

Placentia Economic Development Committee

Regular Meeting Agenda
October 24, 2017



Melanie J. Smissen-Coward
Chair

Cristin Goldman
Vice Chair

Caron Berkley
Committee Member

Rosalina Davis
Committee Member

Dwayne DeRose
Committee Member

Gary Farrell
Committee Member

Blake Montero
Committee Member

Deniene Rivenburg
Committee Member

Weihua Yu
Committee Member

Heather Francine
Committee Member Alternate

Councilmember Rhonda Shader
City Council Liaison

Damien R. Arrula
City Administrator

Joseph Lambert
Director of Development Services

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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
October 24, 2017
4:00 p.m. – Community Meeting Room
401 E. Chapman Avenue, Placentia, CA**

CALL TO ORDER:

ROLL CALL: Chair Melanie J. Smissen-Coward
Vice Chair Cristin Goldman
Committee Member, Caron Berkley
Committee Member Rosalina Davis
Committee Member Dwayne DeRose
Committee Member Gary Farrell
Committee Member, Blake Montero
Committee Member, Deniene Rivenburg
Committee Member, Weihua Yu
Committee Member (Alternate) Heather Francine
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.

1. NEW BUSINESS:

- a. **Review Committee Meeting Schedule**
Recommended Action:
1) Determine if Quarterly Meetings are sufficient or meet more regularly.
- b. **HdL Quarterly Reports on Sales Tax in the City**
Recommended Action:
1) Receive and file.
- c. **Metrolink Station and Parking Structure Project**
Update on the proposed Metrolink Station and Parking Structure Project.
Recommended Action:
1) Receive and file.
- d. **Transit Oriented Development Plan & Old Town Placentia Revitalization Plan**
Update on the Transit Oriented Development Plan and Old Town Placentia Revitalization Plan
Recommended Action:
1) Receive and file.
- e. **Placentia Avenue and Crowther Avenue Zone Change**
Update on the Placentia and Crowther Avenue Zone Change
Recommended Action:
1) Receive and file.

- f. **Update on Galaxy Oil Best for Less Development**
Update on the Galaxy Oil Best for Less Development at 480 S. Placentia Avenue.
Recommended Action:
1) Receive and file.
- g. **350-380 S. Placentia Avenue**
Update on the marketing efforts and the sale of the City-owned property at 350-380 S. Placentia Avenue for potential hotel development.
Recommended Action:
1) Receive and file.
- h. **Real Estate Advisory Services for 207-209 W. Crowther Avenue**
Update on the marketing efforts and the sale of the City-owned property at 207-209 W. Crowther Avenue
Recommended Action:
1) Receive and file.
- i. **Potential Development at Alta Vista and Rose Vacant Parcel**
Recommended Action:
1) Receive and file.
- j. **Strategic Plan Sub Committee**
Develop a Strategic Plan Sub Committee to review/discuss the following:
 - a. Economic Development Element of the General Plan
 - i. Committee Members Cristin Goldman and Deniene Rivenburg
 - b. Film L.A. Inc.
 - i. Committee Members Caron Berkley and Weihua Yu
 - c. Real Estate Value
 - i. Committee Members Dwayne DeRose and Blake Montero
 - d. Façade Improvement Program
 - i. Committee Members Rosalina Davis and Melanie J. Smissen-CowardRecommended Action:
1) Strategic Plan Sub Committee to continue meeting and report back at the next Economic Development Committee Meeting.

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, January 23, 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 October 24, 2017 meeting of the Economic Development Committee was posted on October 19, 2017.