

**MINUTES OF THE
ECONOMIC DEVELOPMENT COMMITTEE**

**Wednesday, May 2, 2012
11:30 a.m. to 1:00 p.m.
Lompoc City Council Chambers**

COMMITTEE MEMBERS PRESENT:

Stephen Pepe, Committee Chair
Jenelle Osborne, Committee Vice Chair
Tom Davidson
Robert Manning
Debbie McComb
Julie Menicucci
Alice Milligan
Ken Ostini, ex officio member
Paul Patel
Don Pommerville
Dulcie Sinn
Dawn Thomas

COMMITTEE MEMBERS ABSENT:

Jason Montello
Rick Rantz
Robert Smith

COUNCIL MEMBERS PRESENT:

Mayor Linn

STAFF PRESENT:

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

The meeting was called to order by Chairperson Pepe at 1:00 p.m. and roll call was taken.

ORAL COMMUNICATIONS:

Dale Hodges, Lompoc resident – encouraged the Committee to consider the food process scenario and suggested several ideas to the Committee; private labeling for vintner or organic farmers, presentation of Lompoc 'goodie boxes' filled with local products, cross-branding, and a 'wine of the month' promotion. He encouraged systemic thinking, a rebranding of Lompoc to keep Lompoc out in front of everyone for consideration.

Member Milligan indicated that there were items from the Lompoc Chamber of Commerce that could potentially fill a Lompoc 'basket'.

APPROVAL OF MINUTES:

MOTION: It was moved by Robert Manning and seconded by Tom Davidson that the Minutes of February 15, 2012, February 16, 2012, February 29, 2012, March 1, 2012, March 7, 2012, and April 4, 2012 to approved as corrected.

The motion passed on a unanimous voice vote.

AGENDA ITEMS:

1. Presentation from CSEC

The CSEC is seeking a 90 day Exclusive Negotiation Agreement (ENA) with Lompoc. The purpose of the ENA is to enable the CSEC to secure commitments from developers, banks, fundraisers, etc. so the CSEC can develop a business plan to present to Lompoc. The only commitment Lompoc makes with the ENA is not to negotiation with anyone else for 90 days. Link to the Economic Impact Study: <http://www1.cityoflompoc.com/councilagenda/2012/120417/120417si1.pdf>

Prior to Mr. Tratner's presentation, Mayor Linn provided an overview and brief history of the project, noting that the project would create approximately 3,000 local jobs. Member McComb asked if the jobs created would be direct jobs and Mayor Linn responded that jobs would be created in the industrial park, the museum, educational components of the project, amphitheater, launch view area and that the build out of the project would take approximately 10 years to complete. Mayor Linn noted that most of the jobs would not be highly skilled jobs, that private launch companies could occupy the industrial and commercial space at the site, and that approximately 500 jobs would be created in the hospitality and retail section of the project.

Topics of Committee discussion included: ENA clarification; financial aspects; the fact that no other group has approached the City for use of the land for any other project; if all 96 acres of City land were needed for the project; educational

elements and the future development of elementary to secondary to post secondary educational opportunities; and, that nearby universities have expressed interest in participation in the project.

Alan Tratner, CSEC representative, highlighted the project elements in addition to Mayor Linn's introduction. He noted that the incubator program's headquarters is based at UCSB, a student club formed, and that UCSB faculty is highly interested. Mr. Tratner indicated that he has spoken with Allan Hancock Junior College administration to obtain support and to initiate a MOU in conjunction with the project.

Continuing, he indicated that some companies are willing to relocate their businesses to Lompoc and that the space center project is based on renewable and sustainable systems. Other components of Mr. Tratner's presentation included the Angel Venture Investors, the hosting of an international space investment 3 day summit and that Congresswoman Capps is attempting to bring federal dollars to assist with project funding. He discussed California's Governor Brown is supportive of this project as well as philanthropic organizations, the private investment community and Super Angels (provides financial gaps above a million dollars). Mr. Tratner stated that relationships with the media have been established, Hollywood has expressed interest in future use for movies and that private space flight pioneers (Branson, Allen, and Musk) have expressed interest in supporting and utilizing the project.

The Committee asked if any funding has been secured and asked if the Center will be able to support itself. Mr. Tratner indicated that the funding may be philanthropic in part and has tentatively been discussed, that the Board of Directors has been provided for the Committee's review, that in 3-5 years the Center will be operational, that once capital has been secured to build and operate that the center will be sustainable by use of the conference centers, hosting of events and the educational component.

MOTION: It was moved by Member Sinn and seconded by Member Pommerville that the Economic Development Committee provide a recommendation to the City Council to enter into an Exclusive Negotiation Agreement with EEG.

The motion passed on a unanimous voice vote.

Ms. Milligan asked about the Proforma. Mayor Linn indicated that the Proforma basically outlines a plan, discussed the general process of a 90 day and 180 outline, and that there is no commitment of funds on behalf of the City. The Proforma will be provided within 90 days, that tasks will be given at each point, and that is a living document that is negotiable, changing and evolving as the project progresses. Mayor Linn also noted that there are no funding commitments

anywhere in the ENA process, that any party can terminate the agreement at any point in the process, and that the project is phased over a ten year period and a great amount of work is yet to be completed.

Ms. Milligan expressed concern of encumbered city-owned land and Mr. Tratner indicated that the land would be returned to the City should the project terminate.

2. Joint Council Workshop Follow-Up

(catch up with Teresa)

3. Subcommittee Reports

A. Improving Our Infrastructure:

Member Patel indicated that work was still in progress.

B. Revitalizing Lompoc through improved marketing and communication

Member Osborne indicated that the subcommittee is finalizing a Speaker's Bureau and that a communication plan is currently being finalized and will be presented to the Committee at the next Regular meeting.

