

**CITY OF PLACENTIA
ECONOMIC DEVELOPMENT COMMITTEE
REGULAR MEETING MINUTES
October 22, 2013
4:00 p.m. – Community Room
401 E. Chapman Avenue, Placentia, CA**

CALL TO ORDER: City Administrator Troy Butzlaff called meeting to order at 4:06 p.m.

ROLL CALL:

PRESENT: Committee Member Kenny Binnings, Rosalina Davis, Kevin Kirwin, Michael McAdam, David Nickey, Melanie Coward, Susan Wan-Ross

ABSENT: Committee Member Floyd Farano, Richard Landfield Sandy Patel, Jo Ann Sowards

STAFF PRESENT: City Council Liaison Scott Nelson; City Administrator Troy Butzlaff; Management Analyst Maggie Le; Secretary Candice Martinez; Community Services Coordinator Felipe Zambrano

PLEDGE OF ALLEGIANCE: Committee Member Kevin Kirwin

ORAL COMMUNICATIONS: None

1. **CONSENT CALENDAR:** None
2. **OLD BUSINESS:** None
3. **NEW BUSINESS:** None
4. **PRESENTATIONS/ADMINISTRATIVE REPORTS**

City Administrator Butzlaff announced to the committee the departure of former Assistant City Administrator Domer to the City of Huntington Beach. The Economic Development Committee traveled offsite at 4:15 p.m.

a. Economic Development Committee Informational Tour

Committee Members and Staff will be travelling off-site to various locations listed below, to review and discuss potential development possibilities within the City

- 1) Lakeview Future Business Park (Lakeview Avenue and Orangethorpe Avenue)
- 2) Village Center, (Rose Drive and Alta Vista Street)
- 3) Yorba Linda Center, (Rose Drive and Yorba Linda Boulevard)
- 4) Imperial Plaza, (Imperial Highway and Rose Drive - West)
- 5) Imperial Rose Plaza, (Imperial Highway and Rose Drive - East)
- 6) Sierra Vista Plaza, (Placentia Avenue and Bastanchury Road)
- 7) Placentia Town Center, (Bradford Avenue and Yorba Linda Boulevard)
- 8) Placentia Plaza Shopping Center, (Chapman Avenue and Melody Lane)
- 9) Historic Downtown Area (Santa Fee Avenue and Bradford Avenue)
- 10) Don-A-Vee Chrysler Jeep, (777 W. Orangethorpe Avenue)
- 11) Westgate Planning Area (Crowther Avenue and Melrose Street)

Mayor Nelson arrived at 5:00 p.m.

City Administrator Butzlaff and Mayor Nelson provided brief descriptions on each of the locations listed on the Informational Tour as they reached each location.

Mayor Nelson requested that they add an additional stop to the tour, to visit the The Bruery, located at 717 Dunn Way, Placentia, CA 92870.

Discussion ensued between City Staff and Committee members during the duration of the Information Tour. They discussed the possible businesses that could occupy the vacant buildings, revenue opportunities, possible initiatives that could be offered and difficulties the City have working with properties owners.

COMMITTEE MEMBERS COMMENTS AND REQUESTS: None

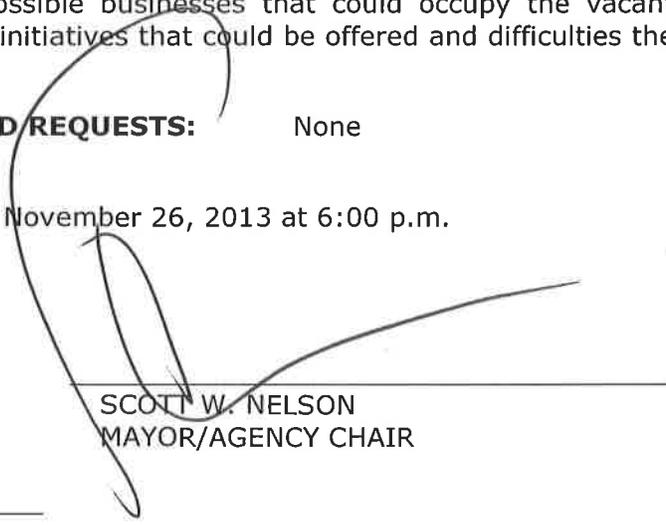
ADJOURNMENT:

The Committee adjourned at 6:30 p.m. to November 26, 2013 at 6:00 p.m.

ATTEST:



CANDICE MARTINEZ
SECRETARY



SCOTT W. NELSON
MAYOR/AGENCY CHAIR