



Placentia Economic Development Committee

Regular Meeting Agenda
April 23, 2013

Kenny Binnings
Committee Member

Rosalina Davis
Committee Member

Floyd Farano
Committee Member

Richard Landfield
Committee Member

Michael McAdam
Committee Member

David Nickey
Committee Member

Sandy Patel
Committee Member

Melanie J. Smissen-Coward
Committee Member

Jo Ann Sowards
Committee Member

Victoria Mouroulis
Committee Member

City of Placentia
401 E. Chapman Avenue
Placentia, CA 92870

Phone: (714) 993-8124
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Website: www.placentia.org

Procedures for Addressing the Committee Members

Any person who wishes to speak regarding an item on the agenda or on a subject within the City's jurisdiction during the "Oral Communications" portion of the agenda should fill out a "Speaker Request Form" and give it to the Committee Secretary BEFORE that portion of the agenda is called.

The Committee members encourage free expression of all points of view. To allow all persons the opportunity to speak, please keep your remarks brief. If others have already expressed your position, you may simply indicate that you agree with a previous speaker. If appropriate, a spokesperson may present the views of an entire group. To encourage all views, the Committee discourage clapping, booing or shouts of approval or disagreement from the audience.

PLEASE SILENCE ALL PAGERS, CELL PHONES, AND OTHER ELECTRONIC EQUIPMENT WHILE COUNCIL AND BOARD MEMBERS ARE IN SESSION.

Special Accommodations

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the City Clerk's Office at (714) 993-8231. Notification 48 hours prior to the meeting will generally enable City Staff to make reasonable arrangements to ensure accessibility.
(28 CFR 35.102.35.104 ADA Title II)

Copies of all agenda materials are available for public review in the Office of the City Clerk. Person who have questions concerning any agenda item may call the City Clerk's Office, (714) 993-8244, to make inquiry concerning the nature of the item described on the agenda.

**CITY OF PLACENTIA
ECONOMIC DEVELOPMENT COMMITTEE
REGULAR MEETING AGENDA
April 23, 2013
6:00 p.m. – Community Room
401 E. Chapman Avenue, Placentia, CA**

CALL TO ORDER:

ROLL CALL: Committee Member Kenny Binnings
Committee Member Rosalina Davis
Committee Member Floyd Farano
Committee Member Richard Landfield
Committee Member Michael McAdam
Committee Member David Nickey
Committee Member Sandy Patel
Committee Member Melanie J. Smissen-Coward
Committee Member Jo Ann Sowards
Committee Member Victoria Mouroulis
Assistant City Administrator Ken Domer
City Administrator Troy Butzlaff
City Council Liaison, Mayor Scott Nelson

PLEDGE OF ALLEGIANCE:

ORAL COMMUNICATIONS:

At this time the public may address the Committee concerning any agenda item, which is not a public hearing item, or on matters within the jurisdiction of the Committee. There is a five (5) minute time limit for each individual addressing the Committee.

1. CONSENT CALENDAR:

a. Minutes

Recommended Action: Approve

- 1) Approve the minutes of the March 26, 2013 Economic Development Committee Meeting

2. OLD BUSINESS: None

3. NEW BUSINESS:

a. Discussion of Economic Development Website

Recommended Action:

- 1) Provide input and direction to Staff regarding the development of an economic development website and the resources, tools to be found on the website for the benefit of Placentia businesses.

b. Review of 2013 Proposed Economic Development Legislation

Recommended Action:

- 1) Discuss various economic development legislation introduced for the 2013 State legislative session and provide feedback to staff.

4. PRESENTATIONS/ADMINISTRATIVE REPORTS

COMMITTEE MEMBERS COMMENTS AND REQUESTS:

Committee Members may make comments, requests or ask questions of Staff. If a Committee Member would like to have formal action taken on a requested matter, it will be placed on a future Committee Agenda.

ADJOURNMENT:

The Economic Development Committee will adjourn to May 28, 2013 at 6:00 p.m.

CERTIFICATION OF POSTING

I, Candice Martinez, City Clerk Specialist for the City of Placentia, hereby certify that the Agenda for the April 23, 2013 meeting of the Economic Development Committee was posted on April 18, 2013.

Candice Martinez, City Clerk

Placentia Economic Development Committee

**Regular Meeting Agenda
March 26, 2013**



*Kenny Binnings
Committee Member*

*Rosalina Davis
Committee Member*

*Floyd Farano
Committee Member*

*Richard Landfield
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*Michael McAdam
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**CITY OF PLACENTIA
ECONOMIC DEVELOPMENT COMMITTEE
REGULAR MEETING AGENDA
March 26, 2013
6:00 p.m. – Community Room
401 E. Chapman Avenue, Placentia, CA**

CALL TO ORDER: Assistant City Administrator Ken Domer called meeting to order at 6:05 p.m.

ROLL CALL:

PRESENT: Committee Member Kenny Binnings, Rosalina Davis, Floyd Farano, Richard Landfield, Michael McAdam, David Nickey, Melanie J. Smissen-Coward, Jo Ann Sowards

ABSENT: Committee Member Sandy Patel, Victoria Mouroulis

Committee Member Kenny Binning and Richard Landfield arrived at 6:14 p.m.

