



Placentia Economic Development Committee

Regular Meeting Agenda
October 28, 2014

*Mayor Scott Nelson
City Council Liaison/Chair*

*Melanie J. Smissen-Coward
Vice Chair*

*Kenny Binnings
Committee Member*

*Rosalina Davis
Committee Member*

*Gary Farrell
Committee Member*

*David Nickey
Committee Member*

*Jo Ann Sowards
Committee Member*

*Susan Wan-Ross
Committee Member*

*Larry West
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 discourage 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
October 28, 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
Vice Chair Melanie J. Smissen-Coward
Committee Member Kenny Binnings
Committee Member Rosalina Davis
Committee Member David Nickey
Committee Member Jo Ann Sowards
Committee Member Susan Wan-Ross
Committee Member Gary Farrell
Committee Member Larry West
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 September 23, 2014
Recommended Action: Approve

2. OLD BUSINESS:

- a. **Development of Marketing Materials including a Branding Component Update**
Recommended Action:
1) Report Out
- b. **Farmers' Market Update**
Recommended Action:
1) Report Out

3. NEW BUSINESS:

- a. **Public Oath of Office**
- b. **General Plan Update**
Recommended Action:
1) Report Out
- c. **Orange County Economic Development Regional Workshop**
Recommended Action:
1) Report Out

4. PRESENTATIONS/ADMINISTRATIVE REPORTS

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 November 25, 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 October 28, 2014 meeting of the Economic Development Committee was posted on October 23, 2014.

Candice Martinez, City Clerk Specialist