

Placentia Economic Development Committee



Regular Meeting Agenda August 27, 2013

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.

*Kenny Binnings
Committee Member*

*Rosalina Davis
Committee Member*

*Floyd Farano
Committee Member*

*Kevin Kirwin
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*

*Susan Wan-Ross
Committee Member*

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 discourages 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.

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**CITY OF PLACENTIA
ECONOMIC DEVELOPMENT COMMITTEE
REGULAR MEETING AGENDA
August 27, 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 Kevin Kirwin
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 Susan Wan-Ross
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.

OATH OF OFFICE: Kevin Kirwin

1. CONSENT CALENDAR:

a. Minutes

Recommended Action: Approve

- 1) Approve the minutes of the April 23, 2013 Economic Development Committee Meeting

2. OLD BUSINESS: None

3. NEW BUSINESS:

a. Placentia Business Center – Small Business Assistance Concepts and Economic Development Opportunities

Recommended Action:

- 1) Receive update and provide direction as needed to Staff

b. Downtown Placentia Development Opportunities – Sonnenblick Development Proposal

Recommended Action:

- 1) Receive and File

4. PRESENTATIONS/ADMINISTRATIVE REPORTS

- a. **Cal-ICMA Economic Development Webinar “New Strategies and Best Practices”** September 11, 2013

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 September 24, 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 August 27, 2013 meeting of the Economic Development Committee was posted on August 22, 2013.

Candice Martinez, City Clerk

**CITY OF PLACENTIA
ECONOMIC DEVELOPMENT COMMITTEE
REGULAR MEETING MINUTES
April 23, 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 6:08 p.m.

ROLL CALL:

PRESENT: Committee Member Floyd Farano, Michael McAdam, David Nickey, Melanie J. Smissen-Coward, Jo Ann Sowards

ABSENT: Committee Member Kenny Binnings, Sandy Patel, Rosalina Davis, Richard Landfield

City Council Staff Liaison Mayor Nelson introduced the new member to the Committee, Susan Wan-Ross

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

PLEDGE OF ALLEGIANCE: Committee Member David Nickey

ORAL COMMUNICATIONS: None

1. CONSENT CALENDAR:

a. Minutes

Recommended Action: Approve

- 1) Approve the minutes of the March 26, 2013 Economic Development Committee Meeting **(5-0-4, as recommended)**

A motion was made by Committee Member Michael McAdam, seconded by Committee Member Sowards, to approve the minutes of the March 26, 2013 Economic Development 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.

Assistant City Administrator Ken Domer gave a brief overview of the City of Lake Forest Economic Development Business Website, www.lakeforestbusiness.com. He noted the he has already reserved the domain name www.placentiabuisness.com for the City's own Economic Development website. He directed staff to review the website and provided items they would like to see added to the City's website.

Discussion ensued between Committee Members and Staff. They discussed the success rate of the website, how the website was broken down into separate categories, how it was being advertised, connections the website has with local realtors, and costs.

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.

Assistant City Administrator Ken Domer gave a brief overview of the proposed economic development legislation for 2013. Each committee member received an Economic Development Tools Legislation handout that outlined the different bills that are being presented. He gave direction all committee members to review the handout and provide feedback at the next scheduled meeting. He also noted that he would be sending each committee member the link to the State Legislation Tracking site to review all the bills that were being presented and there updates.

Discussion ensued between the Committee Members and Staff. They discussed bills that are in high importance to the City.

City Administrator Troy Butzlaff recommended to the Committee to invite Tony from the O.C. Division of the League of Orange County Cities to discuss each of the bills presented and to find out which ones they are in support of. He directed Assistant City Administrator Ken Domer to get in contact with Tony and invite him to the next Economic Development meeting.

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 Melanie Smissen-Coward suggested getting the Chamber of Commerce involved with various bills being presented and to assist the City with writing letters to either support or oppose the bills.

City Administrator Troy Butzlaff suggested adding the Buxton Study to the next scheduled meeting agenda.

City Council Staff Liaison Mayor Scott Nelson suggested adding the Urban Land Institute (ULI) study to the next scheduled meeting agenda.

ADJOURNMENT:

The Committee adjourned at 7:06 p.m. to May 28, 2013 at 6:00 p.m.

ATTEST:

SCOTT W. NELSON
MAYOR/AGENCY CHAIR

CANDICE MARTINEZ
SECRETARY