

Placentia Economic Development Committee

Regular Meeting Agenda
April 22, 2014



Kenny Binnings
Committee Member

Rosalina Davis
Committee Member

Floyd Farano
Committee Member

Kevin Kirwin
Committee Member

Richard Landfield
Committee Member

Michael McAdam
Committee Vice Chair

David Nickey
Committee Member

Sandy Patel
Committee Member

Melanie J. Smissen-Coward
Committee Member

Jo Ann Sowards
Committee Member

Susan Wan-Ross
Committee Member

City of Placentia
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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.

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.

**CITY OF PLACENTIA
ECONOMIC DEVELOPMENT COMMITTEE
REGULAR MEETING AGENDA
April 22, 2014
6:30 p.m. – Community Room
401 E. Chapman Avenue, Placentia, CA**

CALL TO ORDER:

ROLL CALL: City Council Liaison, Chair Mayor Scott Nelson
Committee Vice Chair Michael McAdam
Committee Member Kenny Binnings
Committee Member Rosalina Davis
Committee Member Floyd Farano
Committee Member Kevin Kirwin
Committee Member Richard Landfield
Committee Member David Nickey
Committee Member Sandy Patel
Committee Member Melanie J. Smissen-Coward
Committee Member Jo Ann Sowards
Committee Member Susan Wan-Ross
Management Analyst Maggie Le
Assistant City Administrator Damien Arrula
City Administrator Troy Butzlaff

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.

1. CONSENT CALENDAR:

- a. **Minutes**
Economic Development Committee Minutes- January 28, 2014
Recommended Action: Approve

2. OLD BUSINESS: None

3. NEW BUSINESS:

- a. **2014 Business Climate Survey Results**
Recommended Action:
 - 1) Receive and provide direction as needed to Staff
 - 2) Selection of winners for the 2014 Business Climate Survey Drawing
- b. **Placentia Farmers Market**
Recommended Action:
 - 1) Receive and provide direction as needed to Staff

4. PRESENTATIONS/ADMINISTRATIVE REPORTS

- a. **Business Retention and Attraction Update**
Recommended Action:
 - 1) Receive and provide direction as needed to Staff

5. EXECUTIVE REPORT:

The purpose of these reports is to provide information on projects and/or programs. No decisions are to be made on these issues. If the Committee would like formal action on any of the discussed items, it will be placed on a future Committee Agenda.

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 May 27, 2014 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 April 22, 2014 meeting of the Economic Development Committee was posted on April 17, 2014.

Candice Martinez, City Clerk Specialist

**CITY OF PLACENTIA
ECONOMIC DEVELOPMENT COMMITTEE
REGULAR MEETING MINUTES
January 28, 2014
6:00 p.m. – Community Room
401 E. Chapman Avenue, Placentia, CA**

CALL TO ORDER: Mayor Nelson called the meeting to order at 6:05 p.m.

ROLL CALL:

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

ABSENT: Committee Member Floyd Farano, Sandy Patel

Committee Member Susan Wan-Ross arrived at 6:07 p.m.

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

PLEDGE OF ALLEGIANCE: Dustin Anderson, student at Kraemer Middle School.

ORAL COMMUNICATIONS: None

1. CONSENT CALENDAR:

a. Minutes

Recommended Action: Approve

- 1) Approve the minutes of the August 27, 2013 and October 22, 2013 Economic Development Committee Meeting **(9-0, as recommended)**

A motion was made by Committee Member Smissen-Coward, seconded by Committee Member Wan-Ross, to approve the minutes of the August 27, 2013 and October 22, 2013 Economic Development Meeting.

2. OLD BUSINESS: None

3. NEW BUSINESS:

a. Selection of Committee Chair and Vice Chair

Recommended Action:

- 1) Nominate and elect one (1) Chair and one (1) Vice Chair for the Economic Development Committee

Secretary Martinez provided a brief overview of the process for electing a Chair and Vice Chair. She noted that this process will be done annually.

Mayor Nelson called for the selection of Chair.

Committee Member Rosalina Davis nominated Mayor Nelson to serve as Chair, seconded by Committee Member Wan-Ross.

Pursuant to a unanimous voice vote, Mayor Nelson was selected to serve as Chair for the Economic Development Committee.

Chair Nelson called for the selection of Vice Chair.

Chair Nelson nominated Committee Member Mike McAdam to serve as Vice Chair, seconded by Committee Member Nickey.

Pursuant to a unanimous voice vote, Committee Member Mike McAdam was selected to serve as Vice Chair for the Economic Development Committee.

4. PRESENTATIONS/ADMINISTRATIVE REPORTS:

City Administrator Butzlaff requested from item 4.b. to be presented first.

b. Economic Development Survey

City Administrator Butzlaff and Management Analyst Le

Recommended Action:

- 1) Receive and provide direction as needed to Staff

Management Analyst Le provided a brief overview of the 2014 Business Survey. She noted the purpose of the survey was to get a better understanding of the business community. She requested input from the committee about the business survey.

City Administrator Butzlaff noted that very few business owners will complete and submit the survey back to the City. He noted that the deadline date for business owners to submit the completed survey is the end of February.

Discussion ensued between Committee Members and Staff. They discussed the tax credit drawing incentive, possible places to make the survey available, the layout of the survey, and the information being requested on the survey.

Committee Member Smissen-Coward recommended to add a brief description of the purpose of the survey and a possible slogan to add to the front of the survey.

Chair Nelson recommended to add the changes suggested by the committee and to send the survey out to business owners.

Committee Member Kerwin left at 6:46pm.

a. Economic Development Plan

Presenter: William Rawlings

Recommended Action:

- 1) Receive and provide direction as needed to Staff

City Administrator Butzlaff introduced William Rawlings, City Manager for the City of Artesia.

City Manager Rawlings provided a brief overview of the economic development plan he drafted for the City of Placentia.

Discussion ensued between Committee Members and Staff. They discussed the different incentives that were proposed to help promote economic development within the City.

City Administrator Butzlaff requested for item 4.a. to be continued to the next committee meeting to allow committee members to review the Economic Development Plan that City Manager Rawlings drafted and to provide feedback and direction to Staff.

COMMITTEE MEMBERS COMMENTS AND REQUESTS: None

ADJOURNMENT:

The Committee adjourned at 7:39 p.m. to February 25, 2014 at 6:00 p.m.

