

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

Adopted April 7, 2017

Thursday, March 2, 2017

6:00 p.m.

Lompoc City Council Chambers

ROLL CALL OF COMMITTEE MEMBERS:

Maria Hall, Committee Chair

Jeremy Ball, Vice Chair – absent

Naishadh Buch

Mary Day

Henry Gallina

Carol Newsome

Sue Schuyler – absent

Tom Davidson

Richard Drago – excused

Felix Hernandez

Cecilia Ramos

Rob Traylor

ASSOCIATE MEMBERS:

Gilda Cordova

Mary Hawes

Brett Lauter – excused

Chelsea Cochran

Allyssa Imano

Luis Servin – absent

STAFF:

Teresa Gallavan, Economic Development Director/ Assistant City Manager

Lucille T. Breese, Planning Manager – excused

Jasmine McGinty, Development Programs Specialist

MEMBERS OF THE AUDIENCE:

Katie Brenna, Lompoc Resident

Lynn Rosenberry, Coordinator Education Services, LUSD

ORAL COMMUNICATIONS

Katie Brenna, of the audience, a dancer at local dance studio, Garcia Dance Studio nominated the Garcia Dance Studio for an Economic Vitality Award. She introduced dance studio and wanted to nominate them because they have weathered economic downturns and moved from Mission Hills to Lompoc proper. She handed out a letter on why she was nominating Garcia Dance Studio and asked for the EDC's consideration in awarding the EVA to her studio.

PRESENTATIONS

Lynn Rosenberry of LUSD presented a fifteen minute presentation on the Local Control and Accountability Plan (LCAP) of the School District. A few highlights from the presentation included the goals of the LCAP plan, one of them being simplifying how funding is provided to schools. She also discussed the new and increased services provided to students at the elementary, middle and high school levels for 2016-2017. Member Gallina applauded Rosenberry and the curriculum department for all of their hard work on putting together this plan. Member Hernandez added that Allan Hancock College partners with LUSD at the K-12 levels so high school students are able to take college level courses while in high school at the high school level.

STAFF COMMENTS:

- **Recent Development Activity**

Ms. Gallavan reported on the following development activity:

- The March 7th Council meeting there will be an annual General Plan update
- Also at the March 7th Council meeting there will be an a proposal to work with Lisa Wise Consulting, who is doing the Zoning Ordinance Update to reorganize some funding to bring forward workshops which would focus on the wine industry. She noted this would consist of survey work done in advance of the workshops to stakeholders in the wine industry to see how they would like to move forward with aspects of the Zoning Ordinance Update.
- Solvang Brewery has opened the doors
- At the March 8th Planning Commission meeting, Starbucks will be taking their project forward as well as the Flower Valley Plaza Sign Program

Member Traylor asked how much of the reprioritization was a direct result of the Planning Commission denial of the Temporary Use Permit to allow food production in an industrial zone. Member Davidson led a discussion about TUPs and CUPs and informed the EDC that there is an appeal to the City Council of the Planning Commission denial of the TUP going to Council on March 21st. Ms. Gallavan explained when there is a change of use in zoning it may trigger state mandated changes to on the building side of things. There was a general conversation about TUPs and CUPs in industrial zoning including the wine ghetto.

Member Traylor asked if there was any pushback on either of the two projects going to the Planning Commission meeting on March 8th. Ms. Gallavan stated that it was not expected, however there was some pushback on if the “Hi, Let’s Eat” sign would be preserved. She noted that city staff is working with the Historical Society to preserve the sign while studies have been done on it, it has not been deemed a historic sign. However, it will be preserved at the Historical Society on L Street.

