for 2017. She asked if the EDC would like to still have a holiday social in December, if they would like to go dark for any of the summer months, and if they wanted to continue meeting on a monthly basis.

There was a general consensus to continue having a holiday social in December, and Chair Hall and Member Ball encouraged the EDC to continue to meet on a monthly basis. Member Ball suggested the EDC go dark in one of the summer months- June, July or August. Ms. McGinty will email the entire committee and ask which month the members prefer. She noted she will come back to the November meeting with a draft calendar for approval.

##### **3. Discuss Update to EDC General Functions to include Chamber of Commerce CEO designated staff member to serve**

Ms. McGinty stated that in order to have Member Cochran an official member of the EDC, the general functions need to be updated in order to state that the Chamber of Commerce representative can be a Chamber CEO designated staff member. There was a general discussion of updating the general functions to include a staff representative for the Chamber

and there was a general approval that this was acceptable. Member Hernandez motioned to approve to amend the general functions and Member Ball seconded the motion to update the general functions of the EDC to make a CEO designated staff member able to represent the Chamber of Commerce on the EDC.

### **ORAL COMMUNICATIONS**

Member Ball stated that Harvest weekend was coming up and this weekend in Lompoc was the Mural in a Weekend Event. Member Cochran stated that October 7 would be a ribbon cutting for Love is in the Hair at noon. She also reported on the following events:

- October 29 is Old Town Trick or Treat in Centennial Park.
- Scarecrow Fest will take place October 15 through October 31. Thirteen businesses have signed up so far and this event is a scarecrow decorating contest.
- October 13 is the Mayor and City Council Forum.
- October 20 is the Chamber Luncheon highlighting YLLV.
- October 26 is a workshop to get your business on the map presented by Google experts.

Member Hernandez stated that law enforcement agencies from outside the area have been coming to the Public Safety Training Center for training.

Ms. Gallavan added that Saturday, October 8 will be the firefighter open house at Fire Station 1.

**STAFF & COMMITTEE REQUESTS/ANNOUNCEMENTS** – None

**WRITTEN COMMUNICATIONS** – None

**ADJOURN** – Chair Hall adjourned the meeting at 7:23 p.m.