

**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:

SCOTT W. NELSON
MAYOR/AGENCY CHAIR

CANDICE MARTINEZ
SECRETARY