



## Placentia Economic Development Committee

Regular Meeting Agenda  
June 23, 2015

*Councilmember Scott Nelson  
City Council Liaison/Chair*

*Melanie J. Smissen-Coward  
Vice Chair*

*Kenny Binnings  
Committee Member*

*Rosalina Davis  
Committee Member*

*Gary Farrell  
Committee Member*

*Geoffrey Hartman  
Committee Member*

*David Nickey  
Committee Member*

*Jo Ann Sowards  
Committee Member*

*Susan Wan-Ross  
Committee Member*

*Larry West  
Committee Member*

### **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.

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Placentia, CA 92870**

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**CITY OF PLACENTIA  
ECONOMIC DEVELOPMENT COMMITTEE  
REGULAR MEETING AGENDA  
June 23, 2015  
6:00 p.m. –Community Meeting Room  
401 E. Chapman Avenue, Placentia, CA**

**CALL TO ORDER:**

**ROLL CALL:** City Council Liaison, Chair Councilmember Scott Nelson  
Vice Chair Melanie J. Smissen-Coward  
Committee Member Kenny Binnings  
Committee Member Rosalina Davis  
Committee Member Geoffrey Hartman  
Committee Member David Nickey  
Committee Member Jo Ann Sowards  
Committee Member Susan Wan-Ross  
Committee Member Gary Farrell  
Committee Member Larry West  
Acting City Administrator Damien Arrula

**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 November 17, 2014 and  
February 24, 2015**  
Recommended Action: Approve

**2. OLD BUSINESS:** None

**3. NEW BUSINESS:**

- a. **Adoption of the FY 2015-16 Budget and Capital Improvement  
Program (CIP) Budget for 2015-22**  
Recommended Action:  
1) Report Out
- b. **Citizens Fiscal Sustainability Task Force Update**  
Recommended Action:  
1) Report Out

**4. PRESENTATIONS/ADMINISTRATIVE REPORTS**

- a. **Parking In-lieu Fee Program Update**
- b. **Placentia Old Town Santa Fe District Revitalization Plan**
- c. **Newport Equities Development and Parking Structure**
- d. **Medical Marijuana Dispensaries**

**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 a Committee Member would like to have formal action taken on a requested matter, it will be placed on a future Commission Agenda.

**6. ECONOMIC COMMITTEE MEMBER REQUESTS/QUESTIONS:**

Committee Members may make 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 Commission Agenda.

**ADJOURNMENT:**

The Economic Development Committee will adjourn to July 28, 2015 at 6:00 p.m.

**CERTIFICATION OF POSTING**

I, Jeannette Ortega, Neighborhood Services Manager for the City of Placentia, hereby certify that the Agenda for the June 23, 2015 meeting of the Economic Development Committee was posted on June 18, 2015.

**CITY OF PLACENTIA  
ECONOMIC DEVELOPMENT COMMITTEE  
SPECIAL MEETING MINUTES  
November 17, 2014  
6:00 p.m. – Community Room  
401 E. Chapman Avenue, Placentia, CA**

**CALL TO ORDER:** Vice Chair Smissen-Coward called the meeting to order at 6:07 p.m.

**ROLL CALL:**

**PRESENT:** Committee Member Rosalina Davis, Jo Ann Sowards, Susan Wan-Ross, Gary Farrell, Melanie Smissen-Coward, Kenny Binnings,

**ABSENT:** Committee Member David Nickey, Chair Nelson

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

**PLEDGE OF ALLEGIANCE:** Committee member Farrell

**ORAL COMMUNICATIONS:** None

**1. CONSENT CALENDAR:** None

**2. OLD BUSINESS:**

**a. Farmers' Market Update**

Management Analyst Maggie Le provided a brief update on the Farmers Market noting that they currently have 27 vendors and they have distributed of a 1,000 green bucks to participants. She noted that the City had received grant funding for the farmers market and the City had hired Allegra Consulting to assist with the advertisement of the famers market.

City Administrator Butzlaff noted that the City will be offering a shuttle service to and from the farmers market at the beginning of next year.

Committee member Farrell recommended for a shuttle site to be located at a school.

**3. NEW BUSINESS:**

**a. Marketing and Branding Presentation- Allegra Consulting**

Susanne Madison and Violet Perez from Allegra Consulting provided a PowerPoint presentation entitled "Live it, Breathe it, and Work it and Find Ways to Bring it to Life" that discussed the proposed tagline and logo for the City to use to as marketing tool for economic development.

Ms. Madison provided the committee with two (2) options for the tagline and logo:

1. Tagline "Business Connected through Community"
2. Tagline " Rich Heritage, Bright Future"

Motion by Committee member Wan-Ross, seconded by Committee member Davis, and carried a (7-0) vote to recommend to the City Council the proposed tagline line "Rich Heritage, Bright Future" and the approved logo, as a marketing tool for economic development.

