



Placentia Economic Development Committee

Special Meeting Agenda
June 27, 2016

*Councilmember Scott Nelson
City Council Liaison/Chair*

*Melanie J. Smissen-Coward
Vice Chair*

*Kenny Binnings
Committee Member*

*Rosalina Davis
Committee Member*

*Dwayne DeRose
Committee Member*

*Gary Farrell
Committee Member*

*Geoffrey Hartman
Committee Member*

*David Nickey
Committee Member*

*Jo Ann Sowards
Committee Member*

*Larry West
Committee Member*

*Heather Francine
Committee Member Alternate*

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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**CITY OF PLACENTIA
ECONOMIC DEVELOPMENT COMMITTEE
SPECIAL MEETING AGENDA
September 28, 2016
4:00 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 Rosalina Davis
Committee Member Dwayne DeRose
Committee Member Geoffrey Hartman
Committee Member Jo Ann Sowards
Committee Member Gary Farrell
Committee Member Larry West
Committee Member (Alternate) Heather Francine
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 June 28, 2016
Recommended Action: Approve

2. OLD BUSINESS:

- a. **Review Schedule for Economic Development Committee Meetings**
Recommended Action:
 - 1) Approve quarterly schedule and new time for Committee Meetings.
 - a. 4th Tuesday of January at 4:00 p.m.
 - b. 4th Tuesday of April at 4:00 p.m.
 - c. 4th Tuesday of July at 4:00 p.m.
 - d. 4th Tuesday of October at 4:00 p.m.
- b. **Metrolink Station and Parking Structure Project**
Recommended Action:
 - 2) Update on the proposed Metrolink Station and Parking Structure Project.
- c. **Certified Farmers Market Update**
Recommended Action:
 - 1) Designated Committee Member Sowards and City Staff to provide update on developing suggestions that will support the continued success of the Farmers Market.

3. NEW BUSINESS:

a. **Update on the International Council of Shopping Centers (ICSC) Western Conference and Deal Making**

Recommended Action:

- 1) City to provide update on the ICSC Western Division Conference held on August 30, 2016 – September 1, 2016

b. **OCTA Excess Parcels on Placentia Avenue**

Recommended Action:

- 1) Review and provide input to Staff on the following locations:
 - a. 480 S. Placentia Avenue
 - b. 380 S. Placentia Avenue
 - c. 350 S. Placentia Avenue

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 October 25, 2016 at 6:00 p.m.

CERTIFICATION OF POSTING

I, Jeannette Ortega, Economic Development Manager for the City of Placentia, hereby certify that the Agenda for the September 27, 2016 meeting of the Economic Development Committee was posted on September 22, 2016.

**CITY OF PLACENTIA
ECONOMIC DEVELOPMENT COMMITTEE
REGULAR MEETING MINUTES
June 28, 2016
6:05 p.m. – Community Meeting Room
401 E. Chapman Avenue, Placentia, CA**

CALL TO ORDER: City Council Liaison Scott Nelson called the meeting to order at 6:05 p.m.

ROLL CALL:

PRESENT: City Council Liaison, Chair Councilmember Scott Nelson, Vice Chair Melanie J. Smissen-Coward, Committee Member Rosalina Davis, Committee Member Dwayne DeRose, Committee Member Geoffrey Hartman, Committee Member Jo Ann Sowards, Committee Member Gary Farrell, and Committee Member (Alternate) Heather Francine

ABSENT: Committee Member Kenny Binnings, David Nickey, and Larry West

STAFF PRESENT: City Council Liaison Scott Nelson, City Administrator Damien Arrula; Economic Development Manager Jeannette Ortega, Management Assistant Sagar Patel

PLEDGE OF ALLEGIANCE: Vice Chair Melanie J. Smissen-Coward

ORAL COMMUNICATIONS: None

1. CONSENT CALENDAR:

a. **Minutes**

Recommended Action: Approve (Motion Moves 2nd)

1) Approve the minutes of the February 23, 2016 Economic Development Committee Meeting **(6-0-3, as recommended)**

A motion was made by Vice Chair Smissen-Coward, seconded by Committee Member DeRose, to approve the minutes of the February 23, 2016 Economic Development Meeting.

2. OLD BUSINESS:

a. **Economic Development Committee Bylaws**

Recommended Action:

1) Review and provide input to Staff on determining frequency of Economic Development Committee Meeting.

City Administrator Arrula provided a summary of the bylaws which indicate the Committee meets the fourth Tuesday of each month, with the stipulation of going dark in July and December.

Committee Member Farrell mentioned the conflict on the 4th Tuesday with Placentia Yorba Linda School District Board Meetings. Committee Member Davis requested the meeting time to be change to 4:00 p.m. instead of 6:00 p.m.