ATTEST:

SCOTT W. NELSON
MAYOR/AGENCY CHAIR

CANDICE MARTINEZ
SECRETARY



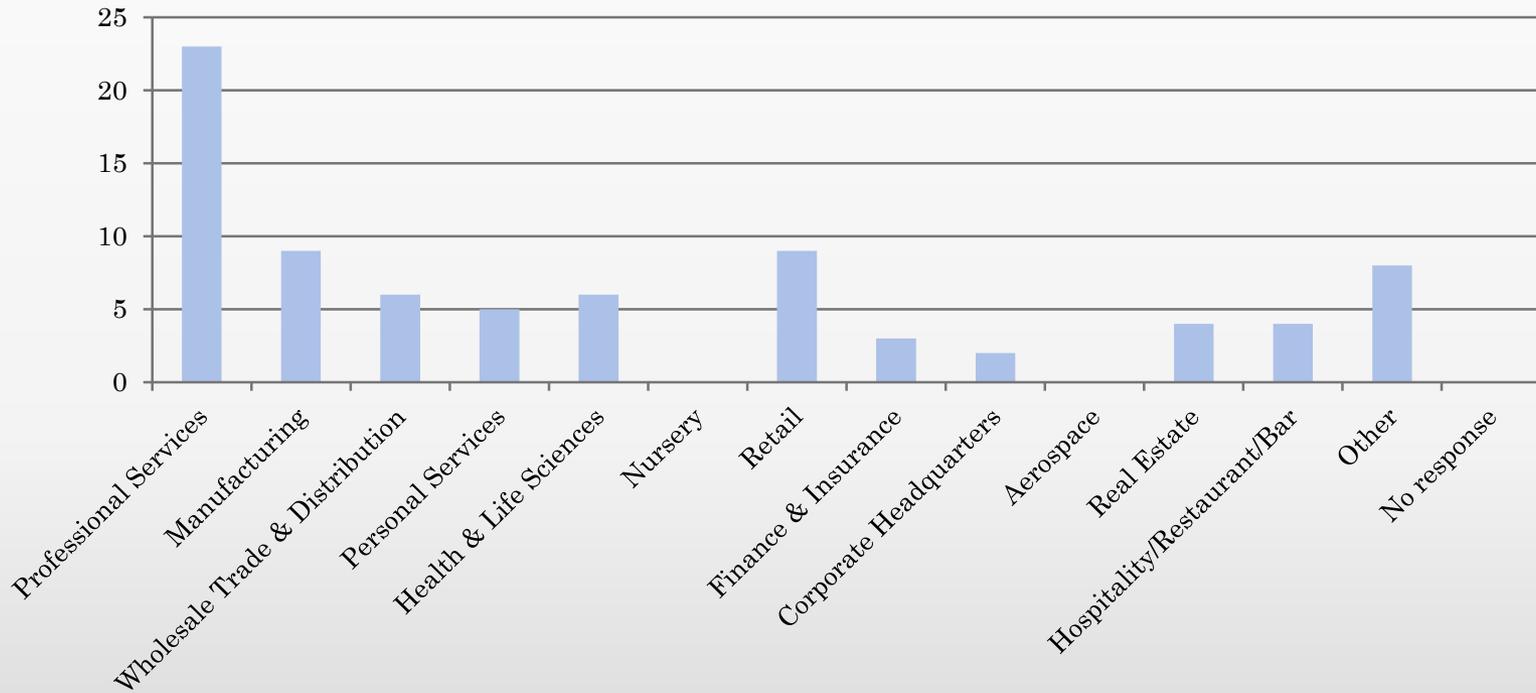
2014 BUSINESS CLIMATE SURVEY

Troy L. Butzlaff, ICMA-CM
Maggie Le, Management Analyst
April 22, 2014

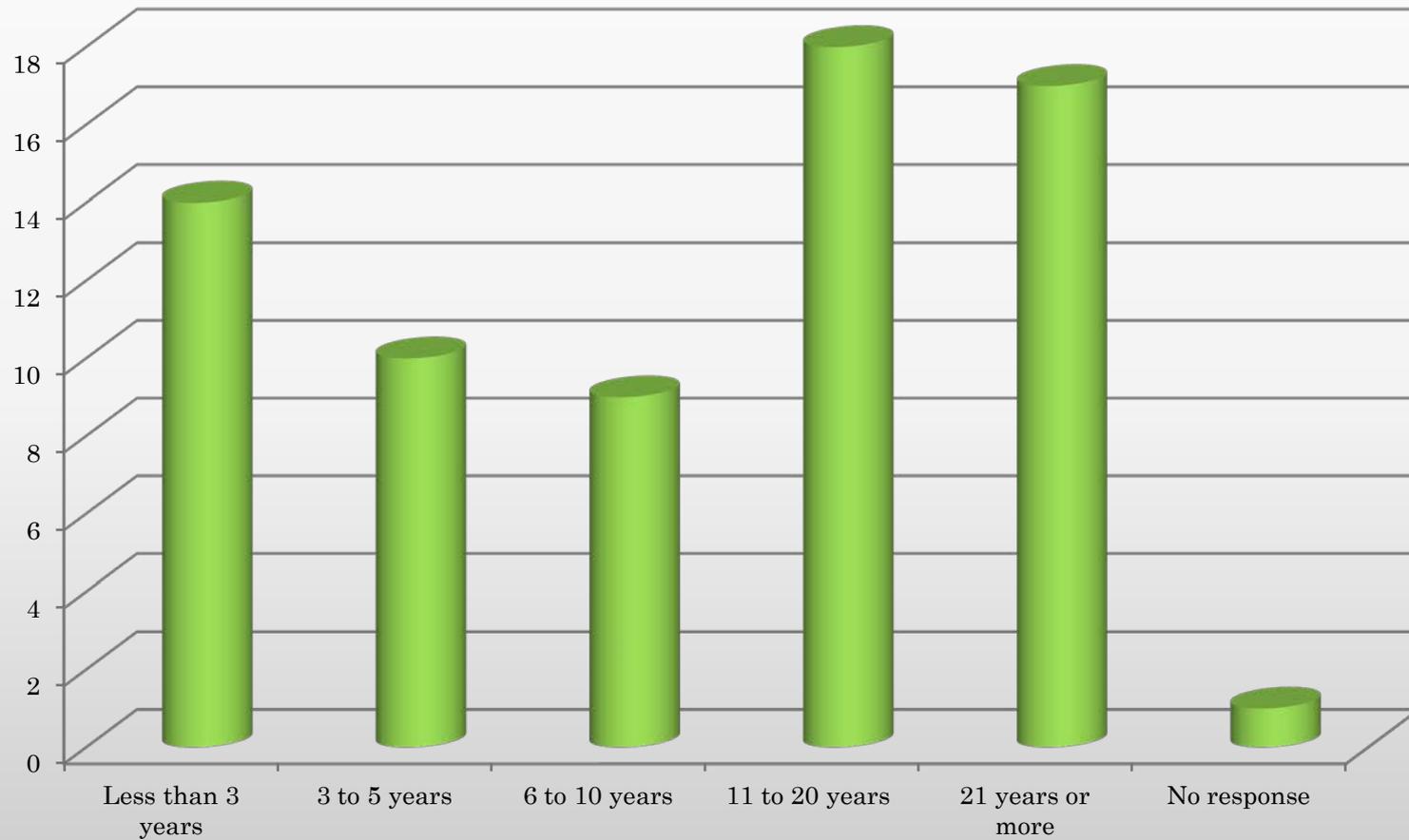
BUSINESS CLIMATE SURVEY GOALS:

