



City of Placentia Citizens Fiscal Sustainability Task Force

Regular Meeting Agenda
Thursday, April 2, 2015
6:00 p.m.

City Hall – Community Meeting Room
401 E. Chapman Avenue
Placentia, CA 92870

Robert McKinnell
Chair

Joshua Correa
Vice Chair

Phillip Batiste
Task Force Member

Jeff Buchanan
Task Force Member

Glenn Casterline
Task Force Member

Bruce Hunt
Task Force Member

Richard Lightfoot Jr.
Task Force Member

City of Placentia
401 E Chapman Avenue
Placentia, CA 92870

Phone: (714) 993-8231
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Website: www.placentia.org

Procedures for Addressing the Task Force

Any person who wishes to speak regarding an item on the agenda or on a subject within the Task Force's jurisdiction during the "Oral Communications" portion of the agenda should fill out a "Speaker Request Form" and give it to the Task Force Secretary BEFORE that portion of the agenda is called.

The Task Force encourages 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 Task Force discourages clapping, booing or shouts of approval or disagreement from the audience.

PLEASE SILENCE CELL PHONES AND OTHER ELECTRONIC EQUIPMENT WHILE THE TASK FORCE IS 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, the Placentia Library Reference Desk and the internet at www.placentia.org. Persons who have questions concerning any agenda item may call the City Clerk's Office at (714) 993-8231 to make inquiry concerning the nature of the item described on the agenda.

In compliance California Government Code Section 54957.5, any writings or documents provided to a majority of the Task Force regarding any item on this agenda that are not exempt from disclosure under the Public Records Act will be made available for public inspection at the City Clerk's Office at City Hall, 401 East Chapman Avenue, Placentia, during normal business hours.

CALL TO ORDER

ROLL CALL

Task Force Member Batiste
Task Force Member Buchanan
Task Force Member Casterline
Task Force Member Hunt
Task Force Member Lightfoot Jr.
Vice Chair Correa
Chair McKinnell

PLEDGE OF ALLEGIANCE

ORAL COMMUNICATIONS

At this time the public may address the Task Force concerning any agenda item or on matters within the jurisdiction of the City. There is a five (5) minute time limit for each individual addressing the Task Force.

REGULAR AGENDA

- 1. MINUTES OF THE MEETING HELD MARCH 19, 2015**
- 2. FEEDBACK ON MARCH 19TH (Mtg. No.2) IDEAS AND POTENTIAL SOLUTIONS**
- 3. ANSWERS TO TASK FORCE MEMBER'S QUESTIONS OF MARCH 19TH MEETING**
- 4. CONTINUED DISCUSSION OF IDEAS AND POTENTIAL SOLUTIONS**
- 5. PRELIMINARY FORMAT OF TASK FORCE RECOMMENDATIONS TO CITY COUNCIL**
- 6. TASK FORCE MEMBERS COMMENTS/REQUESTS**

ADJOURNMENT

The Task Force will adjourn to Thursday, April 16, 2015 at 6:00 p.m. in the City Hall Community Meeting Room at 401 East Chapman Avenue, Placentia.

CERTIFICATION OF POSTING

I, Rosanna Ramirez, hereby certify that the Agenda for the April 2, 2015 regular meeting of the Citizens Fiscal Sustainability Task Force of the City of Placentia was posted at the City of Placentia City Hall and made available at www.placentia.org on March 30, 2015.

Rosanna Ramirez
Interim Chief Deputy City Clerk

**CITY OF PLACENTIA
CITIZENS FISCAL SUSTAINABILITY TASK FORCE
REGULAR MEETING MINUTES
MARCH 19, 2015
6:00 P.M.**

City Hall – Community Meeting Room
401 E. Chapman Avenue, Placentia, CA 92870

CALL TO ORDER

Chair McKinnell called the meeting to order at 6:00 p.m.

ROLL CALL

Present: Task Force Members Phillip Batiste, Jeff Buchanan, Bruce Hunt, Richard Lightfoot Jr., Vice Chair Joshua Correa and Chair Robert McKinnell.

Absent: Task Force Member Glenn Casterline.

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Rick Kirkland stated that years ago companies could put advertisements on the side of City public works trucks and questioned why the City can't do that again as a way to generate revenue. Mr. Kirkland also stated that at one time the house adjacent to the City Yard was being rented out but is vacant now so the City is losing revenue.

