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

Adopted August 3, 2017

Thursday, June 1, 2017

6:00 p.m.

Lompoc City Council Chambers

ROLL CALL OF COMMITTEE MEMBERS:

Maria Hall, Committee Chair – excused

Jeremy Ball, Vice Chair – excused

George Bedford

Tom Davidson – excused

Henry Gallina

DeWayne Holmdahl

Carol Newsome

Sue Schuyler – excused

Clay Turner – excused

Naishadh Buch – excused

Mary Day – absent

Felix Hernandez

Tina Mercer

Cecilia Ramos – excused

Rob Traylor

ASSOCIATE MEMBERS:

Gilda Cordova

Mary Hawes – absent

Chelsea Cochran

Luis Servin – absent

STAFF:

Teresa Gallavan, Economic Development Director/ Assistant City Manager

Lucille T. Breese, Planning Manager – excused

Jasmine McGinty, Development Programs Specialist

ORAL COMMUNICATIONS

Ms. McGinty introduced new EDC members, George Bedford and DeWayne Holmdahl. Member Bedford stated he owns Sunset Auto Center and is looking to gather information by joining the EDC. Member Holmdahl stated he has been in Lompoc since 1950, and was on the City Council, School Board, and others in the past. He stated his focus in joining the EDC was to grow housing in Lompoc. The members of the EDC then went around the room and introduced themselves as well as the industry they represent.

STAFF COMMENTS:

- **Recent Development Activity**

Ms. Gallavan reported on the following development activity:

- On May 31st, there was a Zoning Ordinance workshop to follow up on the surveys that were distributed regarding food service in industrial zones. She noted there was 657 responses to the survey in which there was an overwhelming support for food allowance in the wine ghetto/ industrial zones. She noted there was a good discussion and Member Davidson attended and represented the EDC. There were case studies of Buellton, the Santa Barbara Funk Zone, and Lodi as examples for Lompoc. She noted the draft Zoning Ordinance will come out in the fall for public review.
- At the June 6th Council meeting, the Police Chief will be giving the State of Police speech and the budget will be a major topic of discussion as well.

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- Movies in the Park will begin June 10 at Ryon Park, the annual fireworks show will be July 4th. On June 3rd there will be a no cost landscaping seminar/ homeowner landscape workshop and the Flower Festival will be held from June 21st through June 25th.
- Lompoc Pride piece came out in the Lompoc Record over Memorial Day which highlights the City of Lompoc.
- The City received the fourth quarter sales tax results. Lompoc has the highest percent sales tax revenue in Santa Barbara County – she noted it was a very successful quarter for Lompoc.
- Recent development projects still moving forward include Starbucks, The Laundry Room, Pizza Hut, the Lompoc Record building and the Hilton Garden Inn. There was a general discussion about current development projects in the city.

AGENDA ITEMS:

A. Approval of Minutes – May 4, 2017.

MOTION: It was moved by Member Traylor and seconded by Member Bedford that the May 4 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.”

Ms. McGinty acknowledged the Vision Statement.

C. Strategic Plan Document Sub Group Reports:

- **Broadband Connectivity Support Group**
Members: Hall, Cochran, Traylor

Ms. Gallavan stated that the Economic Vitality Team Director, Zoe Taylor has retired. Her replacement for the position is Scott Erickson. There were no further updates for the Broadband Subcommittee.

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

Member Cochran asked for clarification on what types of things would need funding. She stated her confusion with what this subcommittee was trying to accomplish. Member Hernandez suggested the EDC bring this subcommittee topic back for a discussion on which direction they should go in regards to this. Ms. Gallavan suggested the formation of a TBID for Old Town or for funding for a broadband gap assessment. Ms. McGinty stated one of the goals of this subcommittee was to identify projects that could utilize funding and then trying to find funding sources for the projects. There was a general discussion about how to refocus and reprioritize this subcommittee to allow for tangible outcomes.

- **Marketing and Added Capacity**

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- 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, Cochran

Ms. McGinty stated there were two EVA awards this past week, one for Garcia Dance Studio and one for Starbuck- Lind Mortuary. She noted the next EVA presentation will be given to Blue Sky Property Management on Thursday, June 8th at 3:30 pm. On Sunday, May 21st, there was a Lompoc Record article featuring the La Purisima Golf Course and Solvang Brewery EVAs.

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

Ms. McGinty stated the Lompoc Record articles were continuing to run. On Sunday, June 4, there will be an article featuring the Garcia Dance Studio and Starbuck-Lind Mortuary EVAs.

- 4) **Festival Subcommittee**
Members: Hawes, Newsome, Ball

None.

- 5) **Old Town Market and Events**
Members: Hall, Cochran, Newsome

Member Cochran stated the Old Town Summer Markets will begin soon. She gave a general overview of the different varieties of events that will be occurring over the course of the summer markets and gave a general overview of the Open Streets event this year.

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

None.

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

None.

There was a general discussion amongst the EDC about the direction and vision of the EDC. There was also a general consensus to reconnect and revisit each initiative in hopes of giving the EDC some more clear direction. There was also discussion regarding the Tri-County Broadband Consortium and the efforts towards broadband and fiber connectivity, and public private partnerships.

- **Improve Business Environment**
 - 1) **Local education initiative: Education Summit**

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- 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 passed out and explained the responsibility matrix that was created for the Education Pathways to Preparedness Summit. He stated they have finalized the date, time and location and are now working on creating the video that will be played at the event and working with the speakers for the Summit. Member Gallina added there was a great deal of interest in the summit outside of the City.

- **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 noted that May 20th was the Lovin' Lompoc event to help beautify areas of the city. She stated there were over 80 volunteers and that it was a positive event with a good turnout.

D. Committee Business

1. Review and Approve Amended 2017 EDC Calendar

Ms. McGinty introduced the amended calendar for the Executive EDC committee. She stated that at the last executive meeting, there was a desire by the members to change the meeting times from the second Tuesday of each month to now be the first Thursday of the month so that they can meet before the regular EDC meetings. There was a general discussion about the functions of the Executive Committee. Ms. Gallavan explained to the new members of the EDC about the five EDC goals and initiatives that the EDC is working to accomplish.

Member Traylor stated he would like to bring back the discussion of changing the calendar when there are more attendees of the Executive Committee present. Ms. McGinty stated they will go back to the adopted calendar with Executive meetings the second Tuesday of each month and at the July 11 Executive meeting, they will bring back the discussion of changing the Executive Committee meeting times and dates.

ORAL COMMUNICATIONS

Member Holmdahl added a few things in which he thought were bringing folks into Lompoc. He discussed the missile launches, the non-profit group revitalizing the theatre and the Solvang Brewery. These help bring people into Lompoc and grow the city.

Member Cochran gave updates on the following events for the Chamber of Commerce:

1. Chamber Luncheon with the SBDC on June 15th
2. AIDs cycle will be coming through town on June 8th and staying at Ryon

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Park.

STAFF & COMMITTEE REQUESTS/ANNOUNCEMENTS – None

WRITTEN COMMUNICATIONS – None

ADJOURN – Ms. McGinty adjourned the meeting at 7:30 p.m.

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