

**CITY OF PLACENTIA
ECONOMIC DEVELOPMENT COMMITTEE
SPECIAL MEETING MINUTES
November 17, 2014
6:00 p.m. – Community Room
401 E. Chapman Avenue, Placentia, CA**

CALL TO ORDER: Vice Chair Smissen-Coward called the meeting to order at 6:07 p.m.

ROLL CALL:

PRESENT: Committee Member Rosalina Davis, Jo Ann Sowards, Susan Wan-Ross, Gary Farrell, Melanie Smissen-Coward, Kenny Binnings,

ABSENT: Committee Member David Nickey, Chair Nelson

STAFF PRESENT: City Administrator Troy Butzlaff; Assistant City Administrator Damien Arrula; Management Analyst Maggie Le; City Clerk Specialist Candice Martinez

PLEDGE OF ALLEGIANCE: Committee member Farrell

ORAL COMMUNICATIONS: None

1. CONSENT CALENDAR: None

2. OLD BUSINESS:

a. Farmers' Market Update

Management Analyst Maggie Le provided a brief update on the Farmers Market noting that they currently have 27 vendors and they have distributed of a 1,000 green bucks to participants. She noted that the City had received grant funding for the farmers market and the City had hired Allegra Consulting to assist with the advertisement of the famers market.

City Administrator Butzlaff noted that the City will be offering a shuttle service to and from the farmers market at the beginning of next year.

Committee member Farrell recommended for a shuttle site to be located at a school.

3. NEW BUSINESS:

a. Marketing and Branding Presentation- Allegra Consulting

Susanne Madison and Violet Perez from Allegra Consulting provided a PowerPoint presentation entitled "Live it, Breathe it, and Work it and Find Ways to Bring it to Life" that discussed the proposed tagline and logo for the City to use to as marketing tool for economic development.

Ms. Madison provided the committee with two (2) options for the tagline and logo:

1. Tagline "Business Connected through Community"
2. Tagline " Rich Heritage, Bright Future"

Motion by Committee member Wan-Ross, seconded by Committee member Davis, and carried a (7-0) vote to recommend to the City Council the proposed tagline line "Rich Heritage, Bright Future" and the approved logo, as a marketing tool for economic development.

b. **General Plan Update**

Assistant City Administrator Arrula announced the next community meeting for discussion on the General Plan Update on Wednesday, November 19, 2014 at 6:00 p.m. at the Backs Community Building.

c. **Orange County Economic Development Regional Workshop**

Management Analyst Le provided an informational flyer on the Economic Development workshop and requested for the committee members to contact her if they were interested in attending.

d. **Economic Development Committee Meetings scheduled for November 25, 2014**

City Administrator Butzlaff announced that due to the upcoming holidays, they anticipate for the next Economic Development meeting to be at the beginning of next year.

5. **EXECUTIVE REPORT:** None

COMMITTEE MEMBERS COMMENTS AND REQUESTS: None

ADJOURNMENT:

The Committee adjourned at 7:28 p.m. to November 19, 2014 at 6:00 p.m.

ATTEST:

SCOTT W. NELSON
MAYOR/AGENCY CHAIR

CANDICE MARTINEZ
SECRETARY