

**JOINT WORKSHOP AGENDA
OF THE
ECONOMIC DEVELOPMENT COMMITTEE
AND
LOMPOC CITY COUNCIL**

**Thursday, February 16, 2012
4:00 – 8:00 p.m.
Lompoc City Council Chambers**

COMMITTEE MEMBERS PRESENT:

Dawn Thomas	Debbie McComb
Dulcie Sinn	Jason Montello
Jenelle Osborne	Julie Menicucci
Paul Patel	Rick Rantz
Robert Manning	Alice Milligan
Robert Smith	Stephen Pepe
Terry Hammons	Tom Davidson
Ken Ostini	

COMMITTEE MEMBERS ABSENT:

Don Pommerville

COUNCIL MEMBERS PRESENT:

Mayor Linn
Council member Starbuck

COUNCIL MEMBERS ABSENT:

Ashley Costa
Bob Lingl
Cecelia Martner

STAFF PRESENT:

Teresa Gallavan, Economic Development Director/Assistant City Administrator
Angela Wynne, Staff Assistant

ORAL COMMUNICATIONS:

None.

APPROVAL OF MINUTES:

Minutes were not available for consideration.

AGENDA ITEMS:

1. Economic Development Strategic Planning

Blocks, Barriers and Contradictions

After developing consensus on the Vision, the second step in developing the economic development strategy is to identify consensus on community dynamics that could hold it back from achieving the Vision. Identifying the contradictions, blocks and barriers provides the opportunity to properly identify strategies that will be able to overcome these and successfully achieve the City's Economic Development Vision.

Bill Davis, Facilitator, overviewed the materials provided to the Committee, discussed contradictions, roadblocks and challenges. The Committee was split into groups to identify contradictions and provided suggestions to 'What is Blocking Lompoc from Achieving the Vision'?

The Committee reconvened and suggested Lompoc contradictions, roadblocks and challenges as:

private property owners	education
current image	(lack of/current) branding
City Hall	water distribution
negative thinking	pessimisms
government; city, county, state, federal	
structural existence of the community	

The Committee discussed the elements of branding, theme, education

Branding

Branding was outlined that Lompoc is windy, cold, dreary, and foggy. There is worry of personal safety, that Lompoc is dangerous and has gang activity, and statistically has more domestic violence but was attributed to a better reporting and tracking procedures. There is misunderstanding and misinformation about Lompoc.

The importance of branding in that a promoting a positive image is core to attract residents and businesses, that importance of highlighting the positive points of Lompoc instead of the low points.

The Committee discussed patterns of participation in blocking future change; acceptance and apathy of current perception, the perpetuance of negative story-telling, and acknowledging that negative news travels

faster than positive news. Additionally that some reportings and statements go unchallenged and the Committee concluded that perpetuation of negative attitude, complacency and apathy is difficult to change.

The Committee took a dinner break at approximately 6:30 p.m.

Dulcie Sinn provided a Power Point presentation regarding the Economic Alliance of North Santa Barbara County.

Mr. Spooner, audience member, discussed options to have a Economic Development program to air on TAP TV.

The Committee resumed the Joint Workshop at 6:47p.m.

Theme:

Importance of this element is to use strong visual images, and aesthetics. But perception leads to a sense of abandonment, financial difficulty, and it allows for building vacancy instead of negotiations to fill space.

Comments of participation patterns are that some businesses and citizens are still 'stuck' on old rental rates and/or property values and not realizing that times have changed, that the market has significantly changed and people haven't 'shifted' their thoughts to encompass the change, and that downtown zoning is tricky. Additionally, current City regulations can restrict a usage, and there is a failure to motivate individuals to participate in community improvement and to the forward motion of business.

Also noted was a lack of incentive to improve property, that there is a low return on investment, and the current economy is a factor. It was included that the City is not assisting in providing or directing those toward securing assistance, that there is a lack of pressure on landlords to improve their properties and maintain a pride of ownership, and that the City needs to be more assertive about improvements.

Continuing comments were that there is an unbalanced risk vs reward element, there are no consequences to property owners to improve their properties, and there is a perception of avoidance of stimulating economic improvement. Also that there needs to be a partnering of developers and innovators, there is an undercurrent of distrust, that there is a dysfunction between the desire to grow and a lack of incentive to build, an ineffective stimulation to balance risk and reward, and one step forward toward community betterment often results in two steps back.