Linda Lucio inquired if the Police Officers' Association provided the food and drinks for this meeting, and questioned if the Task Force could be objective and not have a conflict of interest when they are making decisions. Ms. Lucio asked if the City has ever considered pursuing small family-owned businesses to come open their businesses in Placentia.

Dwayne DeRose, Placentia Chamber of Commerce, stated that the Chamber does encourage small businesses to come to Placentia and spoke of the positive impact the downtown metrolink station will have on the City. Mr. DeRose expressed his concern regarding a negative comment made at the last Task Force meeting regarding the Management Partners report.

Council Member Green stated that the Management Partners report had incorrect information.

REGULAR AGENDA

1. MINUTES OF THE MEETING HELD MARCH 11, 2015

Motion by Correa, seconded by Batiste, to approve the minutes of the regular meeting held on March 11, 2015, carries as follows: Ayes: Task Force Members Batiste, Buchanan, Correa, Hunt, Lightfoot, and Chair McKinnell; Noes: None; Absent: Casterline.

2. CONTINUED DISCUSSION OF CITY FINANCES AND FISCAL SUSTAINABILITY

Acting City Administrator Arrula displayed a power point presentation that included revisions to slides displayed at the March 11, 2015 Task Force meeting, a five (5) year financial forecast, Transfers In and Out, employee comparison study, Infrastructure Maintenance and Equipment Replacement, and employee retention.

Following a discussion, the Task Force requested additional information regarding the following: gas tax bonds maturity date, the refuse fund balance, City insurance policy limits, the increase over a 5 year span for fire and police services, CNG charges, and statistics on employee separations.

Task Force Chair McKinnell recessed the meeting at 7:50 p.m. and the meeting resumed at 7:59 p.m.

3. GATHERING OF IDEAS AND POTENTIAL SOLUTIONS

The Task Force generated the following ideas and potential solutions: 1) Outreach/Community Education; 2) Shop Placentia campaign; 3) Street Tree Maintenance/Beautification; 4) Use of pool cars and eliminate car allowance; 5) Service businesses into retail/revenue generating; 6) Ensure zoning compliance; 7) Analyze City organizational structure; 8) Examine other service delivery models; 9) Consider Medical Marijuana Dispensaries; 10) Residential to Commercial Property; 11) Relocate businesses for highest and best use; 12) Increase Neighborhood Watch; 13) Higher use of City's cable television; 14) High School Internship/ROP Programs; 15) Consider shared police services with Yorba Linda (by Placentia Police Department); 16) Analyze TOD Project; 17) Advertisement on City vehicles; 18) Rent house adjacent to City Yard; 19) Attract small family-owned businesses; and 20) Create FAQ Sheet.

The Task Force requested that the meeting schedule and future agendas be sent to all who applied for the Citizens Fiscal Sustainability Task Force and that any refreshments provided for Task Force meetings be identified as to who supplied the refreshments and the cost.

The Task Force discussed the possibility of meeting in Study Session format prior to the regular meeting to be respectful of City staff time.

ADJOURNMENT

The Task Force adjourned at 9:47 p.m. to Thursday, April 2, 2015 at 6:00 p.m. in the City Hall Community Meeting Room at 401 East Chapman Avenue, Placentia.

ATTEST:

ROBERT MCKINNELL
TASK FORCE CHAIR

ROSANNA RAMIREZ
SECRETARY

CITIZENS FISCAL SUSTAINABILITY TASK FORCE

March 19, 2015 – Meeting No. 2 SUMMARY OF IDEAS & POTENTIAL SOLUTIONS

POLICIES / OBSERVATIONS

- Outreach/Community Education.
- Street Tree Maintenance/Beautification.
- Ensure zoning compliance.
- Analyze City organization structure.
- Examine other service delivery models.
- Consider Medical Marijuana Dispensaries.
- Increase Neighborhood Watch.
- Higher use of City's cable television.
- High School Internship/ROP Programs.
- Consider shared police services with Yorba Linda (by Placentia PD).
- Create FAQ Sheet.

REVENUE ENHANCEMENTS

- Shop Placentia campaign.
- Service businesses into retail/revenue generating.
- Residential to Commercial property.
- Relocate businesses for highest and best use.
- Analyze TOD Project.
- Advertisement on City vehicles.
- Rent house adjacent to City Yard.
- Attract small family-owned businesses.
- Sales Tax (Meeting No.1)
- Utility Users Tax (Meeting No.1)
- Electronic Signage (Meeting No.1)

EXPENDITURE REDUCTION

- Use pool cars & eliminate car allowance.