- Determine what Placentia-based businesses need in order to operate successfully, expand or stay in Placentia;
- Provide a tool for which City leaders can determine how businesses use City services and whether such services are delivered in a customer friendly and focused manner;
- Allow City Staff to better focus the City's scarce resources related to Economic Development to the benefit of the business community.

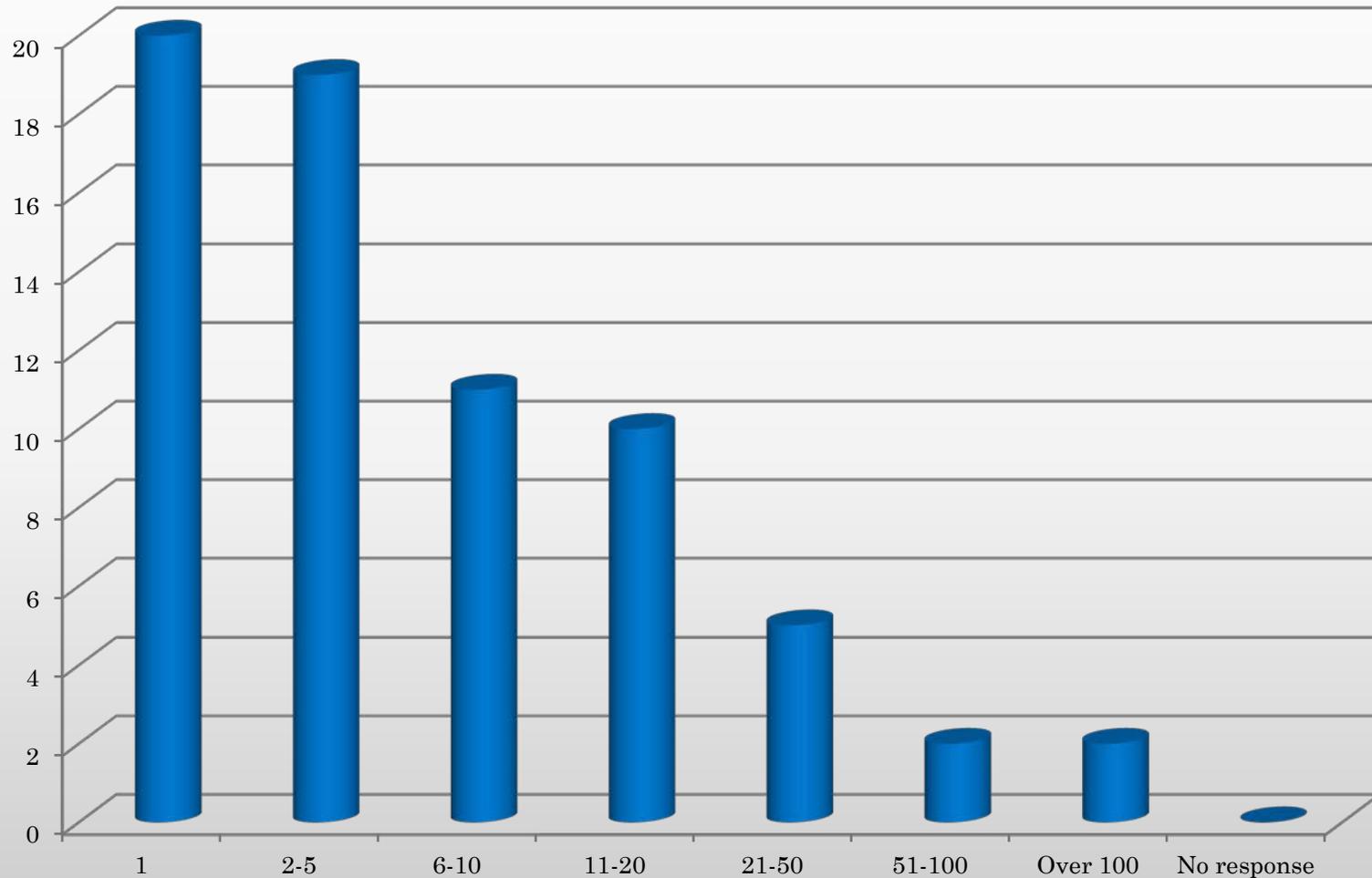
Type of Business/Industry



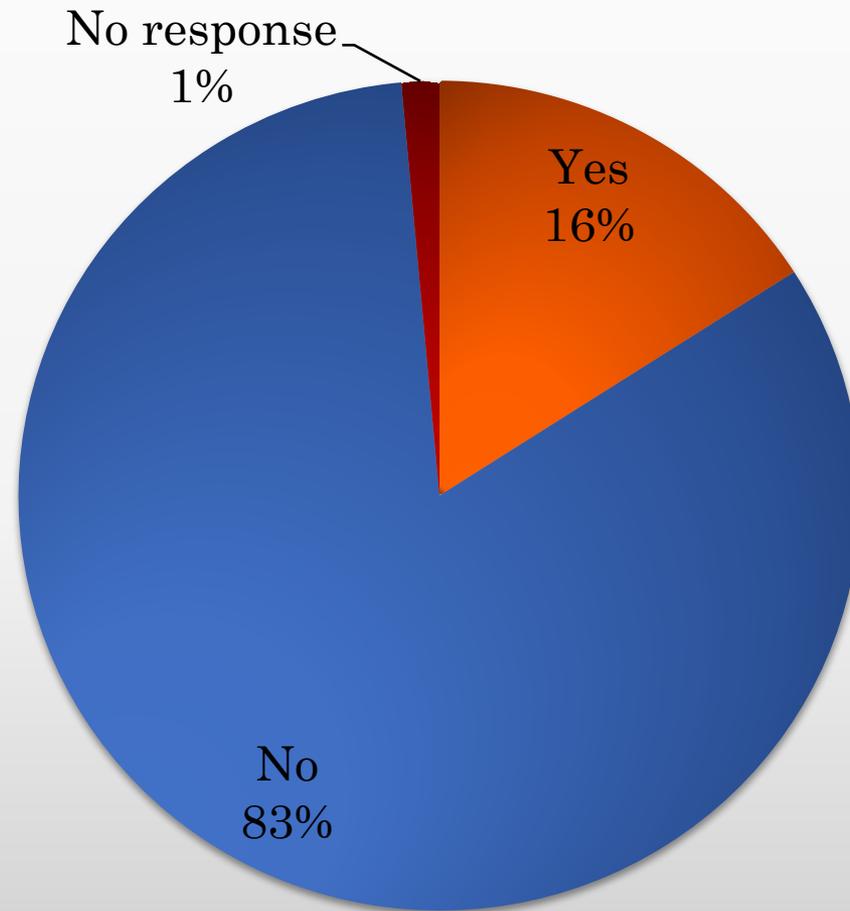
Length of Time in Placentia



HOW MANY PEOPLE DO YOU CURRENTLY EMPLOY, INCLUDING YOURSELF?



ARE YOU A MEMBER OF THE PLACENTIA CHAMBER OF COMMERCE?



WHAT IS THE MOST POSITIVE AND MOST NEGATIVE ISSUE ABOUT PLACENTIA AS A PLACE TO DO BUSINESS?

Positive

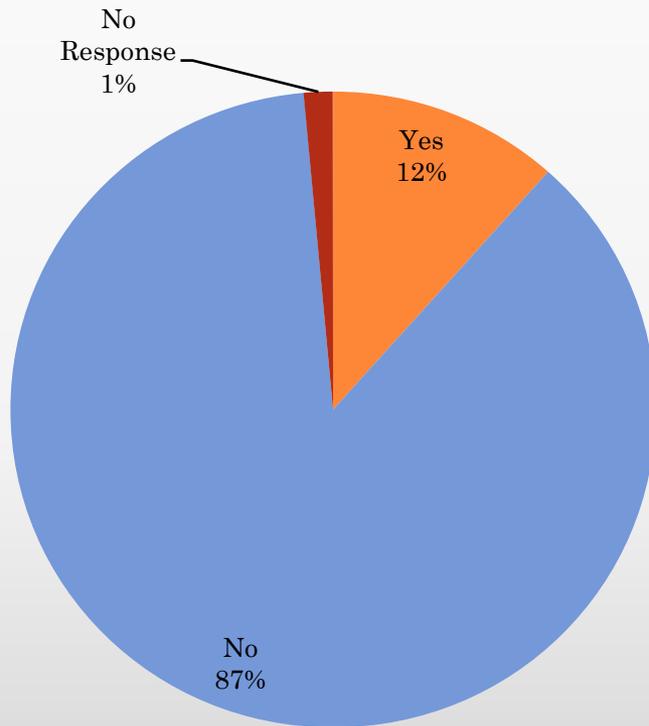
- ✓ **Close to home**
- ✓ **North Orange County location**
- ✓ Friendly business owners
- ✓ **Central location**
- ✓ **I like and live in Placentia**
- ✓ **Nice upper middle class**
- ✓ Access to major freeways
- ✓ Lots of homeowners
- ✓ **Family oriented**
- ✓ **Beautiful City**
- ✓ Community involvement
- ✓ **Centrally located for clients from LA, OC, and Riverside counties**
- ✓ Availability of services
- ✓ Support Placentia businesses
- ✓ Reasonable license fee, safe, good location
- ✓ A lot of warehouse
- ✓ A good area of population for business
- ✓ **Location**
- ✓ **Demographics**
- ✓ Quiet community
- ✓ Satisfactory population
- ✓ Small town atmosphere
- ✓ **City Hall personable/friendly**
- ✓ Fairly inexpensive
- ✓ **Small community**