Continuing, that the City has unrealistic expectations that property owners may have to make improvements that the property owner may not be

able to afford, uncertainty of economic future, and a reward in improvement doesn't always match a risk for a property owner. Also that the City has to 'start somewhere' to inspire improvement, that conditions must improve so that developers and the City will be able to bring people and businesses to Lompoc, that it takes funding and many businesses and citizens just don't have the money, and it is unclear as to how to get buildings economically viable.

Conclusion: The Committee concluded that the City doesn't know how to stimulate economic improvements.

Discussion of the importance of this element stated were a hindrance of growth, difficulty to receive and ship out supplies, Lompoc is a fairly remote location and that it is off the 'beaten track, Lompoc's geographical location to highways and Highway 101 and can be easily bypassed, that Lompoc's location is not convenient to most businesses. It was also noted it is important to accept change, that there are conflicting attitudes, and that Lompoc has a poor perception.

Conclusion: The Committee concluded that Lompoc's location is not convenient to most businesses.

The Committee discussed that Lompoc has an unbalanced vision, there is no 'hub', no centralized feel to do and experience multiple activities, and that there is a lack of cohesion and focus. It was noted that vision is divided, decentralized and unclear.

Conclusion: The Committee concluded that vision is unfocused and decentralized.

The Committee discussed resistance and opposition to change, a lack of leadership to lead change, there is a loss of successful thoughts and a lack of confidence to change. Other notations were the lack of follow-through, sustaining interest, and motivation, a failure to achieve outcomes, the absence of commitment, and there is a universal 'mental attitude' of Lompoc.

Conclusion: The Committee concluded that there is a reluctance to commit to the implementation of change due to past failures.

Education:

The Committee discussed elements of local education; that education isn't forward-looking and anticipating change. Industrial education is needed and education is not recognizing local training opportunities. It was noted that there is a disconnect between local industry and education, that there

are conflicting principles in preventing future education, that education growth is dormant and stagnant, undynamic, and is absent and incongruent with industry needs.

Conclusion: The Committee concluded that there is a disconnect between industrial needs that can be met through educational opportunities.

City Hall:

The Committee discussed the important role of City processes in that policy and procedure can halt a project. The Committee discussed that the City has road blocks for development, is not a factor for promoting or encouraging change, and is not flexible in increasing a timeline in order to complete projects.

Conclusion: The Committee concluded that City process is a detriment to business growth.

Image:

The Committee discussed elements of image and the City; remoteness of the City can be positive and negative, the perception of the market is important, there is limited vision as to what Lompoc can become, and the partnerships and a balance of local demographics to support a larger draw of tourism and visitors. It was noted that it would take Lompoc 4-5 years of improvement and development to rival the Napa Valley. It was also stated there is a disbelief and a lack of faith that conflict with the vision of Lompoc achieving its full potential. The Committee agreed that it will be the strategy that gets off the shelf and onto the streets to enable Lompoc to be vibrant and viable.

Conclusion: The Committee agreed on practical actions to overcome challenges and move toward a vision; develop branding, 'I Like Lompoc' campaign, to train city staff in customer service and that the entrance to City Hall is not welcoming, and that one step of success will assist in a transition toward the next step of success.

The Committee finalized the workshop with statements that identify perception and reality, that the presence of the Committee can approach improvement city block by city block, the development of a flexible and embracing General Plan, and that the Committee continue to focus and centralize on the vision of Lompoc.

Lastly, the Committee considered developing a needs survey, indicated that there must be an effort made on behalf of the community, that education and partnering with the local school districts must take a

proactive approach in addressing various levels of need for job growth and to provide educated employees.

STAFF REQUESTS / ANNOUNCEMENTS:

None.

COMMITTEE REQUESTS / ANNOUNCEMENTS:

None.

WRITTEN COMMUNICATIONS:

None.

ADJOURNMENT:

The Committee adjourned at 8:20 p.m. to the next Joint Workshop Meeting is scheduled meeting of Wednesday, February 29, 2012.

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