

**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.

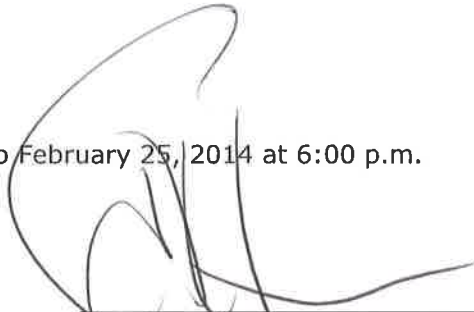
Discussion ensued between Committee Members and Staff. They discussed the different incentives that were proposed to help promote economic development within the City.

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:



CANDICE MARTINEZ  
SECRETARY

SCOTT W. NELSON  
MAYOR/AGENCY CHAIR