



Placentia Economic Development Committee

Regular Meeting Agenda
September 23, 2014

*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*

**City of Placentia
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Placentia, CA 92870**

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

**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.

Candice Martinez, City Clerk Specialist

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

CALL TO ORDER: Chair Nelson called the meeting to order at 6:42 p.m.

ROLL CALL:

PRESENT: Committee Member Rosalina Davis, Kevin Kerwin, Melanie J. Smissen-Coward, Jo Ann Sowards, Susan Wan-Ross

ABSENT: Committee Member Kenny Binnings, Floyd Farano Richard Landfield, Michael McAdam, David Nickey, Sandy Patel

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

PLEDGE OF ALLEGIANCE: Assistant City Administrator Damien Arrula

City Administrator Butzlaff introduced Assistant City Administrator Arrula to the Committee.

ORAL COMMUNICATIONS: None

1. CONSENT CALENDAR:

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

A motion was made by Committee Member Sowards, seconded by Committee Member Wan-Ross, (5-0) to approve January 28, 2014 Economic Development Committee Minutes.

2. OLD BUSINESS: None

3. NEW BUSINESS:

Chair Nelson requested for item 3.b. to be presented first.

- b. **Placentia Farmers Market**
Recommended Action:
1) Receive and provide direction as needed to Staff

Management Analyst provided a brief overview on item 3.b., Placentia Farmers Market. She noted that they are currently looking at the site on Kraemer and Yorba Linda Blvd as a possible location for Farmers Market. She noted that there will be no city involvement with the Farmers Market and they are hoping for the start date in June, 2014.

City Administrator Butzlaff noted that they have been in contact with the property owner for the site they are considering and noted that they were interested on hosting the Farmers Market at their facility.

Chair Nelson inquired about the proposed start date and time for the Farmers Market.

Management Analyst Le noted that they are looking into having the Farmers Market take place every Tuesday from 4-7 p.m. She noted that they are looking at using up to ten (10) vendors at a time for each farmer's market event. She noted that the City will have a booth to help promote events.

Committee member Smissen-Coward suggested about the possibility of having entertainment during the Farmers Market.

Committee member Sowards inquired about how this event would benefit the City, since the City has no involvement with the Farmers Market.

Assistant City Administrator Arrula noted that this event will help promote businesses in Placentia. He noted that businesses will benefit more if they work together with the City and the Chamber.

Committee member Smissen-Cowards recommended adding a ribbon cutting event to mark the start of the Farmers market.

Chair Nelson noted that they should rotate the advertisement of surrounding businesses at the Farmers Market.

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

Chair Nelson announced the winner of the 2014 Business Climate Survey Drawing, David J. Alley, DDS, located at 300 East Yorba Linda Blvd. Suite E. He requested for City Staff to prepare a certificate to present to Mr. Alley.

Chair Nelson left at 7:09 p.m.

Management Analyst Le presented a PowerPoint presentation on the 2014 Business Climate Survey Results with slides including: Business Climate Survey Goals, Type of Business/Industry, Length of Time in Placentia, How many people do you currently employ, including yourself?, and Are you a member of the Placentia Chamber of Commerce.

City Administrator Butzlaff continued the PowerPoint presentation with slides including: What are the most positive and most negative issues about Placentia as a place to do business?

Discussion ensued between City Staff and Committee Members. They discussed the topic: what the most positive and most negative issues about Placentia as a place to do business.

Management Analyst Le continues the presentation with slides including: Please rate the following Placentia characteristics from business perspective: Business Support and Opportunity, Financing Costs & taxes, Education, training & Labor, Utilities, Transportation and quality of life.

City Administrator Butzlaff continued the presentation with slides including: What are the two most important issues to improving overall business opportunity in Placentia, and What are the two greatest barriers facing your business.

Management Analyst Le continues the presentation with slides including: topic of interest to businesses.

City Administrator Butzlaff finished the presentation with slides including: Final Comments.

Discussion ensued between City Staff and committee members. They discussed ideas for "branding" to help promote and attract businesses in Placentia.

4. PRESENTATIONS/ADMINISTRATIVE REPORTS:

a. **Business Retention and Attraction Update**

Recommended Action:

- 1) Receive and provide direction as needed to Staff

Management Analyst Le noted that she is currently working with the company, AmeriColor with their interest in a vacant lot for their business up. She noted they are requesting two (2) acres.

Committee Member Soward inquired about Exclusive Motors with their interest with the property located at 1275 E. Yorba Linda Blvd.

Management Analyst Le noted that Exclusive Motors is currently trying to negotiate and create a proposal for the property with the current land owner. She noted that there is multiple tenant improvements listed for that site, but the current owner is willing to provide some financial assistance to Exclusive Motors.

5. EXECUTIVE REPORT:

COMMITTEE MEMBERS COMMENTS AND REQUESTS:

City Administrator Butzlaff recommended for the next Economic Development Committee meeting adding the nomination of a vice chair.

Mayor Nelson requested for the Economic Development Committee meeting to request to City Council to present a plaque of recognition to Committee Member Farano, honoring him for his volunteer services to the City.

ADJOURNMENT:

The Committee adjourned at 7:44 p.m. to May 27, 2014 at 6:00 p.m.

ATTEST:

SCOTT W. NELSON
MAYOR/AGENCY CHAIR

CANDICE MARTINEZ
SECRETARY

**CITY OF PLACENTIA
ECONOMIC DEVELOPMENT COMMITTEE
REGULAR MEETING MINUTES
June 24, 2014
6:00 p.m. – Community Room
401 E. Chapman Avenue, Placentia, CA**

CALL TO ORDER: Chair Nelson called the meeting to order at 6:10 p.m.