- ✓ PACE financing is now available for Placentia businesses and residents
- ✓ **Friendly environment**
- ✓ **Clean streets**
- ✓ Many businesses

WHAT IS THE MOST POSITIVE AND MOST NEGATIVE ISSUE ABOUT PLACENTIA AS A PLACE TO DO BUSINESS?

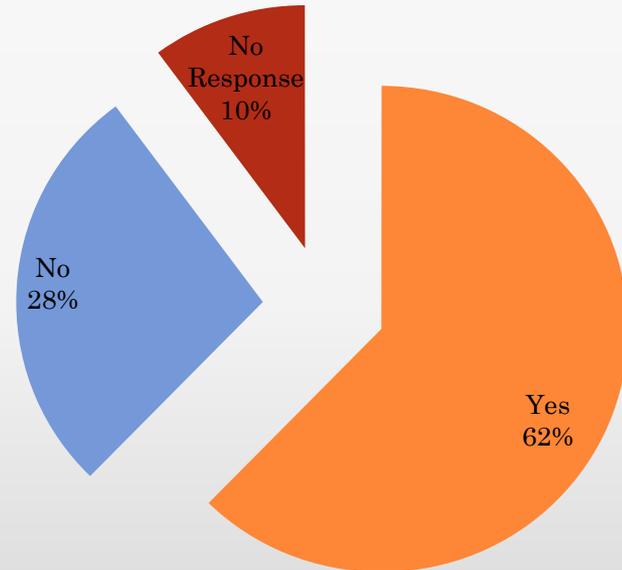
Negative

- ✓ Consistency
- ✓ Need more friendly business owners
- ✓ Taxes and fees; hard to get business license
- ✓ Organized public relations and incentives to attract businesses and customers
- ✓ **Low number of business in the City**
- ✓ **Marketing what City has to offer to visitor**
- ✓ Business marketing in Spanish
- ✓ City Hall closed Friday
- ✓ Not sufficient Latino representation
- ✓ **Traffic on 57 and 91 freeways**
- ✓ Not a safe city; a lot of crime
- ✓ Hard to do business within the City
- ✓ Response from City Hall
- ✓ Some of bad police officer with bad attitude (safety concern)
- ✓ Parking in old town
- ✓ Pot holes in street
- ✓ **Road construction**
- ✓ Very little exposure
- ✓ Far from cities with higher goods demand among population
- ✓ **Cost of doing business**
- ✓ Most people not familiar with where Placentia is; size
- ✓ **Traffic due to the Crowther-Kraemer underpass**
- ✓ Too many city ordinances; Planning department not consistent with business regulation
- ✓ Permit fees for solar PV installations are too high
- ✓ Great demand for our preschool, want to expand, no help or encouragement from City
- ✓ City needs more income; lower buying power
- ✓ Missing directory of businesses in Placentia
- ✓ Police Department seems under staffed- need better response time and cooperation

Are you aware of the Placentia Business Center?

