

# Placentia Economic Development Committee



## Regular Meeting Agenda September 23, 2014

### **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) 993-8231, to make inquiry concerning the nature of the item described on the agenda.

*Mayor Scott Nelson  
City Council Liaison/Chair*

*Kenny Binnings  
Committee Member*

*Rosalina Davis  
Committee Member*

*Gary Farrell  
Committee Member*

*Christina Lopez  
Committee Member*

*David Nickey  
Committee Member*

*Melanie J. Smissen-Coward  
Committee Member*

*Jo Ann Sowards  
Committee Member*

*Susan Wan-Ross  
Committee Member*

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Placentia, CA 92870**

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**CITY OF PLACENTIA  
ECONOMIC DEVELOPMENT COMMITTEE  
REGULAR MEETING AGENDA  
September 23, 2014  
6:00 p.m. – Community Room  
401 E. Chapman Avenue, Placentia, CA**

**CALL TO ORDER:**

**ROLL CALL:** City Council Liaison, Chair Mayor Scott Nelson  
Committee Member Kenny Binnings  
Committee Member Rosalina Davis  
Committee Member David Nickey  
Committee Member Melanie J. Smissen-Coward  
Committee Member Jo Ann Sowards  
Committee Member Susan Wan-Ross  
Committee Member Christina Lopez  
Committee Member Gary Farrell  
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 Meeting Minutes for April 22, 2014, and June 24, 2014**  
Recommended Action: Approve

**2. OLD BUSINESS:** None

**3. NEW BUSINESS:**

- a. **Public Oath of Office**
- b. **Selection of Committee Vice Chair**  
Recommended Action:  
1) Nominate and elect one (1) Vice Chair for the Economic Development Committee
- c. **Request for Proposals of Services for the Development of Marketing Materials including a Branding Component Update**  
Recommended Action:  
1) Report Out
- d. **Social Media Marketing Workshop**  
Recommended Action:  
1) Report Out

**4. PRESENTATIONS/ADMINISTRATIVE REPORTS**

- a. **Retail Analysis and Vacancy Report from CBRE**  
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 October 28, 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 September 23, 2014 meeting of the Economic Development Committee was posted on September 18, 2014.

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Candice Martinez, City Clerk Specialist