

**CITY OF PLACENTIA
ECONOMIC DEVELOPMENT COMMITTEE
REGULAR MEETING MINUTES
April 22, 2014
6:30 p.m. – Community Room
401 E. Chapman Avenue, Placentia, CA**

CALL TO ORDER: Chair Nelson called the meeting to order at 6:42 p.m.

ROLL CALL:

PRESENT: Committee Member Rosalina Davis, Kevin Kerwin, Melanie J. Smissen-Coward, Jo Ann Sowards, Susan Wan-Ross

ABSENT: Committee Member Kenny Binnings, Floyd Farano Richard Landfield, Michael McAdam, David Nickey, Sandy Patel

STAFF PRESENT: City Council Liaison Scott Nelson; City Administrator Troy Butzlaff; Assistant City Administrator Damien Arrula; Management Analyst Maggie Le; Secretary Candice Martinez

PLEDGE OF ALLEGIANCE: Assistant City Administrator Damien Arrula

City Administrator Butzlaff introduced Assistant City Administrator Arrula to the Committee.

ORAL COMMUNICATIONS: None

1. CONSENT CALENDAR:

- a. **Minutes**
Economic Development Committee Minutes- January 28, 2014
Recommended Action: Approve

A motion was made by Committee Member Sowards, seconded by Committee Member Wan-Ross, (5-0) to approve January 28, 2014 Economic Development Committee Minutes.

2. OLD BUSINESS: None

3. NEW BUSINESS:

Chair Nelson requested for item 3.b. to be presented first.

- b. **Placentia Farmers Market**
Recommended Action:
1) Receive and provide direction as needed to Staff

Management Analyst provided a brief overview on item 3.b., Placentia Farmers Market. She noted that they are currently looking at the site on Kraemer and Yorba Linda Blvd as a possible location for Farmers Market. She noted that there will be no city involvement with the Farmers Market and they are hoping for the start date in June, 2014.

City Administrator Butzlaff noted that they have been in contact with the property owner for the site they are considering and noted that they were interested on hosting the Farmers Market at their facility.

Chair Nelson inquired about the proposed start date and time for the Farmers Market.

Management Analyst Le noted that they are looking into having the Farmers Market take place every Tuesday from 4-7 p.m. She noted that they are looking at using up to ten (10) vendors at a time for each farmer's market event. She noted that the City will have a booth to help promote events.

Committee member Smissen-Coward suggested about the possibility of having entertainment during the Farmers Market.

Committee member Sowards inquired about how this event would benefit the City, since the City has no involvement with the Farmers Market.

Assistant City Administrator Arrula noted that this event will help promote businesses in Placentia. He noted that businesses will benefit more if they work together with the City and the Chamber.

Committee member Smissen-Cowards recommended added a ribbon cutting event to mark the start of the Farmers market.

Chair Nelson noted that they should rotate the advertisement of surrounding businesses at the Farmers Market.

a. **2014 Business Climate Survey Results**

Recommended Action:

- 1) Receive and provide direction as needed to Staff
- 2) Selection of winners for the 2014 Business Climate Survey Drawing

Chair Nelson announced the winner of the 2014 Business Climate Survey Drawing, David J. Alley, DDS, located at 300 East Yorba Linda Blvd. Suite E. He requested for City Staff to prepare a certificate to present to Mr. Alley.

Chair Nelson left at 7:09 p.m.

Management Analyst Le presented a PowerPoint presentation on the 2014 Business Climate Survey Results with slides including: Business Climate Survey Goals, Type of Business/Industry, Length of Time in Placentia, How many people do you currently employ, including yourself?, and Are you a member of the Placentia Chamber of Commerce.

City Administrator Butzlaff continued the PowerPoint presentation with slides including: What are the most positive and most negative issues about Placentia as a place to do business?

Discussion ensued between City Staff and Committee Members. They discussed the topic: what the most positive and most negative issues about Placentia as a place to do business.

Management Analyst Le continues the presentation with slides including: Please rate the following Placentia characteristics from business perspective: Business Support and Opportunity, Financing Costs & taxes, Education, training & Labor, Utilities, Transportation and quality of life.

City Administrator Butzlaff continued the presentation with slides including: What are the two most important issues to improving overall business opportunity in Placentia, and What are the two greatest barriers facing your business.

Management Analyst Le continues the presentation with slides including: topic of interest to businesses.

City Administrator Butzlaff finished the presentation with slides including: Final Comments.

Discussion ensued between City Staff and committee members. They discussed ideas for "branding" to help promote and attract businesses in Placentia.

4. PRESENTATIONS/ADMINISTRATIVE REPORTS:

a. **Business Retention and Attraction Update**

Recommended Action:

- 1) Receive and provide direction as needed to Staff

Management Analyst Le noted that she is currently working with the company, AmeriColor with their interest in a vacant lot for their business up. She noted they are requesting two (2) acres.

Committee Member Soward inquired about Exclusive Motors with their interest with the property located at 1275 E. Yorba Linda Blvd.

Management Analyst Le noted that Exclusive Motors is currently trying to negotiate and create a proposal for the property with the current land owner. She noted that there is multiple tenant improvements listed for that site, but the current owner is willing to provide some financial assistance to Exclusive Motors.

5. EXECUTIVE REPORT:

COMMITTEE MEMBERS COMMENTS AND REQUESTS:


City Administrator Butzlaff recommended for the next Economic Development Committee meeting adding the nomination of a vice chair.

Mayor Nelson requested for the Economic Development Committee meeting to request to City Council to present a plaque of recognition to Committee Member Farano, honoring him for his volunteer services to the City.

ADJOURNMENT:

The Committee adjourned at 7:44 p.m. to May 27, 2014 at 6:00 p.m.

ATTEST:


CANDICE MARTINEZ
SECRETARY


SCOTT W. NELSON
MAYOR/AGENCY CHAIR