

**MINUTES OF THE
ECONOMIC DEVELOPMENT COMMITTEE**

**Thursday, October 4, 2012
6:00 p.m. to 8:00 p.m.
Lompoc City Council Chambers**

COMMITTEE MEMBERS PRESENT:

Jenelle Osborne, Committee Vice Chair
Robert Manning
Debbie McComb
Julie Menicucci
Alice Milligan
Ken Ostini, ex officio member
Don Pommerville
Rick Rantz
Dawn Thomas

COMMITTEE MEMBERS ABSENT:

Stephen Pepe, Committee Chair (*excused absence*)
Tom Davidson (*excused absence*)
Dulcie Sinn (*excused absence*)
Robert Smith

COUNCIL MEMBERS PRESENT:

None

STAFF PRESENT:

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

The meeting was called to order by Vice Chairperson Osborne at 6:00 p.m. and roll call was taken.

ORAL COMMUNICATIONS:

Member Pommerville reported that the Tsunami Swim team thanked the Committee for their diligent work to install a new timing system and he stated that this system will allow revenue to be brought into the City by hosting upcoming swim meets. Member

Pommerville noted that he will be meeting with the City of Lompoc's Employee Association to discuss working with the Four Square Church on the local ball fields.

Member McComb reported that recently a client from out of town had reported that the Lompoc's business climate is improving.

Potential Economic Development Committee candidates were present in the audience and introduced; Colin Welch, Carol Newsome, and Victor Vega.

APPROVAL OF MINUTES:

The Minutes of August 2, 2012 and September 5, 2012 were not completed. This item will be continued to the October 4, 2012 meeting.

AGENDA ITEMS:

1. 90-day Presentation and PowerPoint slides to City Council

Member Osborne indicated that an updated report was just presented to the Council in August and the next updating report will be held in November. Member Osborne suggested the Committee send potential candidate recommendations and alternates to the Council for consideration in October.

2. Subcommittee Reports and Implementation Plan Status & Action Items

A. Improving Our Infrastructure

The Committee discussed that the pavers in the downtown area are not clean and are very dirty. Member Manning noted that the pavers were not initially or currently sealed, resulting in the unsightliness. Member Rantz added that Allan Hancock College is spending \$1.5 dollars to replace sinking pavers. Ms. Gallavan reported that the sidewalk improvement area is being surveyed and that bids (pavers, stamped concrete, etc) are being acquired and will come back before the Committee. Member Pommerville stated that the owner of the building is requesting that pavers be utilized so that if future improvements or repairs are made, pavers can be removed and the work done versus breaking up and replacing concrete.

B. Revitalizing Lompoc Through Improved Marketing and Communication

Member Osborne reported that the first ad in Beverage World Magazine will appear in the October issue. She noted that this magazine's focus is beer, advertises the wholesale brewer's conference, and is available on print and on-line.

Member Osborne suggested that the Committee speak to the new Police Chief regarding community messages and has sent for some samples for the City to consider as well as cost and timeframe.

C. Initiating a Supportive Business Environment

Member Menicucci reported that this sub-committee toured the technical education center of Allan Hancock College, discussed a cooperative work experience and a federal work study program. She stated that these programs and information should be included in the Business Visitation program. Member Menicucci discussed the need to provide education of local resources to high school students and that participation from local Lompoc businesses is a goal. She discussed internship resources available to local businesses through Allan Hancock College.

Member Menicucci reported that the presentation folder is still a work in progress and that help is needed in obtaining photos (community industries, space industry, etc.). Member Ostini indicated that he will assist with obtaining a missile launch photo and Member Milligan suggested a photo of the Old Town Market and local events. Member Menicucci stated that sponsors are being sought out to underwrite the expense and the Committee discussed expense factors; that the Chamber of Commerce will assist, that the amount of the contribution will equate to the size of the logo printed, that Emery (previously known as Celite) be sought out.

