

**CITY OF PLACENTIA
ECONOMIC DEVELOPMENT COMMITTEE
REGULAR MEETING MINUTES
February 25, 2014
6:00 p.m. – Community Room
401 E. Chapman Avenue, Placentia, CA**

CALL TO ORDER: Chair Nelson called the meeting to order at 6:09 p.m.

ROLL CALL:

PRESENT: Committee Member Kenny Binnings, Rosalina Davis, Richard Landfield, Michael McAdam, Melanie J. Smissen-Coward, Jo Ann Sowards, Susan Wan-Ross

ABSENT: Committee Member Floyd Farano, Kevin Kerwin (excused), David Nickey, Sandy Patel

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

PLEDGE OF ALLEGIANCE: Committee Member Rosalina Davis

ORAL COMMUNICATIONS: None

1. CONSENT CALENDAR: None

2. OLD BUSINESS:

a. Economic Development Plan

Recommended Action:

1) Receive and provide direction as needed to Staff

City Administrator Butzlaff noted that this item 2.a. is a continuation from the last economic development meeting in January. He requested feedback, comments, and/or questions the committee may have and for the committee to approve the Economic Development Plan and to present it to Council.

Committee member Landfield commented that he was not in favor of the billboards due to the fact that businesses outside of Placentia would be advertising. He suggested that the billboards to be used to advertise businesses within Placentia only.

City Administrator Butzlaff noted that the billboards would bring annual revenue to the City and there will be provisions in the development agreements that would allow local businesses to advertise at a reduce rate. The City is allocated time for public service announcements and will utilize that to promote economic development within the City.

Vice Chair McAdam noted he was in favor of the incentive "Energy Education" (Green Business Program). He suggested promoting it for the next fiscal year.

City Administrator Butzlaff noted that the green business program is in place now, and can include it in the objectives for the fiscal year.

Committee member Davis inquired about the incentive "Creating a downtown area lot consolidation program."

City Administrator noted the incentive was converting small square foot lots and consolidating them into larger lots for economic development.

Committee member Sowards inquired about the incentive "Breakfast with the City."

City Administrator Butzlaff noted it was designed to schedule meet and greet with the business owners and City Staff.

Committee member Smissen-Coward inquired about the Placentia's Chambers of Commerce participation with the incentive.

Committee member Landfield suggested a reduction in sales tax as an incentive.

City Administrator Butzlaff noted that the City financially cannot survive with the reduction of sales tax. He noted that they are currently proposing an increase in sales tax.

Chair Nelson suggested the possibility of a sales tax revenue sharing plan with businesses which would entail rebating back a certain amount sales tax based on an advertising campaign and that you do so much in revenue.

City Administrator Butzlaff noted that you do not want to affect that base, so it would be on incremental revenue.

Committee member Smissen-Coward suggested on having a farmers market in the City.

Discussion ensued between City Staff and Committee Members. They discussed the locations of a farmers market and potential revenue for the City.

A motion was made by Committee Member Landfield, seconded by Committee Member Smissen-Coward, to approve the Economic Development plan and present it to Council.

b. Economic Development Survey Update

Recommended Action:

- 1) Receive and provide direction as needed to Staff

Management Analyst Le noted that they received responses from 50 businesses, which calculates as two (2) percent of the total number of business in Placentia.

City Administrator Butzlaff requested for item 2.b. to be continued to the next committee meeting to allow Staff time to put together a presentation to review the results.

3. NEW BUSINESS: None

4. PRESENTATIONS/ADMINISTRATIVE REPORTS:

a. Business Retention and Attraction Update

Recommended Action:

- 1) Receive and provide direction as needed to Staff

City Administrator Butzlaff noted that they received interest from Exclusive Motors, on property located at 1275 E. Yorba Linda Blvd. He noted Telsa Motors is also interested in 1275 E. Yorba Linda Blvd location. He noted that Management Analyst Le and Council member Underhill will be visiting Americolor, wholesale food coloring.

Management Analyst Le noted she was contacted by a Harsey & Associates, distributors of upholstery and drapery fabrics, for possible locations they can operate in the City. She suggested a location off of Jefferson they can utilize.

5. EXECUTIVE REPORT:

City Administrator announced the next community workshop for the budget stabilization plan will be at Monday, March 3 at Golden Elementary School. He noted the Commission and Committee reception on Thursday, March 27, 2014. He noted that Committee member Patel, representative for the Hotel industry, has not attended a meeting and suggests finding a replacement.

Chair Nelson noted that he was informed that council member Farano is ill, and will not be attending Economic Development meetings.

COMMITTEE MEMBERS COMMENTS AND REQUESTS:

Chair Nelson suggested for each committee member to come up with ideas/incentives that will help promote economic development in the City.

ADJOURNMENT:

The Committee adjourned at 7:29 p.m. to March 25, 2014 at 6:00 p.m.

ATTEST:

SCOTT W. NELSON
MAYOR/AGENCY CHAIR

CANDICE MARTINEZ
SECRETARY