



## Placentia Economic Development Committee

**Regular Meeting Agenda  
May 28, 2019**

*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*

*Mayor Rhonda Shader  
City Council Liaison*

*Damien R. Arrula  
City Administrator*

*Jeannette Ortega  
Assistant to the City Administrator/  
Economic Development Manager*

*Joseph Lambert  
Director of Development Services*

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Placentia, CA 92870**

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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  
May 28, 2019  
4:00 p.m. – Front 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  
Council Liaison, Mayor 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:** None.

**2. OLD BUSINESS:**

**a. General Plan Update**

Director of Development Services Joseph Lambert

**3. NEW BUSINESS:**

**A. HdL Quarterly Reports on Sales Tax in the City**

Recommended Action:

1) Receive and file

**B. Metrolink Station and Parking Structure Project**

Update on the proposed Metrolink Station and Parking Structure Project

Recommended Action:

1) Receive and file

**C. Placentia Enhanced Infrastructure Financing District**

Update on the recently approved Enhanced Infrastructure Financing District

Recommended Action:

1) Receive and file

**D. Economic Development Update**

a. International Council of Shopping Centers convention

b. 380 S. Placentia Avenue

c. 777 W. Orangethorpe

Recommended Action:

1) Receive and file

**E. Façade Improvement Program**

Update on the Old Town Façade Improvement Program

Recommended Action:

- 1) Receive and file

**F. Renovations to Various Shopping Centers in the City**

- a. Sierra Vista Plaza
- b. Placentia Village Plaza

Recommended Action:

- 1) Receive and file

**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:**

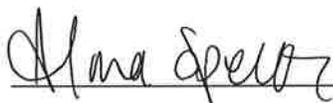
Committee Members may make requests or ask questions of Staff. If a Committee Member would like to have formal action taken on a requested matter, it will be placed on a future Commission Agenda.

**ADJOURNMENT:**

The Economic Development Committee will adjourn to a Regular Meeting on Tuesday, July 23, 2019 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 May 28, 2019 meeting of the Economic Development Committee was posted on May 23, 2019.

  
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