

**MINUTES OF THE REGULAR MEETING
OF THE
ECONOMIC DEVELOPMENT COMMITTEE
Thursday, April 6, 2017
6:00 p.m.
Lompoc City Council Chambers**

ROLL CALL OF COMMITTEE MEMBERS:

Maria Hall, Committee Chair

Jeremy Ball, Vice Chair

Naishadh Buch – excused

Mary Day

Henry Gallina

Carol Newsome

Sue Schuyler – excused

Tom Davidson – absent

Richard Drago – absent

Felix Hernandez

Cecilia Ramos

Rob Traylor

ASSOCIATE MEMBERS:

Gilda Cordova

Mary Hawes – excused

Luis Servin – excused

Chelsea Cochran

Brett Lauter – 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:

None.

ORAL COMMUNICATIONS

Chair Hall stated she gave an update on the EDC on March 18th to the Leadership Lompoc Valley Class. She stated one of her main objectives in giving the presentation was recruitment. Member Cochran asked for a timeline on when the applications that have been submitted for EDC membership would be going to Council for appointment. Ms. McGinty informed the EDC we could take the appointments to Council the second meeting in May or the meetings in June. Chair Hall also announced that member Imano has resigned from the EDC due to relocation.

STAFF COMMENTS:

- **Recent Development Activity**

Ms. Gallavan reported on the following development activity:

- There was a zoning ordinance workshop to discuss streamlining zoning to assist developers with uses when working on development projects. She commented on the good feedback they received.
- The next Planning Commission meeting will be next Wednesday, April 12 and the following will be on the agenda:
 - Hi Let's Eat sign will be on the agenda as a landmark sign designation. Staff will be using the new sign ordinance to help guide this process. They are working with the historical society to figure out the best location and way to maintain the sign. Member

Newsome asked if the sign itself would be maintained or the pole and the sign. Ms. Gallavan responded and stated it will remain a poled sign. Member Cordova asked if the Hi Let's Eat sign was holding up the Starbucks process of building at that location and Ms. Gallavan replied that it was not holding up the plan review process with the applicant.

- On April 26th there will be a Zoning Ordinance Workshop that focuses on the Commercial Office Zones. There are discussions regarding feedback from the Planning Commission and stakeholders to rid of the CO zone to help streamline the zoning code and have this designation fall under Commercial Zoning.
- On May 24th there will be an additional workshop on food allowance in industrial zones. They have designated funding in the Zoning Ordinance Update process to focus on how the community would like to update industrial zones to include food. Staff will be sending out surveys in advance of the workshop and the workshop will discuss the type of food service allowed in industrial zones with the consultant facilitating the workshop.
- Member Cordova reported on the Hilton Garden Inn job fair and shared some of the statistics of who attended the job fair. She stated there was approximately 397 applicants all ranging from those who live in Lompoc but commute, those who live and work in Lompoc, and those who live in Lompoc and are currently unemployed. She stated they are targeted to open in mid- June as their opening date. The project faced some delay when the weather limited building in the beginning of 2017.
- Member Gallavan noted that the developer looking at the Lompoc Record building in Old Town will be having a pre-conceptual review in the next few weeks for his development concept.
- Blenders has signed a lease in the Albertson's shopping center but the city has not yet received any plans.
- 805 Chop House has put up a sign at the old Los Gorrudos location but has not submitted an application to the city.
- A sushi restaurant is currently going through the tenant improvement process for the old Dragon Palace location
- The Laundry Room is moving forward with their tenant improvements at the Old Jetty location.
- Pizza Hut and Wing Street are moving forward with getting their permits.
- A new winery has applied for a minor use permit and is under review at the staff level.
- The two tenant pad is going through the building plan review but is still moving forward.

