

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

**Thursday, March 1, 2012  
4:00 – 8:00 p.m.  
Lompoc City Council Chambers**

**COMMITTEE MEMBERS PRESENT:**

Dawn Thomas	Jenelle Osborne
Debbie McComb	Robert Manning
Don Pommerville	Robert Smith
Stephen Pepe	Terry Hammons
Ken Ostini	

**COMMITTEE MEMBERS ABSENT:**

Tom Davidson	Julie Menicucci
Alice Milligan	Jason Montello
Paul Patel	Rick Rantz
Dulcie Sinn	

**COUNCIL MEMBERS PRESENT:**

none

**ORAL COMMUNICATIONS:**

none

**APPROVAL OF MINUTES:**

none

## **AGENDA ITEMS:**

### **Economic Development Strategic Planning**

#### **Implementation Design**

The final strategic planning session begins to develop an action plan Gant chart that identifies the community's two-year success indicators, first-year accomplishments and the 90-day actions, including deadlines, responsible parties and overall coordinator strategy.

Bill Davis, CALED facilitator, discussed materials provided to the Committee and discussed the process of developing a 90-day strategic direction and that a one-year timeframe will be outlined for each strategic direction.

#### **STRATEGY #1 – LAUNCHING LOMPOC INTO THE 21<sup>ST</sup> CENTURY**

The Committee discussed identifiable benchmarks; an increased tax base and tourism, a city center, a revitalized downtown, enhanced recreational activities, an increase in business applications, providing mainstream entertainment, that government is viewed more positively.

The Committee discussed what is currently in place for this strategy; a wine industry, day tourism, an aquatic center, options for downtown center locations, areas are 'walk-able', presence of non-profit organizations and agencies, and availability of outdoor recreation (skydiving, biking, and surfing).

The Committee discussed current weaknesses to achieving this strategy; that there is no cohesive plan, lack of funding, is not a tourist destination, dilapidated structures and empty buildings, blight, graffiti, and gang violence.

The Committee provided ideas to reach this strategic goal; obtain monies for recreational areas (soccer fields, pool timers, and maintenance of softball fields), contract with 'Main Street USA' to acquire grants for town improvements, contact downtown and other property owners to find out who is interested in improving those properties, commit to repair one building at a time.

The Committee set goals to achieve the strategy; obtain grant monies for recreational areas, develop a plan, locate and find anchor tenants, hold charets for interested parties, develop local arts and a theater, define where and what is to be achieved and access resources in order to 'get there', review existing work for completeness, contact businesses to relocate to Lompoc, identify target business that will work well locally and market Lompoc to them, that Lompoc wants retail and commercial business, and to overall attract employers.

## **STRATEGY #2 – INITIATE A SUPPORTIVE BUSINESS ENVIRONMENT**

The Committee components of this strategy include a high school mentoring program, a 'rebranding' of Lompoc, a higher tenancy occupancy rate, to develop and market a vibrant business program so that business will want to relocate to Lompoc, that it is advocated and assisted by the City, to improve and receive positive feedback from customers who do business with the city (Lompoc more zoning-friendly, will have a lower unemployment rate, that Lompoc will have a great reputation for being business-friendly and welcoming), and will result in new construction projects.

Current strengths noted were the Allan Hancock college programs, that City Council is business-friendly, agricultural community in-place and operating well, low resident and commercial occupancy locations which lend to a 'ready to move-in' opportunity, that housing costs are low and can lend to a good quality of life.

Current weaknesses noted were Lompoc's relation to Santa Barbara County; reputation of stringent regulations (but noted this in at local, county and state levels), a lack of 'ease' in setting up a new business, the amount of available land, location (remote), transportation (off the beaten track), a general negative outlook of Lompoc, dislike of prison approximation, and that there is not a lot of things to do in town.

The Committee discussed solutions to achieve this strategy; City Managers and Leaders can inform the public and businesses about planned and current changes, publicize and/or expand available incentives to both industry and education, identify programs and their contact representatives educators and industry leaders, initiate a business visitation program and City staff monitor progress by meeting with local businesses and business leaders so there is understanding of current successes and obstacles.

## **STRATEGY #3 – IMPROVE CITY INFRASTRUCTURE**

The Committee noted that the City's technology is current, can offer up-to-date Broadband services, are business development goals and Public Works aligned, is there active communication with railroad entities to bring rails into town for freight and passenger use, and that the town is generally clean and weed-free.

Current City strengths are that Lompoc does have a rail line, fiber optics, freight service, and that city services are self-providing.

Current improvements to achieving this strategy are that there is no web service for fiber optics, that the conditions of current rail tracks within Lompoc are poor, that CalTrans (not Lompoc) controls the conditions of H Street and Ocean Avenue, that Lompoc sidewalks and some streets are not or poorly

maintained, the portions of Lompoc are located within the flood plain, there is an expense to wastewater operations, and a lack of trees on Ocean Avenue.

