Roll Call of Committee Members:
Maria Hall, Committee Chair
Jeremy Ball, Vice Chair
George Bedford
Chelsea Cochran
Henry Gallina
Tina Mercer
Cecilia Ramos
Rob Traylor
Naishadh Buch
Kathi Froemming
DeWayne Holmdahl
Carol Newsome
Sue Schuyler
Clay Turner

Associate Members:
Gilda Cordova
Lorena Regalado
Amber Wilson
5 open positions

City Council Liaison: Mayor Lingl

Staff:
Teresa Gallavan, Economic Development Director/Assistant City Manager
Jasmine McGinty, Development Programs Specialist

Oral Communications: (3 minutes maximum)
Presentations:
Jennifer McGovern, Housing Trust Fund of Santa Barbara County

Staff Comments:
• Recent Development Activity

Agenda Items
A. Approval of Minutes – November 2, 2017

“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.”

C. Strategic Plan Document Sub Group Reports:

A. Broadband Connectivity Support Group
Members: Hall, Traylor
1) Broadband awareness and expansion
2) Tri-County Broadband Initiative
3) Needs assessment on Broadband Infrastructure/ gaps

B. Marketing, Events and Expand Economic Development Capacity
Members: Ball, Schuyler, Newsome, Cochran, Traylor
1) Identify Possible Committee Members: Santa Ynez Band of Chumash, VAFB, Federal Correctional Institution (Member Cordova)
2) EVA
(Member Hall, Newsome, Ramos, Cochran, Traylor)
3) Lompoc Record Column
(Members Ramos, Hall, Ball)
4) Festival subcommittee
(Members Ball, Newsome)
5) Old Town Summer Markets and Events
(Members Hall, Newsome)
6) Economic Development Website/ Social Media
7) Economic Vitality Forum
(Members Ball, Cochran)

C. Improve Business Environment and Workforce
Members: Schuyler, Gallina, Cochran, Traylor
1) Local education initiative: Education Summit subcommittee “Pathways to Success” and “Career Exploration”
2) Promotion of local existing businesses, foster retention and expansion- Chamber Business Survey
3) El Camino Community Center Liaison
4) Zoning Ordinance Update Liaison (Turner)
D. Promote and Improve Physical and Perceived Image
   Members: Ball, Newsome, Buch, Cochran,
   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

E. Policy Recommendations
   Members: Traylor, Cochran, Mercer, Holmdahl, Gallina, Regalado
   1) Review topics for policy recommendations to Council

D. Committee Business

   1. Review and Approve 2018 Committee Meeting Calendar

   2. Discuss Succession Planning

Oral Communications (3 minutes maximum)

Staff & Committee Requests/Announcements

Written Communications

Adjournment

I hereby certify under penalty of perjury under the laws of the State of California that the foregoing agenda was posted on the City Hall bulletin board not less than 72 hours prior to the meeting. Dated on this 29th day of December 2017.

Jasmine McGinty

Jasmine McGinty
Development Programs Specialist