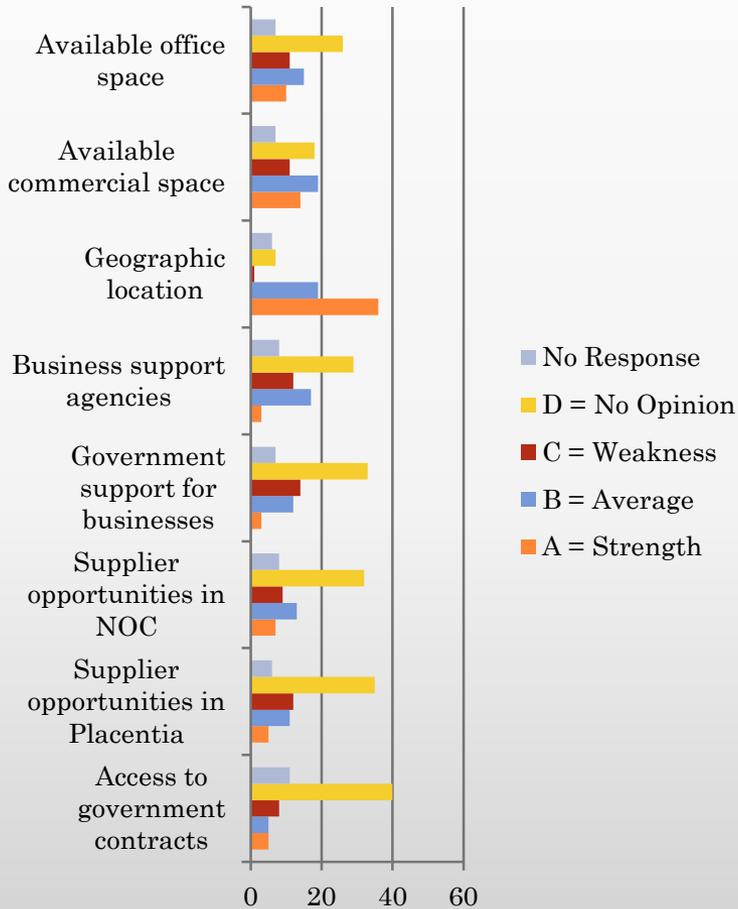


If no, would you like information about Placentia Business Center?

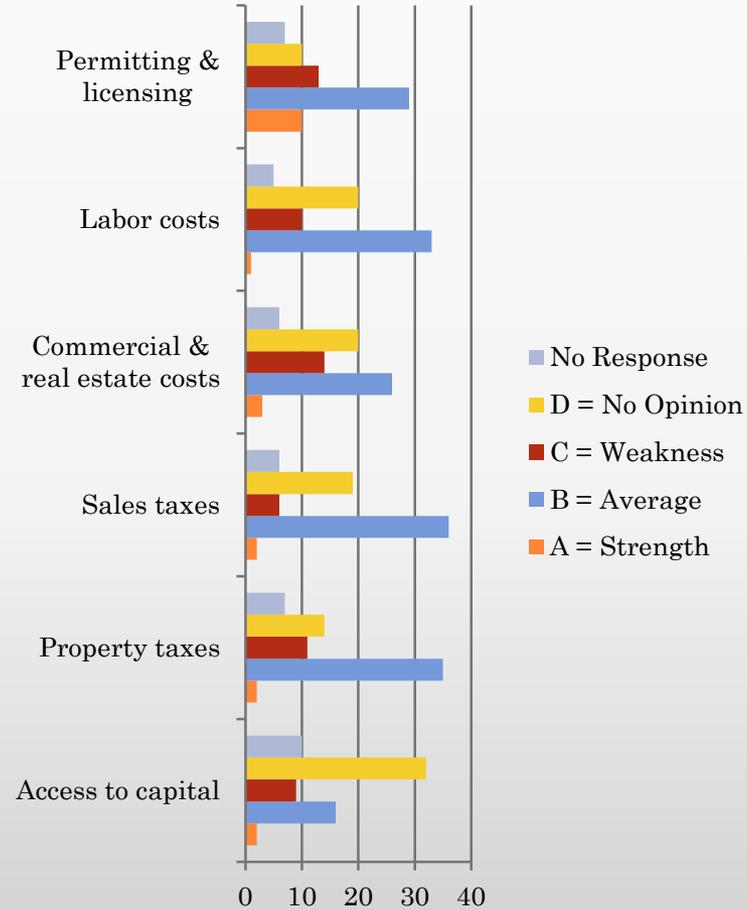


PLEASE RATE THE FOLLOWING PLACENTIA CHARACTERISTICS FROM A BUSINESS PERSPECTIVE.

