

Placentia Economic Development Committee

Regular Meeting Agenda
April 25, 2017



Melanie J. Smissen-Coward
Vice Chair

Rosalina Davis
Committee Member

Dwayne DeRose
Committee Member

Gary Farrell
Committee Member

Heather Francine
Committee Member Alternate

Councilmember Rhonda Shader
City Council Liaison

Damien R. Arrula
City Administrator

City of Placentia
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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.

**CITY OF PLACENTIA
ECONOMIC DEVELOPMENT COMMITTEE
REGULAR MEETING AGENDA
April 25, 2017
4:00 p.m. – Community Meeting Room
401 E. Chapman Avenue, Placentia, CA**

CALL TO ORDER:

ROLL CALL: Vice Chair Melanie J. Smissen-Coward
Committee Member Rosalina Davis
Committee Member Dwayne DeRose
Committee Member Gary Farrell
Committee Member (Alternate) Heather Francine
City Administrator Damien R. Arrula
City Council Liaison, Councilmember Rhonda Shader

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.

INTRODUCTION OF CITY COUNCIL LIAISON: RHONDA SHADER

1. OATH OF OFFICE:

- a. Caron Berkley
- b. Christin Goldman
- c. Blake Montero
- d. Deniene Rivenburg
- e. Weihua Yu

2. NEW BUSINESS:

- a. **Selection of Committee Chair and Vice Chair**
Recommended Action:
 - 1) Nominate and elect one (1) Chair and one (1) Vice Chair for the Economic Development Committee.

- b. **Quarterly Committee Meeting Calendar**
Recommended Action:
 - 1) Receive and file.
 - July 25, 2017 at 4:00 p.m.
 - October 24, 2017 at 4:00 p.m.
 - January 23, 2018 at 4:00 p.m.
 - April 24, 2018 at 4:00 p.m.

- c. **HdL Quarterly Reports on Sales Tax in the City**
Recommended Action:
 - 1) Receive and file.

- d. **Metrolink Station and Parking Structure Project**
Recommended Action:
 - 1) Update on the proposed Metrolink Station and Parking Structure Project.

- e. **Transit Oriented Development Plan and Zoning Code Amendment/General Plan Amendment**
Recommended Action:
1) Update on the Transit Oriented Development Plan and Zoning Code Amendment/General Plan Amendment
- f. **Old Town Placentia Revitalization Plan and Zoning Code Amendment/General Plan Amendment**
Recommended Action:
1) Update on the proposed Old Town Placentia Revitalization Plan and Zoning Code Amendment/General Plan Amendment
- g. **Update on Galaxy Oil Best for Less Development**
Recommended Action:
1) Update on the Galaxy Oil Best for Less Development at 480 S. Placentia Avenue.
- h. **Real Estate Advisory Services for 207-209 W. Crowther Avenue**
Recommended Action:
1) Selection of Keyser Marston for Real Estate Advisory Services for 207-209 W. Crowther Avenue
- i. **Update on the Placentia Veterans Village**
Recommended Action:
1) Update on the Placentia Veterans Village
- j. **Strategic Plan Sub Committee**
Recommended Action:
1) Develop a Strategic Plan Sub Committee to review/discuss the following:
 - a. Economic Development Element of the General Plan
 - b. Film L.A. Inc.
 - c. Determine the Effectiveness of the Economic Development Committee

3. 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.

4. 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 a Regular Meeting on Tuesday, July 25, 2017 at 4:00 p.m.

CERTIFICATION OF POSTING

I, Jeannette Ortega, Economic Development Manager for the City of Placentia, hereby certify that the Agenda for the April 25, 2017 meeting of the Economic Development Committee was posted on April 20, 2017.