Member Menicucci updated the Committee on the Business Visitation program and reported that the Carrows restaurant is doing better than at this time last year, improvements include a streamlined menu, seeking to build on bar business, coordination with local touring busses, fine-tune staffing levels based on tourism and events, and that they have an on-site bakery.

Member Pommerville suggested the return of the Comedy Club (once hosted by Carrows) and Member Rantz discussed an organization called New Noise that brings in musical talent from different areas of the United States to perform in various venues.

Ms. Gallavan reported that she had met with the Lompoc Valley Middle School Principal Larry Boone, who stated he would like to expose middle school students to mentoring and higher educational pathways. Member Rantz stated that he had met with Principal Boone and they had discussed the fact that students who are interested in engineering programs must begin studies at the middle school level.

D. Launching Lompoc Into the 21st Century

The Committee discussed several ideas of planting trees in the medians of Ocean Avenue, suggested the idea of 'Adopt a Tree' to care for trees, and the Committee asked for authorization to make requests to Caltrans. Median sizes and types of trees were discussed. Ms. Gallavan indicated that an updated schedule on the Old Town Specific Plan will be presented to the City Council on October 16, 2012. Member Milligan discussed the idea of having lights in the trees located in the 100 blocks of North and South H Street.

Member McComb discussed the possibility of placing awnings back on the downtown buildings and reported on her work to get some of the in-place neon signage in working condition. Member Osborne suggested an old town artisanal market after the holiday parade and could possibly expand to a weekend event.

Member Manning restated the uncleanliness condition of the downtown pavers and that businesses are losing customers due to the 'dirtiness' of the area. Member Milligan suggested a flag pole placed downtown, possibly by the town clock. Member Rantz suggested an archway be placed as an entrance to the City.

Member McComb rediscussed the idea of presenting a bond to the voting community and that it is not a good idea. She suggested the creation of a non-profit agency ('Renovate Lompoc Profit' fund). Ms. Gallavan suggested that the Santa Barbara Foundation can set up special funds for organizations to become established and meet goals. Member Milligan also discussed that the Chamber of Commerce and the Parks and Recreation Foundation is in place and could raise monies for the theater or community needs and would be earmarked as a town fund. Member Osborne stated that community members could be recruited to create a foundation but that Economic Development Committee members on this foundation may create a conflict of interest.

Member Pommerville stated that the City streets and the state highway need to be cleaned up and the weeds cleared. Member Milligan stated that the program America In Bloom has many services and may be able to assist. Member Ostini suggested bringing everyone together who is interested in cleaning up the streets. Ms. Gallavan indicated she would provide a list of volunteers to the Committee. Member Pommerville stated he would spearhead the clean-up effort. He also suggested that a mural can be painted on the Valley Drive-In frontage and that a local women's motorcycle club, the 'Dirt Bags' would adopt the area from the Wye to the boundary of Lompoc and keep it clean of weeds, debris and litter.

3. Business Opportunities

Ms. Gallavan thanked Member Ostini for a restaurant 'lead' to follow up with and noted that the west portion of the building that occupies the Dick DeWees Community Center has closed escrow and that an undisclosed grocery chain intends to occupy that area.

4. Advisability of notifying Economic Development Committee, via email, before Lompoc Record announces a new business coming to town

It was reported that the Economic Development Committee can be included in City press releases. Member Pommerville praised the Lompoc Record newspaper for many of their current articles regarding the Committee's work and progress. He suggested there is a need to communicate to the public the general ideas and work the Committee is working on and toward.

5. Website

Member Osborne reported that she has created a mock link and indicated that for a fee of \$16.00 a month that a website would be created, maintained and could include a blog, avail email addresses, and that the Committee would have control over the design and content.

6. Lompoc Demographics

Member Osborne reported that she had located specific demographic information to the Lompoc Valley area and suggested that the Chamber of Commerce look into the information and that the information should be included Committee's portfolio.

7. Main Street

Member Milligan discussed with the Committee on the function, goals, services, and the website address of the Main Street group.

8. Recommendations to City Council to fill Committee vacancies, add alternates and redefine residence in City of Lompoc to include Vandenberg Village and Mesa Oaks or a business within the City limits.