C. Initiating a supportive business environment

Member Menicucci discussed the subcommittee's plans to organize a series of workshops/seminars called "Boost Your Bottom Line." The first workshop will be held on a Monday in late June or early July from 3:30 - 5:00 in the new Senior Community Center. It will focus on educating local restaurants on how to properly present, pour and market local wines and is intended to bridge the gap between wineries and local restaurants to create a partnering relationship.

The subcommittee requests all EDC members contact restaurants and eateries that they patronize and encourage them to have a least one member of their staff attend this workshop. The restaurants will also have an opportunity to showcase their food if they want to bring some "bites" for people to sample. Member Pommerville has already spoken to some local restaurants and can provide direction to those restaurants still needed to be invited and contacted.

The subcommittee seeks to include vintners participation in the event and are looking for assistance with this as well. Ideally, the plan is to have two vintners participating at each event. The subcommittee hopes the EDC members can attend and appreciates any helping hands.

The subcommittee is also working on securing speakers to provide short presentations relating to customer service in the restaurant industry. The subcommittee also is seeking vendors to sponsor tables for the first 30 minutes of "mixing" at the beginning of the event. As an incentive to attend, raffle prizes are being sought after.

Lastly, the subcommittee is working on identifying existing incentives and internship programs that can become part of a packet of documents that can be presented to local businesses. The packet would identify and provide information on existing education programs and contacts in order to connect them to other businesses and services.

D. Launching Lompoc into the 21st Century

Member McComb indicated that the subcommittee had met and is seeking recommendations for Old Town, seeking recommendations to include the entire community, and have met with Old Town property owners. Member Thomas noted that the Planning Commission and community members were very receptive to the Committee's work, that subcommittee members have met with some private property owners who indicated their frustrations and disheartenment and the subcommittee will be approaching change and improvement with gentleness in follow-through.

Member Menicucci suggested submit a letter to the Editor of the Lompoc Record to outline what the Committee is working on; noting that the citizens and business owners need to be aware of work accomplished and still to do. Member McComb stated that there are reports, points have been summarized and that there is a focus on new development. Member Milligan commented that there are not many vacant locations in the downtown area.

4. Consideration of Extending Meetings to 2 Hours

Chairperson Pepe asked if the Committee meetings need to be scheduled for a longer period of time and all agreed having two hour meetings would be fine.

5. Consideration of Initiatives by EDC Members that are not Part of the Plan- Positive or Negative

6. Conflict of Interest

Chairperson Pepe indicated that the City Attorney stated that the Economic Development Committee (at the April 25, 2012 Planning Commission meeting) is not a decision-making body.

7. Signage

Mr. Pepe discussed issues with the City of Los Olivos, grandfathering and Safe Harbor. Member Ostini discussed the Chamber of Commerce Sign Survey.

There was discussion of repairing City sidewalks. Planning Manager Lucille Breese indicated that placing pavers in lieu of sidewalks in the particular site between of East Ocean Avenue and Walnut Avenue is Cal Trans' jurisdiction and will require an Encroachment Permit.

The Mayor indicated that if the Committee desired change, that a motion be made.

MOTION: It was moved by Member Milligan and seconded by Member McComb that the North-east corner of H Street and Ocean Avenue begin renovation in the 100 and 200 blocks of West Ocean Avenue and that the work will be reviewed by the City's Planning Division on the type of materials to be utilized.

The motion passed on a unanimous voice vote.

8. Advertising a Change in the City's Mindset

9. One-stop Permitting and a Permit Facilitator

Chairperson Pepe indicated that the City should be a 'one stop' permit processing site. Member Sinn asked if the Planning Commission had been working on this aspect and Mayor Linn indicated that the Commissioner was working on streamlining the process last year.

10. Follow-up to Joint Planning Commission / EDC Workshop

Chairperson Pepe indicated that members of the EDC would be attending Planning Commission meetings.

11. Schedule Future Special Meetings

It was indicated that designated Committee members would attend future City Council meetings and provide 15 minutes presentations reporting on the progress and achievements of the Committee.

There was discussion of the presence of food trucks in the wine ghetto.

12. Economic Development Committee Photo Session

Staff notes: not all Committee members were present. Individual member photos were taken as time permitted. Photos will continue to be taken until all members have been photographed.

STAFF REQUESTS / ANNOUNCEMENTS:

Ms. Gallavan announced the upcoming Santa Barbara County Work Force Investment Board Key Industry Cluster Study Presentation meeting and the UCSB Economic Forecast.

COMMITTEE REQUESTS / ANNOUNCEMENTS:

Member Pommerville provided the Committee with a Lompoc Aquatic Center update, that there is the possibility of incorporating a concession stand and staff is working with the County Health Department, that there are ideas to provide shelter to the outside barbecue patio area, to install a public address system internally and externally.

Member Davidson spoke about the work Cal Poly of San Luis Obispo was providing to the City of Buellton's Avenue of the Flags and suggested staff look into what plan was being initiated.

Mayor Linn noted that the Drag Strip Committee has completed the project plans.

There was discussion of returning back to the idea of the 1950's and 1960's, returning to neon signage, that Flower Valley Plaza could be a focal point for growth and is very pedestrian friendly. Member McComb added that the City's annual car show maintains the themed idea of the 1950s/1960s.

Chairperson Pepe stated that City Council had never approved the EDC's plans and requested staff to inform the Committee of placement on the Council's Consent Calendar so that Committee members may be present.

WRITTEN COMMUNICATIONS:

None.

MEMBERS IN THE AUDIENCE: 3

ADJOURNMENT:

The Committee adjourned at 1:40 p.m. to the next Regular meeting of the Economic Development Committee June 6, 2012 from 11:30 a.m. to 1:30 p.m. in the Lompoc City Hall Council Chambers.

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