

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

Adopted June 1, 2017

**Thursday, May 4, 2017**

**6:00 p.m.**

**Lompoc City Council Chambers**

**ROLL CALL OF COMMITTEE MEMBERS:**

Maria Hall, Committee Chair

Jeremy Ball, Vice Chair – excused

Naishadh Buch

Mary Day – excused

Felix Hernandez

Carol Newsome

Sue Schuyler – excused

Clay Turner

Tom Davidson – excused

Henry Gallina

Tina Mercer

Cecilia Ramos – excused

Rob Traylor – excused

**ASSOCIATE MEMBERS:**

Gilda Cordova – absent

Mary Hawes – absent

Luis Servin – absent

Chelsea Cochran

Brett Lauter – excused

**STAFF:**

Teresa Gallavan, Economic Development Director/ Assistant City Manager

Lucille T. Breese, Planning Manager – excused

Jasmine McGinty, Development Programs Specialist

**MEMBERS OF THE AUDIENCE:**

Judy McKinnon, Beautification Commission

**ORAL COMMUNICATIONS**

Ms. McGinty introduced new EDC members, Clay Turner and Tina Mercer. She also announced the third new member was George Bedford. Additionally, she announced that Member Lauter had resigned from the EDC, leaving the EDC with four vacancies. Member Turner introduced himself and informed the EDC about his background in the Air Force. He currently is a realtor with The Mac Group. Member Mercer stated she works in the small business office at VAFB and she is a member of the Flower Festival Association, American Legion, and Lompoc Leadership Valley.

Ms. Gallavan introduced Judy McKinnon, a member of the beautification committee. Ms. McKinnon introduced herself and stated one of her goals with the beautification commission was to talk to other committees and groups that are also interested in improving the physical image of Lompoc. She stated there is a need to come together and take some action on improving aesthetics in the city. Ms. Gallavan informed the new EDC members about the subcommittee on the EDC that focuses on supporting and advocating for improving the physical and perceived image of Lompoc. Member Cochran added the subcommittee would like to promote and support beautification events held by various organizations around the city.

Ms. Gallavan asked what other organizations would be invited to attend a workshop bringing the various groups together and Ms. McKinnon named a few such as Lovin' Lompoc, the Botanical

Society and Lompoc Valley in Bloom. There was a general discussion about the various organizations in Lompoc involved in beautification efforts.

**STAFF COMMENTS:**

- **Recent Development Activity**

Ms. Gallavan reported on the following development activity:

- There was a very good response to the surveys about the allowance of food service in the industrial zones. She noted there were over 700 responses and those will be shared at the Planning Commission workshop on May 31st at 6:30 pm.
- Projects moving forward include: Starbucks, Hilton Garden Inn, Blenders, The Laundry Room, and Pizza Hut. There is also a proposed project at the old Lompoc Record building is also moving forward.

Chair Hall added that D'Vine has changed ownership and is temporarily closed. She stated the new owners will be rebranded the space and are expected to reopen in July 2017. Ms. McGinty informed the EDC some members have still yet to turn in their Form 700s. She asked those members to speak with her after the meeting to pick up a new form to fill out.

**AGENDA ITEMS:**

**A. Approval of Minutes – April 6, 2017.**

**MOTION:** It was moved by Member Gallina and seconded by Member Hernandez 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**

Member Cochran stated she attended the April 21<sup>st</sup> Broadband Stakeholder meeting in Santa Ynez and noted that it was very similar to the event held in Lompoc in December. She informed the EDC about the plans that Digital West had in the area and the progress they were making in terms of fiber in the region. She also talked about one new provider that is working specifically in VAFB working to provide higher speed internet to the barracks.

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

None. Ms. McGinty reminded the EDC that Member Lauter has resigned from the EDC so if anyone is interested in heading this subcommittee, to speak with her.

- **Marketing and Added Capacity**

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

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

**Members: Cordova**

Member Cochran stated she emailed the Warden of the FCC and the Santa Ynez Band of Chumash the EDC application and has yet to hear back from them.

