

**CITY OF PLACENTIA  
ECONOMIC DEVELOPMENT COMMITTEE  
REGULAR MEETING MINUTES  
JANUARY 23, 2018  
4:00 p.m. – Community Meeting Room  
401 E. Chapman Ave., Placentia, CA**

**CALL TO ORDER:** Economic Development Manager Jeannette Ortega called the meeting to order at 4:06 p.m.

**ROLL CALL:**

**PRESENT:** Chair Melanie J. Smissen-Coward, Committee Member Rosalina Davis, Dwayne DeRose, Gary Ferrell, Blake Montero, Weihua Yu

**ABSENT:** Vice Chair Goldman, Committee Member Berkley, Rivenburg

**STAFF PRESENT:** Mayor Pro Tem Rhonda Shader; Director of Development Services Joseph M. Lambert; Economic Development Manager Jeannette Ortega; Office Assistant Alana Spector

**PLEDGE OF ALLEGIANCE:** Committee Member Gary Ferrell

**ORAL COMMUNICATIONS:**

**1. CONSENT CALENDAR:**

a. **Minutes**

Economic Development Committee Meeting - October 24, 2017

**Recommended Actions:** Approve

**Motion by Davis, second by Ferrell carried on a (6-0) vote to approve the recommended actions.**

**Ayes:** Smissen-Coward, Davis, DeRose, Ferrell, Montero, Yu

**Noes:** None

**Abstain:** None

**Absent:** Goldman, Berkley, Rivenburg

**2. OLD BUSINESS:**

a. **Strategic Plan Sub Committee**

i. **Economic Development Element of the General Plan**

Director of Development Services Joseph Lambert gave a brief history of the City of Placentia's General Plan. He explained that the General Plan is a blueprint for the development of the City in the following decades, and that it should not be too specific in order to allow for future adaptation and other accommodations. He noted that it is a long-range planning document, and has seven required elements. In addition to these seven elements, the City of Placentia has elected to add an eighth element, Economic Development. The Economic Development Committee will need to review and assist with the compilation of the element. Director of Development Services Lambert presented a draft of the Economic Development element to the Committee Members.

Committee Member Davis inquired if the public can submit comments in regards to the General Plan draft.

Director of Development Services Lambert stated that a draft will be brought to the public in the coming months once the draft is further revised.

Committee Member Davis commented that she liked the focus on improving the downtown area.

Discussion ensued regarding what the process is for adopting the new General Plan.

## **ii. Film L.A. Inc.**

Economic Development Manager Ortega stated that the City of Placentia has expressed interest in becoming a partner with Film L.A. She added that Cassie Walder, the new Communications and Marketing Manager, will be in charge of this item.

Mayor Pro Tem Shader left the meeting at 4:55 p.m.

## **iii. Real Estate Value**

Committee Member Montero stated that he and Committee Member DeRose were unable to meet as often as they needed, however they were able to meet with the Orange County Tax Collector and real estate agents. They were told that if the City of Placentia is able to catch up with the average growth rate of other local Orange County cities, then the City will receive an extra \$80,000 per year in property taxes.

## **iv. Façade Improvement Program**

Economic Development Manager Ortega reported that the Façade Improvement Program, which is grant-funded, was taken to the City Council and approved in December 2017. Applications were open from December 6, 2017 through January 16, 2018, in which time eight applications were received.

### 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:** None.

## **5. ECONOMIC COMMITTEE MEMBER REQUEST/QUESTIONS:**

Chair Smissen-Coward suggested that the Economic Development Committee create a tagline to create a streamlined purpose for the Committee.

Committee Members Davis and Montero discussed putting military recognition banners on light poles throughout the City, or possibly doing online banner advertisements.

Economic Development Manager Ortega replied that the City had explored investing in wayfinding signs, however they were too expensive to pursue at the time.

Committee Member Davis inquired if the Farmers Market would be better served by shortening their hours during winter months due to a lack of interest. Economic Development Manager Ortega stated that the operator of the Farmers Market desires to keep it open year-round.

Committee Member Yu suggested the Farmers Market add music or places to sit and eat to make it more interactive.

Discussion ensued regarding suggestions for the Farmers Market.

Chair Smissen-Coward motioned for adjournment.

The motion was seconded by Committee Member DeRose.

**ADJOURNMENT:**

The Committee closed at 5:22 p.m. to a regular Economic Development Committee Meeting on March 27, 2018 at 4:00 p.m.



Alana Spector  
Secretary to the Economic Development Committee