



## 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*

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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  
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.

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Candice Martinez, City Clerk Specialist

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

**CALL TO ORDER:** Chair Nelson called the meeting to order at 6:09 p.m.

**ROLL CALL:**

**PRESENT:** Committee Member Rosalina Davis, Jo Ann Sowards, Susan Wan-Ross, Gary Farrell

**ABSENT:** Committee Member David Nickey, Christina Lopez

Committee Member Kenny Binnings arrived at 6:10 p.m.

Committee Member Melanie Smissen-Coward arrived at 6:11 p.m.

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

**PLEDGE OF ALLEGIANCE:** Committee Member Smissen-Coward

**ORAL COMMUNICATIONS:**

Raul Davis, business owner/resident, expressed his concerns regarding the current conditions of the Placentia Downtown area. He noted that he was in favor of the current MetroLink project for the City of Placentia.

Mayor Nelson requested for City Administrator Butzlaff to provide an update on the MetroLink project.

City Administrator Butzlaff noted that Mayor Nelson and he attended the Orange County Transportation Authority (OCTA) meeting and the OCTA Board of Directors agreed to switch the sources of funds for the MetroLink station from federal funds to local and state dollars (91 toll road express funds). He noted the next steps for OCTA is a Request for Bid for construction of the project that will take place in the summer of 2015. He noted that the City is working with a private developer, Newport Equities Inc., for a development located at the packing house site.

Mayor Nelson noted the amount of interest the City is receiving from developers regarding the MetroLink station location.

**1. CONSENT CALENDAR:**

- a. **Minutes  
Economic Development Meeting Minutes for April 22, 2014, and June 24, 2014**  
Recommended Action: Approve

A motion was made by Committee Member Sowards, seconded by Committee Member Wan-Ross, (4-0-2, Committee Member Binnings and Farrell abstained) to approve April 22, 2014 Economic Development Committee Minutes.

A motion was made by Committee Member Sowards, seconded by Committee Member Wan-Ross, (3-0-3, Committee Member Binnings, Farrell, Smissen-Coward abstained) to approve June 24, 2014 Economic Development Committee Minutes.

**2. OLD BUSINESS:** None

**3. NEW BUSINESS:**

a. **Public Oath of Office**

Mayor Nelson administered the Public Oath of Office to the newly appointed Committee Member Farrell.

b. **Selection of Committee-Vice Chair**

Recommended Action:

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

Mayor Nelson opened the nominations for Vice Chair for the Economic Development Committee.

Committee Member Sowards nominated, and Committee Member Wan-Ross seconded the nomination to appoint Committee Member Smissen-Coward to serve as Vice Chair to the Economic Development Committee.

Pursuant to a unanimous roll call vote, Committee Member Smissen-Coward will serve as the Vice Chair to 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

Assistant City Administrator Arrula provided a brief overview on item 3.c. regarding the Request for Proposals (RFP) for Services for the development of marketing materials including a branding component update. He noted that the City went through the RFP process and the company, Allegra Consulting, was selected. He introduced Management Analyst Le.

Management Analyst Le noted the City will be attending the ICSC convention in May 2015 to market the City of Placentia and attract new businesses to the City.

Vice Chair Smissen-Coward inquired about upcoming Economic Development Workshops.

Management Analyst Le noted the upcoming Orange County Economic Development Regional Workshop will be on December 10, 2014 8:30 a.m.-12:00 p.m. in the City of Irvine.

City Administrator Butzlaff noted that any Economic Development Committee Member interested in attending these events should notify Management Analyst Le.

d. **Social Media Marketing Workshop**

Recommended Action:

1) Report Out

Management Analyst Le provided a brief overview on item 3.d. regarding Social Media Marketing Workshop. She announced that the event will be held at the Backs Community Building on Thursday, October 9, 2014 from 6:00 p.m.-9:00 p.m. She noted that SCORE,

Placentia Chamber of Commerce and Orange County One-Stop Center were in partnership with the City on hosting this event. She invited all committee members to attend the event.