Business Support & Opportunities

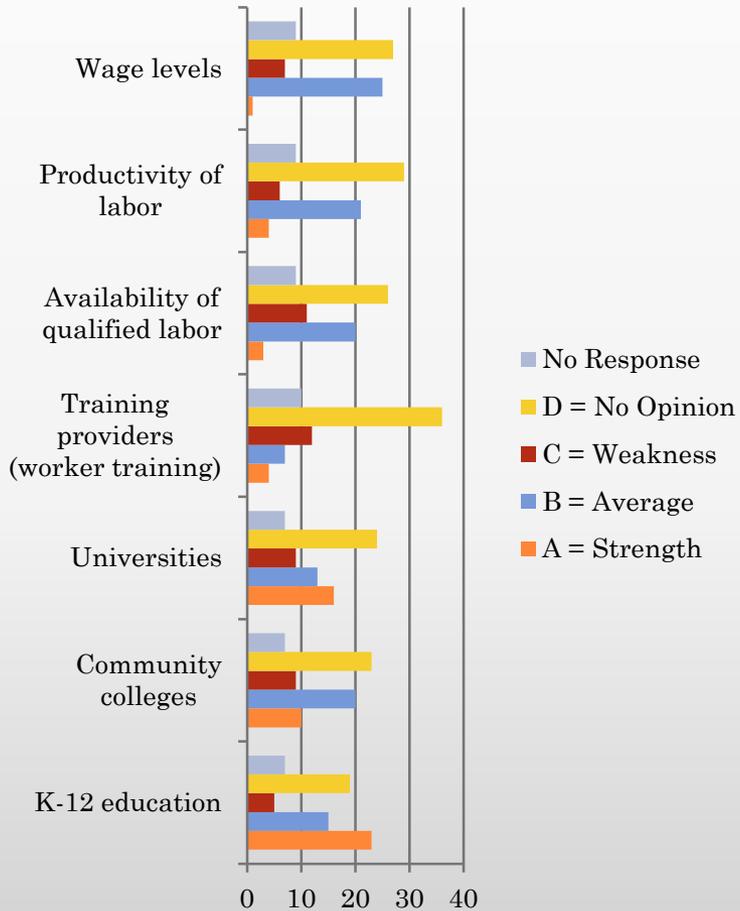


Financing, Costs & Taxes

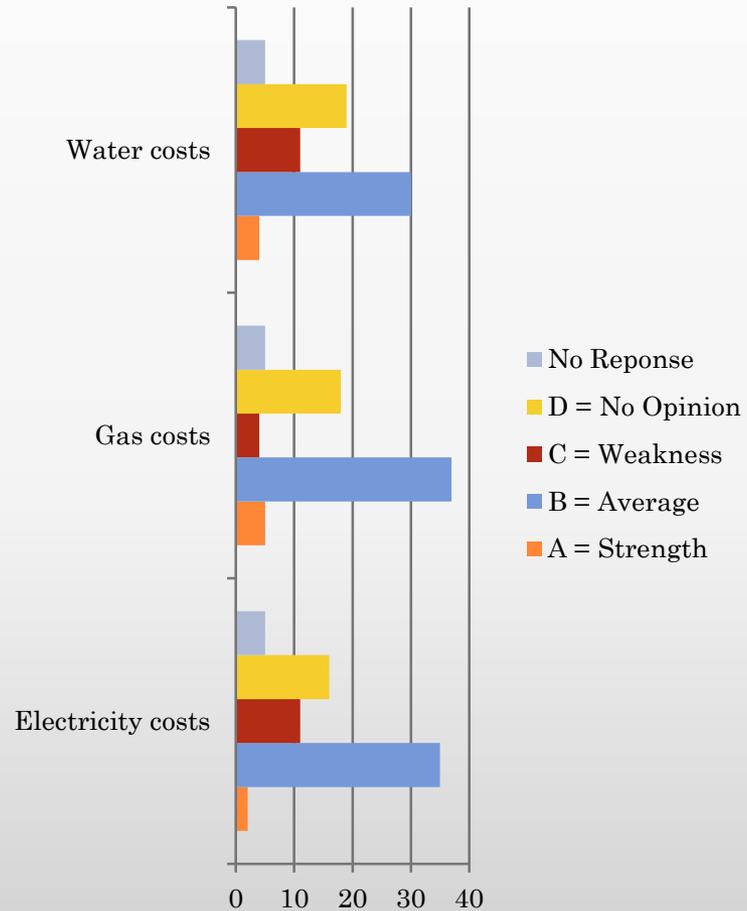


PLEASE RATE THE FOLLOWING PLACENTIA CHARACTERISTICS FROM A BUSINESS PERSPECTIVE.

