

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

Adopted February 2, 2017
**Thursday, January 5, 2017
6:00 p.m.**

Lompoc City Council Chambers

ROLL CALL OF COMMITTEE MEMBERS:

Maria Hall, Committee Chair

Jeremy Ball, Vice Chair

Naishadh Buch

Mary Day

Henry Gallina

Don Pommerville – absent

Sue Schuyler – excused

Tom Davidson – excused

Richard Drago

Carol Newsome

Cecilia Ramos – excused

Rob Traylor

ASSOCIATE MEMBERS:

Gilda Cordova – excused

Mary Hawes

Allyssa Imano

Luis Servin

Chelsea Cochran

Felix Hernandez – excused

Brett Lauter

STAFF:

Teresa Gallavan, Economic Development Director/ Assistant City Manager

Lucille T. Breese, Planning Manager

Jasmine McGinty, Development Programs Specialist

MEMBERS OF THE AUDIENCE:

Amber Wilson, new CEO/ President of the Lompoc Valley Chamber of Commerce and Visitors Bureau

ORAL COMMUNICATIONS

Member Cochran introduced Amber Wilson, the new Chamber of Commerce President/CEO. Ms. Wilson stated she was excited to be here in Lompoc and is looking forward to what is in store.

Member Traylor discussed the December 20th Council meeting and informed the EDC an Ordinance was presented to Council to regulate marijuana cultivation in the city. The Council discussed the Ordinance and rather than adopt it formed an ad-hoc committee to address the issue. Member Traylor expressed interest in representing the EDC on this ad-hoc committee.

Chair Hall stated there was a Council ad-hoc committee which met with all of the city commissions, committees, and boards to discuss meeting dates and location for the 2017 year. There was a discussion in the interest of transparency, to hold all meetings at city hall. Off-site commissions and committees were asked why they would like to stay at their facilities, such as the Youth Commission at the Recreation Center, the Library Committee at the Library, and the Senior Commission at the Dick DeWees Senior and Community Center. Chair Hall stated that nothing has been decided yet but she wanted to advocate for the EDC to keep their same meeting date and time.

Chair Hall also reported at the January 3rd Council meeting, she and staff presented the semi-annual EDC periodic report and the Mayor presented Ken Ostini with a plaque of appreciation for successfully completed his four years of service to the EDC. She stated the report was well received by Council.

STAFF COMMENTS:

Ms. Gallavan reported at the January 17th Council meeting, there will be a discussion and possible action of the Council ad-hoc committee regarding the dates and times of the committees, commissions, and board meetings.

- **Recent Development Activity**

Ms. Breese reported on the following development activity:

- At the January 17th Council meeting, there will be an item for discussion of future action on the Motorsports Park
- At the January 11th Planning Commission Meeting there will be four items on the agenda
 - 1) Multiple tenant building at 1405 North H Street
 - 2) Architectural Review of the Laundry Room located at the old Jetty restaurant
 - 3) Wine Storage warehouse at North L and Commerce
 - 4) Child Daycare at an existing church at 231 North O Street
- On January 25th, the Planning Commission will hold a workshop for the Zoning Ordinance Update in the Council Chambers at 6:30 pm. The workshop will be the next larger phase of the ordinance which will be on the individual districts. .
- Hilton Garden Inn and Solvang Brewery are both moving forward in the construction phase
- Starbucks at the old Jalama Café site is moving forward. Staff is working on a Development Review Board which will occur sometime this month.

Member Traylor asked what the Laundry Room project was and Ms. Breese responded that it will be a Laundromat located in the old Jetty building. Member Traylor asked for clarification on zoning districts and Ms. Breese responded the Planning Commission will review uses in individual zoning districts including residential, commercial, industrial as the next component off the Zoning Ordinance Update.

There was a general discussion about rumors the new Starbucks was not opening and Ms. Breese confirmed that they are still in the planning process and are moving forward. Member Cochran asked if they will be keeping the "Hi, Let's Eat" sign at the location and Ms. Breese responded that it is part of the discussion. Starbucks had to have a historic study done in regards to the sign and as of right now, the sign is on the plan to remain on site. They are in the process of preparing to go to the Planning Commission, but a date has not yet been determined.

Ms. McGinty handed out the updated version of the Handbook for Committees, Commissions, and Boards and asked the EDC to replace this version with the older one. She also noted that there are three open positions and on the January 17th Council meeting, they will be making some appointments with the applications they have received. To date, there are two applications in and Ms. McGinty encouraged the EDC to inform their contacts to apply before the 17th. Ms. Gallavan added the Aquatic Center re-plastering project was approved at the January 3rd Council meeting.

AGENDA ITEMS:

A. Approval of Minutes – November 3, 2016.

MOTION: It was moved by Member Traylor and seconded by Member Gallina that the November 3, 2016 minutes were approved.

VOTE: The motion was passed on a unanimous voice vote.

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

Member Traylor informed the EDC on December 1st, there was a meeting with the Broadband Consortium where various providers were invited to come and present their ideas for bringing broadband to Northern Santa Barbara County. He stated there were community stakeholders present including diversity in representation from various Chambers, cities, VAFB and education. He informed the EDC he will follow up once he heard from Zoe Taylor from the EVT.