AGENDA ITEMS:

A. Approval of Minutes – March 2, 2017.

MOTION: It was moved by Member Ball and seconded by Member Newsome that the March 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 there will be a meeting in Santa Ynez with various broadband vendors and stakeholders in the region on April 21st from 8 – 12 pm at the Santa Ynez Community Center. She noted it will be similar to the meeting held in Lompoc in December and was unaware of the vendors that were invited to this event.

- **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

None.

- 2) **EVA**
Members: Hall, Newsome, Ramos, Traylor

Chair Hall stated the subcommittee presented the EVAs for Wilco Distributors, Hot Wire Foam Factory, Sugar Plum's Tutus and Sweet and Embassy Suites. The next two will be presented to Solvang Brewing Company and La Purisima Golf Course. Ms. McGinty stated she is working on scheduling those and will be upcoming in the next few weeks.

- 3) **Lompoc Record Column**
Members: Ramos, Hall, Imano, Ball

Chair Hall informed the EDC the biweekly columns will be on the EVAs that were recently award until the subcommittee is caught up on the EVAs.

- 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 is on target to be open one hour later. She stated they are working through some environmental regulations in regards to cost of the permit for a temporary food facility. She noted the fees have increased to \$388 dollars, however it will now cover the temporary food facility for an entire year rather than on an event by event basis. She stated some of the night themes were locked down and will be released to the public once all of them are confirmed.

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

None.

- 7) **Economic Vitality Forum**
Members: Ball, Cochran

Member Cochran reported the subcommittee met and discussed different format options for the

forum that may differ from the 2015 event. She noted they are in the preliminary stages of planning and are working on draft agendas for some different topics and themes. One theme they were thinking of was high paying jobs and the other leans more towards an industry specific event with the focus on healthcare in the Lompoc Valley. Member Ball added the forum was a great way to promote EDC member recruitment and could use the event as a way to highlight the successes of the EDC.

- **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,

Member Hernandez noted the next subcommittee meeting is Wednesday, April 12th at 3 pm. He then presented the honed in version of what the goals of the summit are. One goal is to bring everyone together to help students succeed and ultimately have gainful employment. He presented some of the challenges and obstacles they face in terms of career pathways and he has found that students are often unprepared coming out of high school. He discussed the concept of guided pathways and presented the EDC with a draft agenda for the summit that will focus on hearing from students, the business community, educational partners, and city leadership. The tentative dates for the summit are September 13th or September 14th. Member Gallina commented on the applause he received on the collaboration of different organizations coming together to help and guide Lompoc's youth. Member Hernandez commented on the summit not only raising awareness of the educational pathways but also to connect stakeholders to build educational and career partnerships.

Member Cochran stated there was currently a Chamber Business Survey out and the number one topic members want to hear about is Economic Development. She stated she would share the results once the Chamber Board approves them in April.

- **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, Hernandez

Member Cochran stated the next Love in Lompoc event will be May 20th from 9 – 12 pm and they will be working on various assignments including Centennial Park, City Hall, and Briar Creek Park. She noted this subcommittee will help promote the event and one can sign up on the Love in Lompoc Facebook page or at justserve.org.

D. Committee Business

None.

ORAL COMMUNICATIONS

Member Hernandez thanked Member Cordova for presenting at the Allan Hancock College staff meeting. She presented on updated and news in the hotel and hospitality industry and thanked her for doing so. Member Cordova then thanked Member Hernandez for inviting her to present as it helps promote and share information about Explore Lompoc and all the great things Lompoc has to offer.

Member Cochran announced the following Chamber events:

- Mixer at the Lompoc Valley Medical Center on April 13th at 5:30 p.m.
- On April 20th, Congressman Carbajal will be speaking at the Chamber luncheon at the Embassy Suites Hotel. She encouraged members to purchase tickets early.
- On April 27th there will be a mixer at Pilates Pacifica in Old Town at 5:30 p.m.

STAFF & COMMITTEE REQUESTS/ANNOUNCEMENTS – None

WRITTEN COMMUNICATIONS – None

ADJOURN – Chair Hall adjourned the meeting at 6:58 p.m.