ROLL CALL:

PRESENT: Committee Member Rosalina Davis, Kevin Kerwin, Richard Landfield, Jo Ann Sowards, Susan Wan-Ross

ABSENT: Committee Member Kenny Binnings (excused), Melanie J. Smissen-Coward (excused) David Nickey

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

PLEDGE OF ALLEGIANCE: Committee Member Susan Wan-Ross

ORAL COMMUNICATIONS: None

1. CONSENT CALENDAR:

- a. **Minutes
Economic Development Committee Minutes- February 25, 2014**
Recommended Action: Approve

A motion was made by Committee Member Wan-Ross, seconded by Committee Member Sowards, (5-0) to approve February 25, 2014 Economic Development Committee Minutes.

2. OLD BUSINESS:

- a. **Placentia Farmers Market at Placentia Town Center**
Recommended Action:
1) Receive and provide direction as needed to Staff

Chair Nelson announced the start of the Placentia Famers Market. He noted that he was there in attendance and that it was well attended. He noted that the Placentia Farmers Market will take place every Tuesday at the Placentia Town Center starting at 4:00 p.m.

Management Analyst Le noted that she attended the Grand Opening for the Placentia Famers Market. She noted that Orange County Register reporter was in attendance for the event.

3. NEW BUSINESS:

- a. **Placentia Green Bucks Program Consideration**
Recommended Action:
1) Receive and provide direction as needed to Staff

Management Analyst Le provided a brief overview on item 3.a., proposed Placentia Green Bucks Program. She noted that they would like to implement this program at the Placentia Famer's Market; for every \$15.00 you spend, you receive a \$5.00 Green Bucks card that you would be able to use at participating merchants that will be listed on the card. She noted that City would reimburse fifty percent (50%) of each green bucks received by a Placentia Economic Development Committee Minutes, June 24, 2014

merchant (\$2.50 per Green Bucks card). She noted, once approved, they would implement and begin the Green Bucks Program at the Grand Opening of the Farmers Market on July 15, 2014.

City Administrator Butzlaff noted that purpose of the program was to help merchants generate additional business.

Chair Nelson inquired about how many merchants are participating in the program.

Management Analyst Le noted that there currently thirteen (13) merchants committed to this program. She noted that they will be advertising this program on the City's website with hopes of recruiting additional merchants to the program.

Mayor Nelson noted that he was in favor of implementing the Green Bucks program, and suggested placing a cap on the total amount of reimbursement at \$1,000.

City Administrator Butzlaff noted that they will be distributing 1000 of the Green Bucks Card, each one with their own serial number and an amount of \$5.00. He noted that the City's total financial liability would be \$2,500 total. He noted that they can issue additional Green Bucks cards per approval of the Committee.

Committee Member Davis noted that she was in favor implementing the Green Bucks program.

Management Analyst Le noted that each merchant, participating in the program, would have to submit a reimbursement application to the City.

Committee Member Davis inquired how the community would be able to obtain a Green Bucks card.

City Administrator Butzlaff noted that the program will be implemented at the Placentia Farmers Market. He noted that once a consumer makes a purchase of \$15.00 or more, they will able to obtain a Green Bucks card at the City's booth, located at the Farmers Market, with proof of purchase.

Committee Member Wan-Ross inquired about advertisement for the program and if there is a limit as to how many Green Bucks you can at one time.

Management Analyst Le noted that the will be advertising the program on the City's website, the Quarterly Newsletter, and the Placentia Weekly. She noted that the City is currently working on a grant application that would help assist with the Placentia's Farmers market by providing transportation to the public. She noted the limit for the amount of Green Bucks you can use at one time is \$15.00 per transaction per family.

City Administrator Butzlaff requested adding additional information to the discloser on the Green Bucks cards, stating that only one Green Bucks can be redeemed per visit.

Chair Nelson thanked Management Analyst Le for all her hard work.

- 4. **PRESENTATIONS/ADMINISTRATIVE REPORTS:** None
- 5. **EXECUTIVE REPORT:** None

COMMITTEE MEMBERS COMMENTS AND REQUESTS:

Committee Member Wan-Ross announced the Taste of Placentia Event that will take place at Tri-City Park during the last Concert in the Park series in August.

Committee Member Davis noted the Placeta Santa Fe merchants have been discussing the possibility of having a trolley for the City of Placentia.

ADJOURNMENT:

The Committee adjourned at 6:31 p.m. to July 22, 2014 at 6:00 p.m.

ATTEST:

SCOTT W. NELSON
MAYOR/AGENCY CHAIR

CANDICE MARTINEZ
SECRETARY



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- How to promote and sell to fans who love you
- How to get your fans to get you more fans
- How to love back your fans

**Thursday,
October 9th**

6:00 pm to 9:00 pm

Backs Community Building
201 N. Bradford Avenue
Placentia, CA 92870

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Mark Mikelat

Mark Mikelat is a business growth consultant with extensive experience in social media and email marketing. He has successfully presented to corporations all throughout the world. Some of his email-marketing clients have included Microsoft, Coach Luxury Brands, Hewlett Packard and the World Wildlife Fund. His humorous programs are jam-packed with actionable and practical advice that business leaders can put into action immediately to grow their businesses. He is the author of multiple books.