STAFF PRESENT: City Council Liaison Scott Nelson; Assistant City Administrator Ken Domer; City Administrator Troy Butzlaff; Management Analyst Antonia Castro-Graham; Secretary Candice Martinez

PLEDGE OF ALLEGIANCE: Assistant City Administrator Ken Domer

ORAL COMMUNICATIONS: None

1. CONSENT CALENDAR:

a. Minutes

Recommended Action: Approve

- 1) Approve the minutes of the January 22, 2013 Economic Development Committee Meeting **(8-0-2, as recommended)**

A motion was made by Committee Member Floyd Farano, seconded by Committee Member Jo Ann Sowards, to approve the minutes of the January 22, 2013 Economic Development Meeting.

2. OLD BUSINESS: None

3. NEW BUSINESS:

a. Public Oath of Office

Assistant City Administrator Ken Domer administered the Public Oath of Office

b. Discussion of Proposed Placentia Green Business Program

Recommended Action: Approve

- 1) Provide input and direction to Staff and recommend to the City Council the implementation of a Placentia Green Business Program

Assistant City Administrator Ken Domer introduced Management Analyst Antonia Castro-Graham.

Management Analyst Antonia Castro-Graham provided an overview of the proposed Placentia Green Business Program. She noted that the goal of the Placentia Green Business Program is to achieve a healthier and cleaner environment by helping businesses integrate environmental responsibility into their operations in a manner that is sustainable as well as

profitable. To increase the profitability in Placentia and assist the City in meeting its greenhouse gas emissions goal. The four components to this program are: Solid Waste Reduction, Pollution Prevention, Energy Conservation and Water Conservation. The City is preparing a Request for Proposal for qualified sustainability auditors. These auditors will provide the City with a flat audit rate for auditing businesses utilizing the framework set forth on the qualification checklist. She added that sustainable business practices make good business sense because they benefit the community, the environment, and the business itself.

Assistant City Administrator Ken Domer noted that this correlates with economic development by connecting business with grants that are beneficial to them.

Discussion ensued between the Committee Members and Staff. They discussed the issue of cost, incentives of the program and if the proposed program was mandatory for all businesses in Placentia.

Committee Members and Staff thanked Antonia Castro-Graham for her research and presentation for the proposed project.

Committee Member Melanie Smissen-Coward left at 6:38 p.m.

c. Discussion of Proposed Ordinance Regarding Long-Term Boarded and Vacant Buildings to be Maintained, Rehabilitated and Properly Secured and Managed, Including Registration and Bonding Requirements to Prevent Blight

Recommended Action: Approve

- 1) Provide input and direction to Staff and recommend to the City Council the approval of an ordinance **(7-0-3, as recommended)**

City Administrator Troy Butzlaff provided a brief overview about the proposed amendment to the ordinance. He noted that there are several vacant commercial buildings in Placentia that are not being maintained and the difficulty the City is having in getting in contact with these property owners. The proposed ordinance will shorten the time in which a property is deemed vacant and add leverage to these commercial property owners to try to fill those vacant spaces so that the City would be able to bring in businesses.

Discussion ensued between the Committee Members and Staff. They discussed different vacant commercial properties within the City.

A motion was made by Committee Member Kenny Binnings, seconded by Richard Landfield to approve New Business Item Nos. 3.c., recommending to the City Council the approval of an ordinance.

d. Discussion of Proposed Fee Reduction and Business License Amnesty Program

Recommended Action: Approve

- 1) Provide input and direction to Staff and recommend to the City Council the implementation of the proposed Fee Reduction and Business License Amnesty programs **(7-0-3, as recommended)**

City Council Liaison Scott Nelson gave a brief overview of the proposed fee reduction. He noted that there would be a start up fee reduction as an incentive for new businesses in Placentia. With the fee reduction in business licensing, they would make up the difference in sales tax revenue from the new businesses in the City.

Assistant City Administrator Ken Domer gave a brief overview of the New/Expanding Retail Business Incentive Program. He noted that Staff had researched different incentives to

attract new businesses in the City. He gave a brief overview of the process business owners would have to go through to open a new business here in Placentia.

Assistant City Administrator Ken Domer gave an overview of the Business License Amnesty Program. He noted that the Business Incentive Program will reduce planning and building check and permit fees. He noted that the Business License Amnesty is a program to waive all previous penalties for companies/individuals who voluntarily apply for a business license. This program was very successful back in 2009 and would like to be tried again.

Discussion ensued between the Committee Members and Staff. They discussed the fee reduction, possible revenue, restrictions, price comparison from neighboring cities, and marketing.

A motion was made by Committee Member Floyd Farano, seconded by Jo Ann Sowards to approve New Business Item Nos. 3.d., recommending to the City Council the approval of an ordinance.

4. PRESENTATIONS/ADMINISTRATIVE REPORTS: None

COMMITTEE MEMBERS COMMENTS AND REQUESTS:

Committee Members may make comments, requests or ask questions of Staff. If a Committee Member would like to have formal action taken on a requested matter, it will be placed on a future Committee Agenda.

Committee Member Floyd Farano inquired about the status of the updated General Plan

Committee Member Richard Landfield inquired about tours being done by the City to show potential Commercial business owners available buildings.

City Council Liaison Scott Nelson recommended taking a tour, with the Committee, of all available/vacant properties that reside in Placentia either in May or June of this year.

ADJOURNMENT:

The Committee adjourned at 7:33 p.m. to April 23, 2013 at 6:00 p.m.

ATTEST:

SCOTT W. NELSON
MAYOR/AGENCY CHAIR

CANDICE MARTINEZ
SECRETARY