

**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.

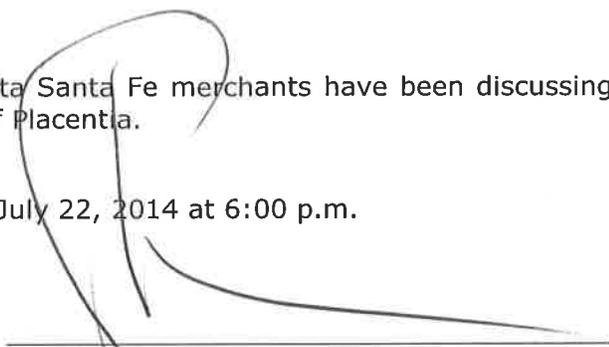
Committee Member Davis noted the Placenta Santa Fe merchants have been discussing the possibility of having a trolley for the City of Placentia.

**ADJOURNMENT:**

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

ATTEST:

  
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CANDICE MARTINEZ  
SECRETARY

  
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SCOTT W. NELSON  
MAYOR/AGENCY CHAIR