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

Member Lauter introduced some ideas he had prepared for possible paths to take for this subcommittee that could potentially be developed into full scale strategy and plans. He introduced the ideas of implementing some grant and loan funding at the city level. He suggested the city could develop criteria to determine grant funding. He also suggested another option was to extend a credit to businesses in the form of loans or loan guarantees. Member Lauter also introduced the idea of creating an award system where the idea would be something similar to a business plan competition. He stated we could offer an award to come up with an idea to turn into an actual business model. Another idea he brought up was EQUITY funding where an investor takes a percentage of ownership in the business. He expressed interest in wanting the city to create a fund for people with innovative ideas but they lack capital to encourage business growth. With this, he introduced the concept of an innovation fund, where the city can offer it's resources, such as utilities, water, internet as a “non-cash” incentive for small businesses. He also introduced the idea of the city providing a business incubator where start-up businesses can grow. Member Traylor added that Lompoc has a facility called the Launch Pad where businesses can share space for conference rooms, office space, etc.

Ms. Gallavan noted that the city has some grant and loan funding programs in place, but encouraged the funding subcommittee to explore the awards component and stated that looking at funding sources would be a viable next step for this group.

- **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 stated they presented an EVA to Scratch Kitchen and stated she was very pleased with Augusto, the owner of Scratch Kitchen and had nothing but positive things to say about him. She informed the EDC the next award will be to Kendall Shepard Eye Center, and to stay tuned about when that will be scheduled. There was a general discussion amongst the EDC about changing the format of the Annual EVA award, and maybe laying out some clarification in criteria for choosing the winner of this award. Ms. Gallavan noted the Annual EVA is a good way to recognize all of the businesses who made it into the running for an EVA and it is also good publicity for businesses.

- 3) **Lompoc Record Column**

Members: Ramos, Hall, Imano, Ball

Chair Hall noted that the last column was about the EVA award given to Scratch Kitchen and the one before was written by Member Imano. She encouraged the subcommittee to sign up to write the next column.

- 4) **Festival Subcommittee**

Members: Hawes, Newsome, Ball

Member Hawes stated they are still moving forward and gathering site selection information. She said they are still planning for October 2017.

- 5) **Old Town Market and Events**

Members: Hall, Cochran, Newsome

Member Cochran stated the committee will be meeting mid to late February to begin planning the Summer Markets. Member Hawes informed the EDC she is in the process of trying to fill the old Blacksmith restaurant in Old Town with a new restaurant. She is working with the owners of the building to revitalize the building and put in a new eatery.

- 6) **Economic Development Website/ Social Media**

Members: Hall, Imano

None.

- 7) **Economic Vitality Forum**

Members: Ball, Cochran

None.

- **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

Ms. McGinty referred the EDC to the city website where the minutes of the Education Summit subcommittee meeting are posted in case anyone wanted to see how the preliminary meetings were going. Member Gallina stated that Member Hernandez met with the student body at Allan Hancock as well as with the LUSD superintendent to discuss the possibility of a *Pathways to Success* event. He also stated that Brian Jaramillo, LUSD Director of Student Services will be involved and encouraged the subcommittee to attend the CTE Perkins Advisory Board meeting on January 26th to learn about the current pathways available for students in Lompoc. He stated they would like to hold the summit in late spring. Member Cochran added that Member Hernandez will be meeting with Chamber board members later this month to discuss with the business community the possibility of closing the pathways to the workforce gaps.

Member Servin stated Santa Barbara County has renewed their lease and they will be at the El Camino Community Center for two more years. He also introduced Pathpoint, which offers services for youth in Lompoc.

- **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 Hawes stated she had a conversation with Public Works staff regarding concern that the dog show may not return to Lompoc due to the conditions of Ryon Park. She expressed her concern with the uneven fields, and the hazards it brings to the dogs and dog handlers. Member Traylor asked if there was any budgeted monies set aside to revitalize Ryon Park, so that the city does not lose the dog show. Ms. Gallavan responded and stated that the city met with the gentleman who runs the dog show a few years back to open the conversation about succession planning. She noted that the city meets with the dog show representatives prior to the event to address the maintenance concerns. As an interim solution to the entire revamp of Ryon Park, they go through and fill in the spots on the ground so it is level for running and safe for the dogs and the handlers. She noted there was funding set aside to do an assessment for a total rehaul of Ryon Park. They will be moving forward on large capital improvements but it is what the priorities of Council are to determine what to do with Ryon Park. She did note that it was however, one of the top 5 priorities of Council.

Chair Hall mentioned during the EDC periodic report to Council on January 3rd, Councilmember Osborne wanted to ensure that this new EDC initiative did not overlap with what the Beautification Commission is working on. Ms. Gallavan ensured her that the EDC's goal was to form a partnership and work collaboratively on beautification efforts throughout Lompoc.

D. Committee Business

None.

ORAL COMMUNICATIONS

Member Cochran reported on the following events:

- January 10th: Ribbon Cutting at the Alley Project at 118 North I Street
- January 12th: Mixer at Sunset Auto Center
- January 14th: Ribbon Cutting at Salon Serenity in the Lilley Building
- January 19th: Luncheon at the Embassy Suites to introduce Amber Wilson, new President and CEO of the Chamber of Commerce
- January 31st: Ribbon Cutting an mixer at the YMCA for their wellness room remodel
- January 31st: EVT will be holding their first annual meeting. The City of Lompoc and the Chamber of Commerce are cosponsoring this event

Member Servin stated the date for Lompoc's Annual Job and Resource Fair will be April 20th from 2 to 5 pm at the Dick DeWees Center. He encouraged EDC members if they are interested in participating and volunteering to speak with him.

STAFF & COMMITTEE REQUESTS/ANNOUNCEMENTS – None

WRITTEN COMMUNICATIONS – None

ADJOURN – Chair Hall adjourned the meeting at 7:26 p.m.