

# Placentia Economic Development Committee

Regular Meeting Agenda  
January 23, 2018



*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

*Councilmember Rhonda Shader*  
City Council Liaison

*Damien R. Arrula*  
City Administrator

*Joseph Lambert*  
Director of Development Services

## **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  
REGULAR MEETING AGENDA  
January 23, 2018  
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  
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. CONSENT CALENDAR:**

- a. **Minutes**  
**Economic Development Meeting Minutes for October 24, 2017**  
Recommended Action: Approve

**2. OLD BUSINESS:**

- a. **Strategic Plan Sub Committee**
  - i. Economic Development Element of the General Plan  
Committee Members Cristin Goldman and Deniene Rivenburg.  
Director of Development Services Joe Lambert to discuss the schedule for the General Plan Update and distribute Economic Development Element.
  - ii. Film L.A. Inc.  
Committee Members Caron Berkley and Weihua Yu.
  - iii. Real Estate Value  
Committee Members Dwayne DeRose and Blake Montero.
  - iv. Façade Improvement Program  
Committee Members Rosalina Davis and Melanie J. Smissen-Coward.

Recommended Action:

- 1) Strategic Plan Sub Committee to continue meeting and report back at the next Economic Development Committee Meeting.

**3. NEW BUSINESS:** None.

**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 will adjourn to a Regular Meeting on Tuesday, March 27, 2018 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 January 23, 2018 meeting of the Economic Development Committee was posted on January 18, 2018.