#### **4. PRESENTATIONS/ADMINISTRATIVE REPORTS:**

##### **a. Retail Analysis and Vacancy Report from CBRE**

###### Recommended Action:

- 1) Receive and provide direction as needed to Staff

Assistant City Administrator Arrula provided a brief overview on item 4.a. regarding Retail Analysis and Vacancy Report from CBRE. He introduced CBRE Vice President Erik Westedt.

CBRE Vice President Westedt presented a PowerPoint presentation on Retail Analysis and Vacancy Report with slides including: The Trade Area, Area Retail and Gap Analysis.

Discussion ensued between CBRE, Staff and Committee Members. They discussed the ten (10) minute drive time research, top five (5) locations in the City of Placentia for economic development including: South East Corner of Rose Drive and Alta Vista, vacant commercial buildings within the City and current regulations, and refurbishing current commercial areas.

Vice Chair Smissen-Coward inquired if CBRE would recommend specific retail companies to the City that would best fit the location.

CBRE Vice President Westedt noted that they can recommend to the City the exact retail store that will best fit the location. He continued the PowerPoint presentation with slides including: City Vacancy Report, and Downtown Parking.

Discussion ensued between CBRE, Staff and Committee Members. They discussed current tenants that create a greater supply than demand in certain areas, total gap amount for the City, major voids in the City including: Grocery, General Merchandise and Clothing, and current revenue and revenue with recapture of sales tax.

City Administrator Butzlaff noted that the current parking standard in the Santa Fe commercial zone is three (3) spaces per 1000 square feet when ideally there should be at least six (6) spaces per 1000 square feet.

CBRE Vice President Westedt noted that in order for the Downtown area to be successful, an additional 200 parking spaces will need to be created.

CBRE Vice President Westedt continued the PowerPoint presentation with slides including: Non-Retail Uses in Commercial Centers and SWOT Analysis.

Assistant City Administrator Arrula noted that the purpose of Commercial Retail Centers Data slide is to share how many commercial centers in the City have non-retail uses. He noted that Staff is currently working with the Planning Commission and City Council to consider zoning code amendments to help regulate commercial and business centers.

CBRE Vice President Westedt concluded the presentation by noting that the City can play an active role in filling the \$200 million sales void by working with landlords and attending shopping center conferences. He noted that retail has become all about the environment which has caused downtown to be alive with parking playing a critical role, and to carefully implement a strategy for the remaining retail land to ensure a maximum benefit to the community. He noted the importance that occupancy through retail businesses should be a priority.

Committee Members and Staff thanked CBRE Vice President Westedt for the presentation.

City Administrator noted that the next steps would be for CBRE to present the Retail Analysis and Vacant Report to the City Council at their next scheduled meeting.

**5. EXECUTIVE REPORT:** None

**COMMITTEE MEMBERS COMMENTS AND REQUESTS:** None

Vice Chair Smissen-Coward announced the 50<sup>th</sup> Annual Heritage Festival on October 11, 2014. She noted the Placentia Famers Market takes place every Tuesday beginning at 4:00 p.m. She announced the Meet the Mayor Luncheon on October 8, 2014 at the American Legion in Placentia.

Assistant City Administrator Arrula provided an update to the General Plan. He noted that a survey will be posted on the City website and advertised at the Famers Market requesting input from residents regarding future economic development.

Committee Member Sowards requested for City Staff to look into the retail company Daiso Japan.

**ADJOURNMENT:**

The Committee adjourned at 7:59 p.m. to October 28, 2014 at 6:00 p.m.

ATTEST:

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SCOTT W. NELSON  
MAYOR/AGENCY CHAIR

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CANDICE MARTINEZ  
SECRETARY

# Save-the-Date! Orange County Economic Development Regional Training

Wednesday, December 10  
8:30 a.m. - 11:30 a.m.

Irvine City Hall  
Conference and Training Center  
1 Civic Center Plaza  
Irvine, CA 92606

Cost is \$25 and includes breakfast.  
Parking is free.



## Topics Include:

- **Best Practices of Business Retention & Expansion Programs on Zero or Minimum Budgets** - City of Anaheim, City of Fullerton, and City of Lake Forest
- **Economic Development Financing** - Jim Simon, Principal of Rosenow Spevacek Group
- **Top 20 Retailers in California and the Sites they Want** - Buxton



Please join us for a **Networking Lunch** after the training. **More details to follow.**