**b. General Plan Update**

Assistant City Administrator Arrula announced the next community meeting for discussion on the General Plan Update on Wednesday, November 19, 2014 at 6:00 p.m. at the Backs Community Building.

**c. Orange County Economic Development Regional Workshop**

Management Analyst Le provided an informational flyer on the Economic Development workshop and requested for the committee members to contact her if they were interested in attending.

**d. Economic Development Committee Meetings scheduled for November 25, 2014**

City Administrator Butzlaff announced that due to the upcoming holidays, they anticipate for the next Economic Development meeting to be at the beginning of next year.

**5. EXECUTIVE REPORT:** None

**COMMITTEE MEMBERS COMMENTS AND REQUESTS:** None

**ADJOURNMENT:**

The Committee adjourned at 7:28 p.m. to November 19, 2014 at 6:00 p.m.

ATTEST:

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SCOTT W. NELSON  
MAYOR/AGENCY CHAIR

\_\_\_\_\_  
CANDICE MARTINEZ  
SECRETARY

**CITY OF PLACENTIA  
ECONOMIC DEVELOPMENT COMMITTEE  
REGULAR MEETING MINUTES  
February 24, 2015  
6:00 p.m. – Community Room  
401 E. Chapman Avenue, Placentia, CA**

**CALL TO ORDER:** Chair Nelson called the meeting to order at 6:02 p.m.

**ROLL CALL:**

**PRESENT:** Committee Member Rosalina Davis, Susan Wan-Ross, Gary Farrell, Melanie Smissen-Coward, David Nickey

**ABSENT:** Committee Member Kenny Binnings, Jo-Ann Sowards (excused)

**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 Rosaline Davis

**INTRODUCTION OF NEW COMMITTEE MEMBERS:**

Acting City Administrator introduced newly appointed Economic Development committee member, Geoffrey Hartman.

**PUBLIC OATH OF OFFICE:**

- a. Geoffrey Hartman

Chair/Councilmember Nelson administered the Oath of Office to Mr. Hartman.

**ORAL COMMUNICATIONS:**

Student from Yorba Linda High School in attendance.

**1. CONSENT CALENDAR:** None

**2. OLD BUSINESS:**

- a. **Farmers' Market Update**

Management Analyst Maggie Le provided a brief update on the Farmers Market and noting that the City had received grant funds for the farmers market and they would begin offering a shuttle services to and from the farmers market. She noted that the City worked with Allegra consultants to create a branding logo to identify the farmers market and provided hangouts to the committee members. She noted that the farmers market now accepts EBT payment.

Committee Member Wan-Ross inquired if this information be presented at the State of the City event this Thursday, February 26, 2015. She noted that the Chamber would like to provide copies to all guests who attend the State of the City.

Committee Member Davis requested that the downtown area be considered as a possible shuttle stop.

Management Analyst Maggie Le noted that the shuttle route included a stop in the downtown area.

Management Analyst Maggie Le noted that part of the grant they received will allow them to setup an assessment of the famers market. She noted that they will have online media advertisement on the Orange County Register newspaper.

**3. NEW BUSINESS:**

a. **Approved Economic Development Logo and Tagline**

Recommended Action:

- 1) Receive and File

Acting City Administrator Arrula noted that the City hired Allegra Consultants for the development of a logo and tagline and updated the committee on the recommendations made by Council. He noted that once the materials become available he will provide them to each committee members for promotional uses for their businesses.

**4. PRESENTATIONS/ADMINISTRATIVE REPORTS**

a. **Development Report**

Acting City Administrator Arrula reported the City has been in communication with CBRE to examine the City's retailers.

He noted the City has been working to develop a property lease between the property owners of 1820 Placentia Avenue (former Vons).

**5. EXECUTIVE REPORT:** None

**COMMITTEE MEMBERS COMMENTS AND REQUESTS:**

A motion was made by Chair Nelson, seconded by Committee Member Davis and carried a (6-0) vote to add the agenda item: Committee Member Requests/Questions, on all future Economic Development Agendas and agenized the following items on next Economic Development Committee Agenda: Newport Equities Project Presentation and discussion on the downtown parking structure.

Chair Nelson requested for all presentations presented to the Task Force to be also presented to the Economic Development Committee.

Committee Member Nickey expressed his concerns regarding the possibility of a potential tax increase.

Acting City Administrator Arrula noted that they can contact him anytime to discuss the city's financial issues.

Committee Member Wan-Ross requested a development report at the next economic development committee meeting.

**ADJOURNMENT:**

The Committee adjourned at 7:17 p.m. to March 24, 2014 at 6:00 p.m.

ATTEST:

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SCOTT W. NELSON  
MAYOR/AGENCY CHAIR

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CANDICE MARTINEZ  
SECRETARY