- 2) **EVA**

**Members: Hall, Newsome, Ramos, Traylor, Cochran**

Chair Hall stated they recently presented EVA awards to La Purisima Golf Course and Solvang Brewing Company. She stated the article in the Lompoc Record for Sunday will feature the Embassy Suites EVA. She also informed the EDC the three new EVA winners for quarter two of 2017 are Garcia Dance Studio, Blue Sky Property Management, and Starbuck- Lind Mortuary. Ms. Gallavan explained to the new EDC members that the EVA is the Economic Vitality Award. She added that anyone is able to nominate a business for the award who have made an investment in Lompoc. There was a general discussion about the criteria on who can win an EVA Award. Member Gallina asked how to nominate a business and Ms. McGinty responded that just an email is fine with the nomination and reason why they are being nominated is sent to her.

- 3) **Lompoc Record Column**

**Members: Ramos, Hall, 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. She stated it is moving forward and this Sunday's article will be on Embassy Suites.

- 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 the next meeting is Tuesday, May 9<sup>th</sup> and the market will run from June 30<sup>th</sup> through August 18<sup>th</sup>. The market committee is working on finalizing one of the last themes for the event nights and more details will be released once those are finalized. She added they are always looking for feedback for the market. One way in which they have applied some feedback about not enough places to sit down and eat were by added cocktail tables around the event space this year so folks can gather around tables to eat. She stated they have heard from excitement from the community about staying open an additional hour rather than from the vendors.

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

None.

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

Member Cochran reported the subcommittee met last week to discuss themes, agendas, and a tentative date for the event. She stated they are trying to work around the Education Summit date, which has been set for September 13<sup>th</sup>. The forum is looking to be held in early November 2017 or early January of 2018. She noted they are working on an agenda targeting higher paying jobs as the focus.

- **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, Servin, Hawes, Gallina, Cochran, Traylor**

Member Hernandez reported that September 13, 2017 is the finalized date of the Education Summit. He noted they are working on the logistics, such as time, locations, speakers, and the agenda and will have more clear information at the next meeting. He added the subcommittee is now meeting on a weekly basis to get the ball rolling on the planning of the event.

- **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 reminded the EDC about the Lovin' Lompoc community service event coming up on May 20<sup>th</sup>. She noted there is a sign-up sheet on justserve.org and she is working on promoting that event through Chamber Channels and Social Media. She suggested this event be shared on the EDC Facebook page and Ms. McGinty agreed.

**D. Committee Business**

None.

**ORAL COMMUNICATIONS**

Ms. Gallavan reported that Friday, May 12 is the UCSB Economic Forecast Economic Summit and Member Buch will be a speaker at this gathering. Member Buch announced there will also be speakers from Dignity Health, Cottage Health and Cencal Health.

Ms. McGinty announced there are four open positions on the EDC, one regular at large position and three associate positions. She encouraged the EDC to continue recruiting and encouraging applicant submissions.

Member Cochran announced nominations are open for Lompoc Valley Man and Woman of the Year and the Small Business Excellence Award. She let the EDC know where to find the nomination forms and stated the deadline is May 31<sup>st</sup>. She also announced the following Chamber events:

- Chamber Mixers: May 11<sup>th</sup> at Cruz Insurance and May 25<sup>th</sup> at Garcia Dance Studio. She stated they are both in the Northside Shopping Center.
- On May 30<sup>th</sup>, there will be a breakfast networking event at Sage Restaurant.

Member Hernandez thanked Member Cochran for attending the staff meeting at Allan Hancock College to share information on the business community.

Ms. Gallavan shared the latest release of Tune In Lompoc, which featured educational opportunities in the Lompoc Valley. She noted they interviewed AHC, the Lompoc Adult School, and the City of Lompoc Recreation Division. She informed the EDC it was available to view on the City website and Facebook page.

**STAFF & COMMITTEE REQUESTS/ANNOUNCEMENTS** – None

**WRITTEN COMMUNICATIONS** – None

**ADJOURN** – Chair Hall adjourned the meeting at 6:46 p.m.

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