

Placentia Economic Development Committee

Regular Meeting Agenda
March 27, 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

Mayor Pro Tem 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
March 27, 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
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 January 23, 2018
Recommended Action: Approve

2. OLD BUSINESS:

- a. **Review Committee Meeting Schedule and Time**
Recommended Action:
1) Review schedule and time.
a. May 22, 2018 at 4:00 p.m.
b. September 25, 2018 at 4:00 p.m.
c. November 27, 2018 at 4:00 p.m.
d. January 22, 2019 at 4:00 p.m.
e. March 26, 2019 at 4:00 p.m.
f. May 28, 2019 at 4:00 p.m.
- b. **HdL Quarterly Reports on Sales Tax in the City**
Recommended Action:
1) Receive and file.
- c. **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 provide status on the
General Plan Update and Economic Development Element.
- ii. Film L.A. Inc.
Committee Members Caron Berkley.

- 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, May 22, 2018 at 4:00 p.m.

CERTIFICATION OF POSTING

I, Alana Spector, Secretary to the Economic Development Committee for the City of Placentia, hereby certify that the Agenda for the March 27, 2018 meeting of the Economic Development Committee was posted on March 22, 2018.