Ms. Gallavan discussed that initial applicants who applied for consideration to the Committee were reviewed and a list of names have been collected and that phone contact was made to see if the applicant was still interested. She reported that there are two current resignations to the Committee. Member Osborne recommended that Committee approve the slate of candidates to forward to Council for appointment. It was also suggested that Margaret Lau (Allan Hancock

College) and Carol Newsome be on the slate as associate members with the privilege to vote in the event the Committee does not have a quorum. Member Ostini suggested a rotating voting order.

MOTION: It was moved by Member Milligan and seconded by Member McComb that the slate of candidates be approved to forward to Council and include associate member positions, with the ability to vote in the event the Committee does not have a quorum.

The motion passed on a unanimous voice vote.

Audience member Mr. Vega expressed concern that the original Committee applications may not reflect current status. Member Milligan suggested that applicants who are still interested in being seated on the Committee review their applications and update information if necessary.

9. CALED 6 month workshop

The Committee decided to have the workshop on Wednesday, November 7, 2012. The Committee will have a Regular Meeting at 10:00 a.m. and the workshop will run 11:00 a.m. to 3:00 p.m. Member McComb recalled that Mr. Bill Davis of CALED discussed assisting the Committee implementing an action plan in light of the fact that he is knowledgeable of many community plans state-wide.

10. UCSB Expansion Plans Meeting

Member Rantz reported his attendance to this meeting and that UCSB is interested in an expansion plan. Member Rantz, Mayor John Linn and Council member Martner met with UCSB to discuss ways Lompoc might be able to assist. He indicated that a UCSB satellite campus would not impede attendance to Allan Hancock College.

11. Funding Options for Economic Development

Member McComb reported that a bond that she previously suggested would not be supported locally and summarized that a non-profit agency would be of better use to develop and oversee funds utilized for the community.

12. Vinter's Park Update

Member Osborne stated that she attended the meeting, that 6-7 people had committed to work on the Committee and that 3 more members are needed. She noted that Jason Reynolds is spearheading this effort.

13. Additional Projects

Member Osborne reported that she attended the California Space Enterprise Center public meeting, that the Center is finalizing its draft business plan and is not available for public disclosure at this time. She stated that the Center has 15 letters of support, some are from businesses that are willing to commit funding to the project. Member Osborne noted that the Chumash Casino will be hosting an event in the fall to bring awareness and potential funding to the project.

Member Thomas discussed last year's Zombie Walk and how successful the event was. Member McComb suggested that event would benefit if food trucks were present.

Member McComb discussed the different festivals hosted in and around the Lompoc Valley and Member Milligan suggested that a list be formed with the potential to publicize.

Member McComb reported that the owner of the old Beattie Ford property (South H Street and Chestnut Avenue) is very interested in negotiating to sell the parcel.

14. Old Town Specific Plan Update

A revised schedule for the General Plan Update will be presented to the Council and the Old Town Specific Plan update will be part of this schedule.

STAFF AND COMMITTEE REQUESTS / ANNOUNCEMENTS:

Ms. Gallavan reported that the CDBG 2013-2014 application grant is available and that local sales tax has increased 18.9% for Quarter 1 over last year. She also reported that the Octoberfest is set for October 13, 2012 and that the Fire Department is having an Open House and inviting the public.

Member McComb announced that Prudential Realty is hosting an Autumn Social which will include wine tasting, a pumpkin patch, wine stomping, an art display, and Old Town open house and a Farmer's Market.

Ms. Wynne informed the Committee that the Workforce Investment Board will be available to speak in January and present updated data and information.

WRITTEN COMMUNICATIONS:

None.

MEMBERS IN THE AUDIENCE: 4

ADJOURNMENT:

The Committee adjourned at 8:30 p.m. to the next Regular meeting of the Economic Development Committee on Wednesday, November 7, 2012 from 10:00 a.m. to 11:00 a.m. in the Lompoc City Hall Council Chambers.

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