AGENDA ITEMS:

A. Approval of Minutes – February 2, 2017.

MOTION: It was moved by Member Gallina and seconded by Member Traylor that the February 2, 2017 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

Ms. McGinty reported that the BCPC Broadband Consortium met on March 1st and discussed

holding another “speed dating” meeting with broadband providers. She noted this one would focus on the Santa Ynez Valley but both Lompoc and Santa Maria are invited to the table. Ms. Gallavan also noted that the next steps are to conduct a needs assessment for a more specific understanding of the gaps in fiber infrastructure. However, it was mentioned that when it comes down to the discussion of who is going to cover the cost of the infrastructure, we do not have an answer for that. Member Cordova opened the discussion about including Level 3 in the conversation about providing fiber. Member Davidson added that he has been in conversation with Comcast, and added as part of Comcast policy, they are unable to publish their maps. There was further discussion of accessing maps with providers’ fiber lines and the difficulty in obtaining those maps.

- **Explore and Expand Funding Opportunities**

Members: Lauter, Cochran, Hawes

None.

- **Marketing and Added Capacity**

- 1) **Identify Possible Committee Members:**

**Santa Ynez Band of Chumash, Vandenberg Air Force Base,
LUSD, Federal Correctional Institution**

Members: Cordova

- 2) **EVA**

Members: Hall, Newsome, Ramos, Traylor

Chair Hall stated the subcommittee was in need of three EVAs for Quarter 4 of 2016 and in need of three EVAs for Quarter 1 of 2016. She noted that subcommittee met with their nominations and decided upon the following winners: Solvang Brewery, Embassy Suites, Wilco Distributors, Hot Wire Foam Factory, La Purisima Golf Course, and Sugar Plum’s Tutus and Sweets.

- 3) **Lompoc Record Column**

Members: Ramos, Hall, Imano, Ball

Chair Hall informed the EDC that the biweekly column is being regularly published and thanked the participants of that subcommittee for submitting articles to her.

- 4) **Festival Subcommittee**

Members: Hawes, Newsome, Ball

None.

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

Members: Hall, Cochran, Newsome

Member Cochran announced the Old Town Summer Market will now be extended one hour later. She stated the event will be held from June 30th through August 18th with three cruise nights one of which will be pedestrian and bicycle oriented. The event will now stay open from 5 to 8 pm and thanked the city for the collaboration on that effort.

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

Members: Hall, Imano

Ms. Gallavan announced the city has adopted its official social media platforms including Facebook, Instagram, and Twitter. With this, the city has adopted a social media policy which will help guide the maintenance of these sites. She encouraged EDC members to continue sending Facebook post ideas to Ms. McGinty in order to keep the EDC Facebook page a collaborative effort.

7) Economic Vitality Forum

Members: Ball, Cochran

Ms. Gallavan noted staff will be sending out an email to coordinate a preliminary planning meeting for the next forum.

- **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

Member Hernandez informed the EDC the next subcommittee meeting will be held March 28th. The February meeting was cancelled due to lack of attendance.

- **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 they are working on bringing various groups together to get them all on the same page in the discussion of city beautification. Ms. Gallavan added to keep a lookout for the Arbor Day celebration coming up.

D. Committee Business

None.

ORAL COMMUNICATIONS

Member Newsome asked for an update on the Central Coast Business Park and Member Davidson responded that they are working with a large user and the next steps are to meet with the City Manager and Utilities to try and move the project forward. Member Traylor asked for clarification on the "large user." Member Davidson noted they are a large water user and they are exploring options on how to deal with water and wastewater costs.

Member Hernandez informed the EDC that Samantha Scroggin, Community Relations Manager/ Public Information Officer and Jasmine McGinty, Development Programs Specialist presented the manufacturing day video at an Allan Hancock Staff meeting. This is an effort to strengthen city partnerships and he is hoping to have the Chamber come to a staff meeting as well.

Member Cochran introduced a few Chamber of Commerce events including the VAFB joint luncheon next week with the Santa Maria Chamber, the Wild Horse Sanctuary Open House and a few upcoming Chamber mixers.

STAFF & COMMITTEE REQUESTS/ANNOUNCEMENTS – None

WRITTEN COMMUNICATIONS – None

ADJOURN – Chair Hall adjourned the meeting at 7:27 p.m.