The Committee discussed improvements and solutions to achieve this strategy; weed clean-up and upkeep of weeds on H Street and Ocean Avenue, to initiate discussion with Union Pacific to improve railroad track areas (rail and affected asphalt), discuss possibility and feasibility with Amtrak rail to develop an internal Lompoc route and a reliable passenger/tourism (seasonal) schedule, continue to work closely with Public Works to improve sidewalks and street conditions, and to study Lompoc's current fiber optic system and the cost to upgrade to be competitive.

#### **STRATEGY #4 – REVITALIZING LOMPOC THROUGH IMPROVED MARKETING AND COMMUNICATION**

The Committee identified factors in achieving success with this strategy; that Lompoc will be a new brand, there will be more positive reports and news stories about Lompoc, that Lompoc will be 'touted' as a resort destination, that the Highway 1 and Highway 246 'rock sign' will be improved or removed, a noticeable improvement in civic pride and more positive feedback in city staff customer service, that Lompoc will have successful events, that there will be a continued social media presence, and that Lompoc will be the richest city on the coast.

The Committee strategized tangible actions; "talk it up," inform the public what the Committee has planned and is doing, and that the Committee is congruently delivering the same message to all groups. The Committee is actively involved in a speaker's bureau, a public image campaign, and has a strong marketing/communication plan which can include event banners, electronic billboards, stronger web capabilities, the placement of maps and events in local motels and hotels, placement of directional signage.

Strengths of the City noted were the growing wine industry and reputation thereof, Lompoc is a day tourism spot, that City Council is eager to support and implement the Committee's suggestions and changes, the fact that an Economic Development Committee has been developed and is setting precedent for change, that there is an overall drive and desire to see Lompoc change and improve.

Inhibitors to this strategy noted were the lack of a daily newspaper, a poor internal and external public image, a lack of financial wealth and people to spend money, the current condition of the City's General Fund and an understaffed City.

Mr. Davis asked the Committee to identify the team of Lompoc. Committee members named themselves (the Economic Development Committee), the Lompoc City Council, City staff, the Lompoc Valley Chamber of Commerce,

Lompoc service organizations (Kiwanis, Elks, etc), the Wine Grower’s Alliance, local schools, local sports groups (AYSO, Tsunami, etc), business partners, regional partners, and law enforcement.

**PROPOSED TIMELINE FOR SPECIFIC ACTIONS**

The Committee broke into groups to devise strategic timelines. The Committee reassembled and suggested the following timeline actions for the strategies.

**STRATEGY #4 – REVITALIZING LOMPOC THROUGH IMPROVED MARKETING AND COMMUNICATION**

March	periodic report
April	implement a communication plan to include set-up of a speaker group
May	periodic report
June – Aug	period report and implement a marketing plan
Sept – Nov	implement a public image campaign
Dec	periodic report

**STRATEGY #1 – LAUNCHING LOMPOC INTO THE 21<sup>ST</sup> CENTURY**

March	complete and review Economic Development Committee plans studies
April	define locations and structures in order to attract new or relocating businesses
May	overview the Lompoc Aquatic Center for future site of competitive events
June – Aug	assess and update Lompoc athletic fields, identify and target businesses that can relocate easily to Lompoc, identify and target anchor business tenants for the downtown area
Sept – Nov	brainstorm and initiate new community events
Dec	identify land or site and anchor tenant for a resort hotel

**STRATEGY #2 – INITIATE A SUPPORTIVE BUSINESS ENVIRONMENT**

30 days	(1 month)	business incentives to be publicized
90 days	(3 months)	implement business outreach program with appropriate city staff
180 days	(6 months)	identify businesses (types) that would be attracted to Lompoc
270 days	(9 months)	target and connect to business and educational entities
360 days	(1 year)	expand business incentive programs, identify industry types that would be attracted and thrive in the Lompoc Valley

The Committees worked on completing a 90-day implementation plan worksheet. Concerns expressed were locating resources to support the plan, how and will the City Council and the community support the plan, and how will the City Council expedite the Committee's recommendations in a timely manner.

It was proposed to change the March 7, 2012 meeting time (from the set 10:30 a.m. to noon) to a time that can allow the Council to attend, allowing for a better understanding of the effort put into the Committee's process and outcome. Ms. Gallavan indicated that the Committee's work will be presented to the City Council for review and comment.

At Mr. Davis' direction the Committee reviewed the last 4 workshop sessions; that the process began with a visual presentation of possibility and point of perspective, identified perceived negative aspects of Lompoc, moved from negatives to positive points and achievable aspects to bring alive the town, and concluded with inspiration and hope and the knowledge of accomplishment and change is in Lompoc's future.

The Committee noted components of success of this process; excitement, embracing diversity and finding a common ground, and a spirit of 'we can do it.' The Committee committed to improving economic development, to not allow thoughts, words, attitude or actions that 'run down' or disparage Lompoc, to raise civic pride and to make a difference in Lompoc.

**STAFF REQUESTS/ANNOUNCEMENTS:**

none

**COMMITTEE REQUESTS/ANNOUNCEMENTS:**

none

**WRITTEN COMMUNICATIONS:**

none

**ADJOURNMENT**

The Committee adjourned at 8:04 p.m.

G: Econ Dev \ EDC \ ED Minutes \ 3-1-12  
3-18-12 aw / 04-03-12 aw