Education, Training & Labor

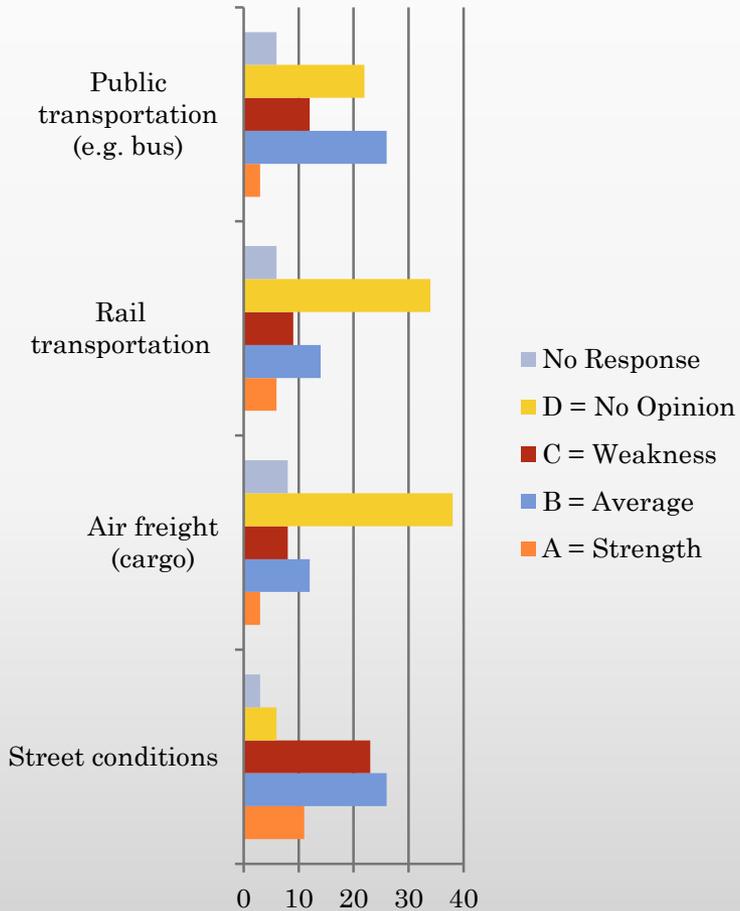


Utilities

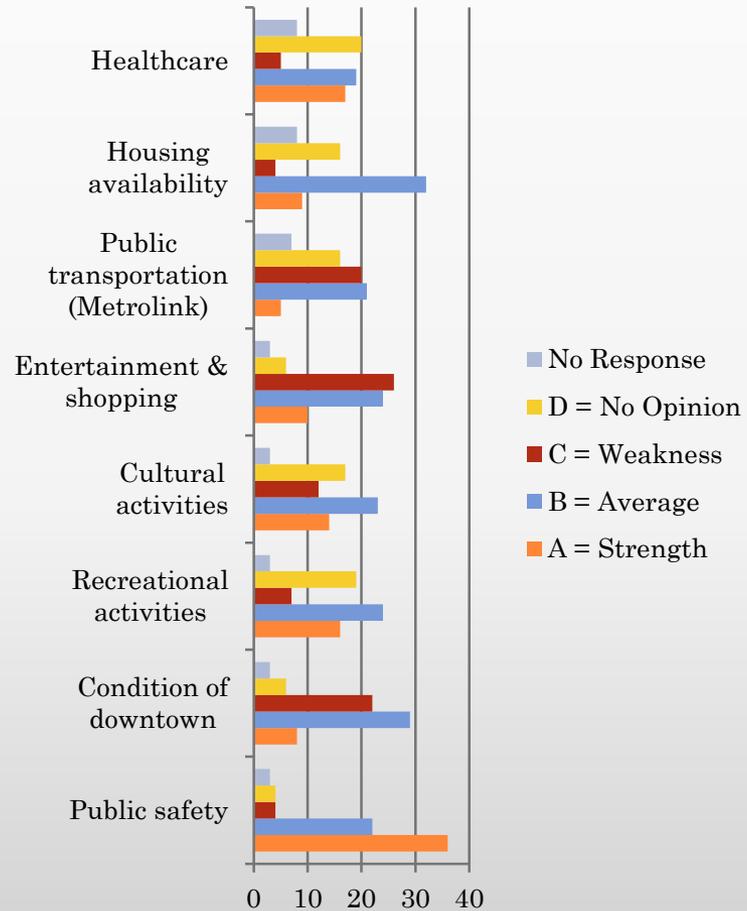


PLEASE RATE THE FOLLOWING PLACENTIA CHARACTERISTICS FROM A BUSINESS PERSPECTIVE.

Transportation



Quality of Life



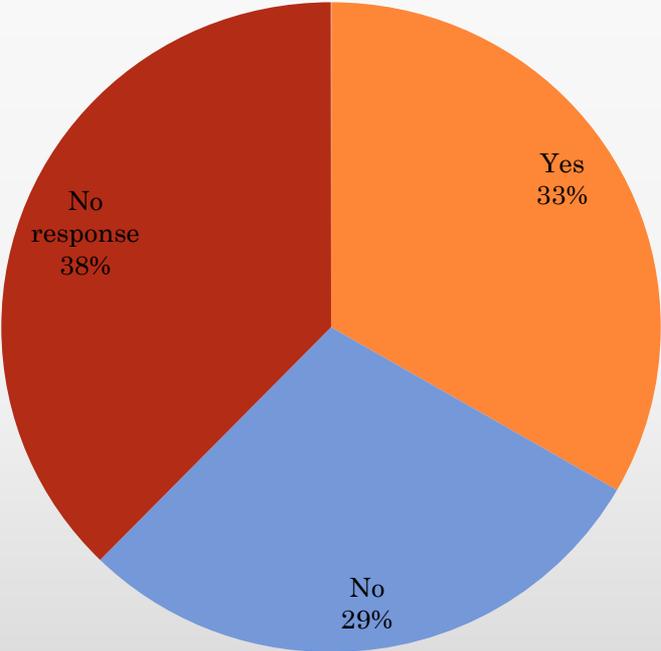
WHAT ARE THE TWO MOST IMPORTANT ISSUES TO IMPROVING OVERALL BUSINESS OPPORTUNITIES IN PLACENTIA?

- **Chamber growth/support**
- **Education (K-12)/trade related education**
- Keep cost taxes etc licensing fees reasonable
- Develop downtown/parking/better maintenance
- **Increase businesses**
- Creating jobs/unemployment
- Keeping moderate wealth residents
- More business space available
- **City image/appearance**
- **Less taxes/lower sales tax**
- **Less government/regulation/Obamacare**
- Sales/gaining word of mouth exposure
- A safer City/keep graffiti out
- **Decrease crime/eliminate the Hispanic gangs i.e. Atwood & La Jolla**
- **Overall economy/access to capital**
- Promoting Placentia as a location in the county/marketing
- Permission to expand preschool-there is a great demand for quality preschool/day care
- **Maintain and improve streets**
- Easier to open new retail businesses
- Monthly community activities/employment fair
- Product diversity
- **Open roads/complete railway bridges**
- Public transportation/Parking
- **Tax incentives**
- **Space to establish a business/leasing buildings**
- Widespread distribution of each business category
- Remove unnecessary stops along Crowther – since bridge was built-no cross traffic except parking lot. Waste a lot of time!
- Minor renovations without losing the antiqueness of the City
- Cleanliness
- Advertising/visibility/PR
- Educating consumers about the value of pace and energy efficiency upgrades
- Interest in business development
- Increasing buying power of residents/sentiments

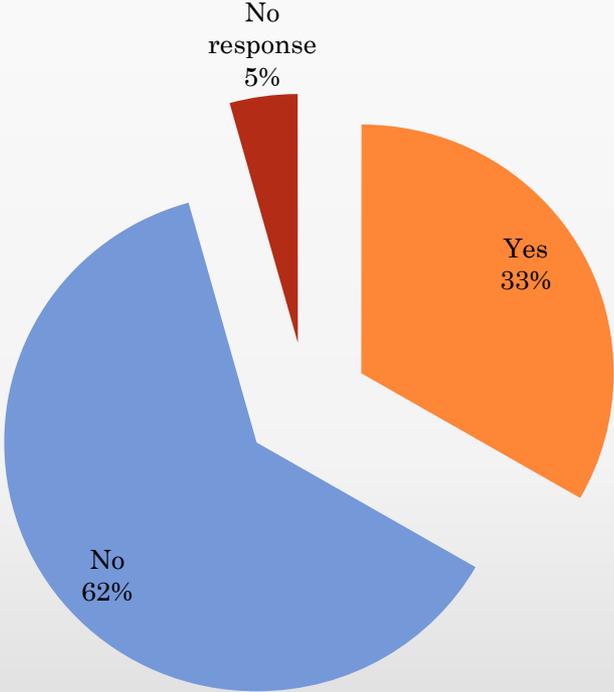
WHAT ARE THE TWO GREATEST BARRIERS FACING YOUR BUSINESS?