Councilmember Nelson proposed a motion for the Economic Development Committee to meet quarterly. The Committee Member agreed to meet four times as year and if necessary, additional meetings can be scheduled. The meeting will occur on the

fourth Tuesday starting at 4:00 p.m. on a quarterly basis. The motion was 2nd by Committee Member Davis.

b. **Metrolink Station and Parking Structure Project**

Recommended Action:

- 1) Update on the proposed Metrolink Station and Parking Structure Project

City Administrator Arrula stated the Metrolink Station and Parking Structure Project passed the OCTA Board of Supervisors by a 15-1 majority vote. The \$35 million investment will be a catalyst to the economic vitality to the Old Town and proposed Transit Oriented Development area. The City's contribution towards the Parking Structure Project will be placed into a reserved account until the OCTA construction account is awarded (approximately January, 2018).

The next step for this will be taking this to the City Council on July 12th for final approval of the Cooperative Agreement by majority vote. Additionally, there will be discussion thereafter for a comprehensive Parking Management Plan for the area.

The construction of the Metrolink Station and Parking Structure is scheduled to commence on May, 2018 and the project is expected to be completed in April of 2020.

c. **Certified Farmers Market**

Recommended Action:

- 1) Designate one committee Member to assist Staff with developing suggestions that will support the continued success of the Farmers Market and meet with the Farmers Market Managers.
- 2) Update on the Green Bucks Program.

Staff had a meeting with the Farmers Market Managers to discuss various ideas to stimulate the attraction to the Certified Farmers Market. From that discussion, there were requests for more signage and banners for the Market. Additionally, there was some discussion for having live entertainment and potentially a beer garden/wine tasting in conjunction with the Farmers Market.

Council Member Nelson requested for a Committee Member to work with City staff as well as the Farmers Market Managers to better support the process. Committee Member Sowards volunteered to take on that responsibility.

There was discussion to work with local eateries to support the Farmers Market and promote their own restaurants each Tuesday night. By introducing these new foods to the Market, the goal is to draw out new crowds of local residents. Additionally, by bringing live entertainment (bands), this will raise the energy of the evening. There was also discussion of seeking sponsorship funding from various neighbors to the area such as the hospital or restaurants. This would assist in funding some of the additional marketing efforts as well as request for live entertainment. Staff and Committee Member Sowards will work on having this launched by the fall when summer vacations are over and residents are back into a more routine schedule.

The Green Bucks Program launched in May and 30 Green Bucks were distributed at that time.

3. **NEW BUSINESS:**

a. **Review Placentia Chamber of Commerce's City Map Proposal**

Recommended Action:

- 1) Review and provide input to Staff on the Placentia Chamber of Commerce City Map Proposal.

The last City Map was completed in 2007. Within it, it contained important phone numbers for the City and utilities, facts such as demographics, etc. The Chamber intends to work with Target Marketing to update the City Map and Directory. There is no cost to the City to produce the City Map. Target Marketing is selling the advertise space on the map and seeking 120 sponsors. Target Marketing will be printing a total of 10,000 maps (50 for each sponsor, 1,000 for the Chamber of Commerce, and 3,000 for City Hall). A motion to approve was made by Committee Member Francine and a 2nd was made by Committee Member Farrell.

b. **Request for Quotes for Real Estate Advisory Services for 207-209 W. Crowther Avenue**

Recommended Actions:

- 1) Review and provide input to Staff on the Request for Quotes for Real Estate Advisory Services for 207-209 W. Crowther Avenue

Staff discussed the Request for Quotes (RFQ) process to solicit a qualified firm for Real Estate Advisory Services for the City-owned property 207-209 W. Crowther Avenue. This property is adjacent to the south platform of the Metrolink Station. The City will be issuing the RFQ for a four week period. City will select a qualified firm based on the firm's knowledge in Transit Oriented Development, Mixed Use Development and working with previous public entities in similar capacities.

c. **OCTA Excess Parcels on Placentia Avenue**

Recommended Actions:

- 1) Review and provide input to Staff on the following locations:
 - a. 480 S. Placentia Avenue
 - b. 380 S. Placentia Avenue
 - c. 350 S. Placentia Avenue

Staff discussed the City's contractual agreement with the Orange County Transportation Authority (OCTA) for the City to sell or transfer to OCTA the excess right-of-way parcels at 480 S. Placentia Avenue and 380/350 S. Placentia Avenue. These parcels were previously acquired by the City for the Placentia Avenue Railroad Grade Separation Project. OCTA has requested the City to either transfer title or remit payment of the three properties in the amount equal to the fair market value by September 7, 2016. The City is working with Galaxy Best for Less to possibly build a self-service gasoline station at 480 S. Placentia Avenue. The City will however, issue a Phase I Environmental Site Assessment to determine the presence of Underground Storage Tanks (USTs).

4. **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.

5. 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 adjourned at 7:42 p.m. to September 27, 2016 at 4:00 p.m.

ATTEST:

SCOTT W. NELSON
MAYOR/AGENCY CHAIR

JEANNETTE ORTEGA
SECRETARY