

**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 that 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.

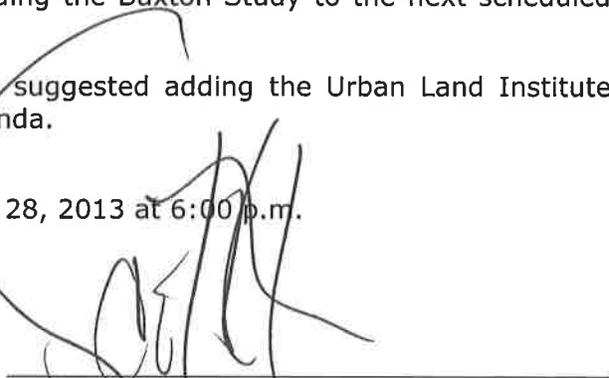
City Council Staff Liaison Mayor Scott Nelson suggested adding the Urban Land Institute (ULI) study to the next scheduled meeting agenda.

ADJOURNMENT:

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

ATTEST:


CANDICE MARTINEZ
SECRETARY


SCOTT W. NELSON
MAYOR/AGENCY CHAIR