- **Healthcare reform/employee costs**
- Rising costs/cost of overhead expenses
- **Finding good, quality help/sales employees**
- Growth/lack of clients
- Regulation regarding firearms
- More affluence is needed
- **Visibility/exposures**
- Access/proximity of Home Depot
- **Be more competitive/more business**
- Lack of health insurance coverage
- **Road construction problems/street construction for the next four years on Orangethorpe**
- **Don't like paying City tax and County tax**
- **Marketing/finding new clients**
- Business signs are old/no signage
- Not a clean parking lot
- Low pricing services
- No support from the City for expansion and the need in City
- No one thinks to shop in Placentia
- **Overall sluggish economy**
- **Office space available/warehouse**
- **Access to capital to expand business and add an employee/banking relationships**
- Permitting/Licensing/Government/City Council
- Location due to Metrolink construction
- Changing demographic
- Disappearing market
- Source of customers/# of competitive contractors
- Apprehensions
- Clients are outside of Placentia
- Decrease in employee dental benefits
- Public transportation
- Placentia disposal new billing practices
- **Lack of parking/traffic/customer interest**
- Becoming well-known outside of Placentia
- Automobile space on extremely productive and/or busy days
- Nothing to do with City
- Freeway noise
- New corporate customers, business to area

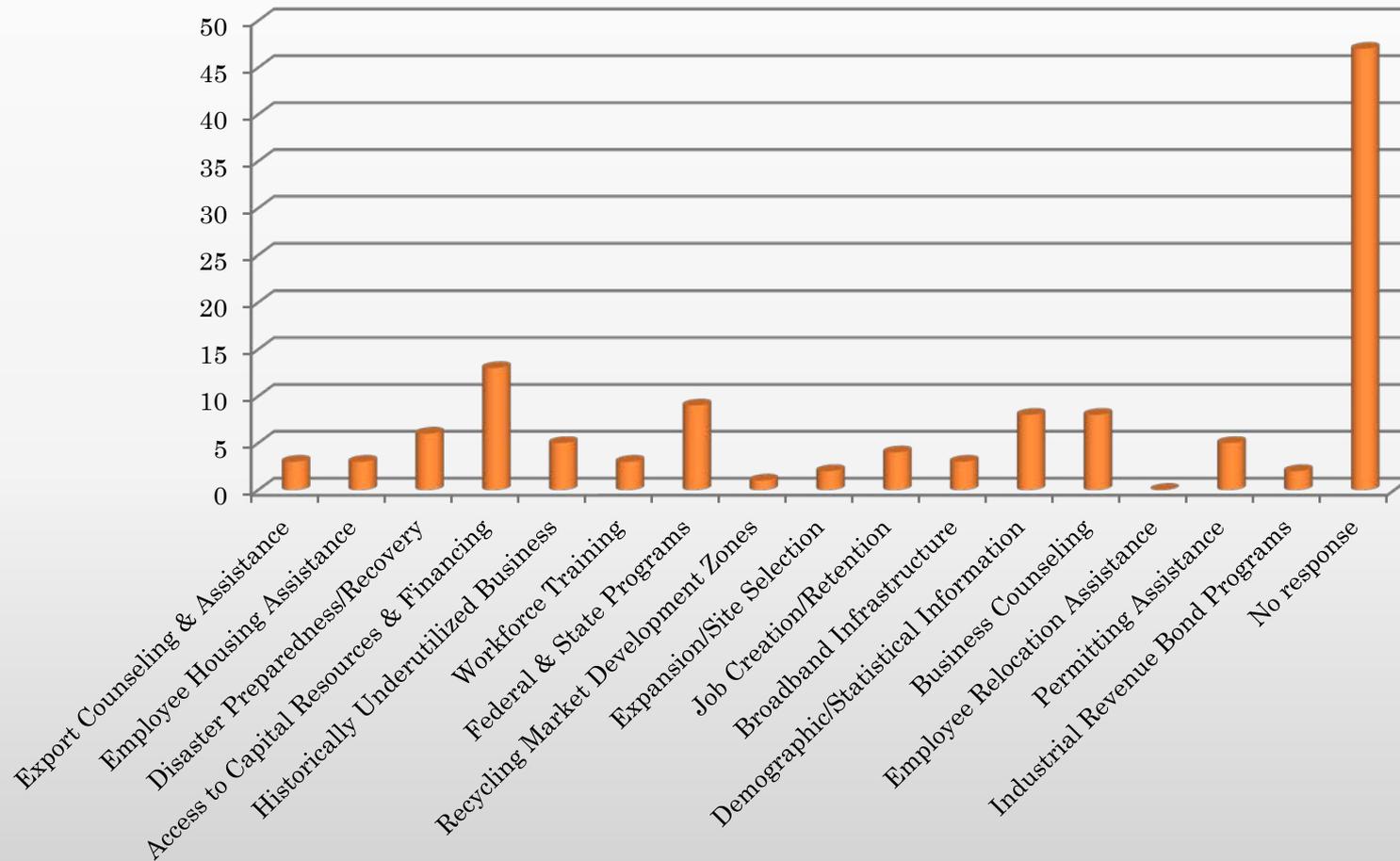
If you are in a commercial center, do you believe that an exterior renovation would increase your business appeal and generate more customers?



Do you believe that the forthcoming Metrolink commuter rail station in Downtown Placentia will generate more business/customers for your business?



TOPICS OF INTEREST TO BUSINESSES



FINAL COMMENTS

- “It would be nice to increase tax revenue through business expansion (sales tax, etc).”
- “I think the license renewal fee is unnecessary and high for sole proprietorships.”
- “Keep Placentia safe, relatively affluent well kept roads, parks, and appearance.”
- “Reduce basic permitting of licensing costs.”
- “There are some terrible looking homes and commercial buildings that need to be upgraded, including my own.”
- “I have had no involvement with Placentia City except to pay my business license fees.”
- “Very happy to work/live in Placentia. Wish we had more of a real (or larger) downtown.”
- “Completing the road improvements. It is difficult to get from place to place now.”
- “Workman’s comp costs are out of control. Rates increase every year due to fraud.”
- “We have been very happy operating here for 19 years.”
- “Business fair.”
- “A detailed guide to opening a business in Placentia with expected permit fees and options.”
- “Appropriate waste disposal protocols and security systems will be very helpful.”
- “Glad you are working on the train under/over passes and will be glad when Kraemer is done!”
- “Fog fees more than 2 times of business license fees.”
- “Additional incentives/tax credits for hiring new employees.”
- “Would really like to have a better relationship with Police Department, nothing bad, just not partners like other cities I’ve worked.”
- “Please have a business fair and expo that is heavily marketed each year or a Placentia summer fair. It would be great for exposure.”
- “Nothing on a local level, state and federal taxes/fees especially healthcare are a huge burden to a small business.”
- “Upgrade appearances of strip malls; make historical areas inviting; clean up playgrounds and parks.”
- “I think some of the streets should be redone, ex: Crowther between Melrose and Placentia Blvd.”
- “Do not raise sales taxes.”
- “Placentia needs to create an identity and create “A known for” personality.”
- “Trees are blocking our pole sign driving towards Yorba Linda Blvd. Trees do not belong to Rose Linda shopping center. We also hope the police work more professionally.”