



**Special Meeting Agenda**  
**January 29, 2011**  
Placentia City Council  
Placentia Redevelopment Agency  
Yorba Linda Water District – 10:00 a.m.

*Mission Statement*

*The City Council is committed to keeping Placentia a pleasant place by providing a safe family atmosphere, superior public services and policies that promote the highest standards of community life.*

*Vision Statement*

*The City of Placentia will maintain an open, honest, responsive and innovative government that delivers quality services in a fair and equitable manner while optimizing available resources.*

Scott W. Nelson  
Mayor

Jeremy B. Yamaguchi  
Mayor Pro Tem

Joseph V. Aguirre  
Council Member

Constance M. Underhill  
Council Member

Chad P. Wanke  
Council Member

Patrick J. Melia  
City Clerk

Craig S. Green  
City Treasurer

Troy L. Butzlaff, ICMA-CM  
City Administrator

Andrew V. Arczynski  
City Attorney

Copies of all agenda materials are available for public review in the Office of the City Clerk, online at [www.placentia.org](http://www.placentia.org), and at Placentia Library Reference Desk. Persons 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.

**Procedures for Addressing the Council/Redevelopment Agency**

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 City Clerk BEFORE that portion of the agenda is called. Testimony for Public Hearings will only be taken at the time of the hearing. Any person who wishes to speak on a Public Hearing item should fill out a "Speaker Request Form" and give it to the City Clerk BEFORE the item is called.

The Council and Agency Board 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, Council and Agency Board discourage clapping, booing or shouts of approval or disagreement from the audience.

PLEASE SILENCE ALL PAGERS, CELL PHONES, AND OTHER ELECTRONIC EQUIPMENT WHILE COUNCIL AND AGENCY BOARD 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)

In compliance with California Government Code § 54957.5, any writings or documents provided to a majority of the City Council regarding any item on this agenda that are not exempt from disclosure under the Public Records Act will be made available for public inspection at the City Clerk's Office at City Hall, 401 East Chapman Avenue, Placentia, during normal business hours.

Study Sessions are open to the public and held in the City Council Chambers or City Hall Community Room. Executive Sessions are held in the Council Caucus Room. While the public may be in attendance during oral announcements preceding Executive Sessions, Executive Sessions are not open to the public.

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**PLACENTIA  
CITY COUNCIL AND REDEVELOPMENT AGENCY  
SPECIAL MEETING AGENDA**

**January 29, 2011**

**10:00 a.m. – Yorba Linda Water District  
1717 E. Miraloma Avenue, Placentia, CA**

**CALL TO ORDER:**

**ROLL CALL:** Mayor/Agency Chairman Nelson  
Mayor Pro Tem/Agency Vice Chairman Yamaguchi  
Councilmember/Agency Member Aguirre  
Councilmember/Agency Member Underhill  
Councilmember/Agency Member Wanke

**PLEDGE OF ALLEGIANCE:**

- |   |                                      |
|---|--------------------------------------|
| <b>I. Opening Remarks/Purpose of Meeting</b>                  | Scott Nelson,<br>Mayor               |
| <b>II. Review Process Guidelines and Agenda</b>               | Sharon Browning,<br>Facilitator      |
| <b>III. Progress Report 2008-10 Issues &amp; Goals</b>        | Troy Butzlaff,<br>City Administrator |
| <b>IV. Review City Mission and Vision Statements</b>          | Sharon Browning/Council              |
| <b>V. Oral Communications/Public Comment</b>                  |                                      |
| <b>VI. Review of Suggested 2011-12 Strategic Issues/Goals</b> | City Council                         |
| ▪ Discussion of issues and goals                              |                                      |
| ▪ Additions, clarifications                                   |                                      |

**Break/Lunch**

- |   |              |
|---|--------------|
| <b>VI. Review of Suggested 2011-12 Strategic Issues/Goals (Continued)</b> | City Council |
| <b>VII. Priority and Goal Setting</b>                                     | City Council |
| <b>VIII. Oral Communications/Public Comments</b>                          |              |

**CITY COUNCIL/AGENCY MEMBER REQUESTS:**

Council/Agency members may make requests or ask questions of staff. If a Council/Agency member would like to have formal action taken on a requested matter, it will be placed on a future Council/Agency Agenda.

**ADJOURNMENT:**

The City Council/Redevelopment Agency Board of Directors will adjourn to February 1, 2011.

**CERTIFICATION OF POSTING**

I, Tania Moreno, Deputy City Clerk for the City of Placentia and Assistant Secretary of the Placentia Redevelopment Agency, hereby certify that the Agenda for the January 29, 2011, meetings of the City Council and Redevelopment Agency was posted on January 26, 2011.

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Tania Moreno, Deputy City Clerk

## City of Placentia

### CORE STRATEGIC ISSUES AND SUGGESTED GOALS

Fiscal Year 2011-12

#### FISCAL/BUDGETING

##### **Maintain fiscal stability**

- Continue plans to address structural deficit
- Fund core service priorities first
  - Confirm agreement on what the core services are
  - Prioritize core services
  - Confirm the budget reflects funding core services first
- Develop three-year City Financial Plan
- \_\_\_\_\_

##### **Cut/Control City Costs**

- Review city departments for cost effectiveness
  - Review staffing plans
  - Assess in-house expertise/skills
  - Assess cost benefit of using in-house expertise or outside consultants
  - Assess opportunities to:
    - Reduce health care benefits costs
    - Curtail travel
    - Curtail cell phones and usage
    - Reduce pension costs
  - \_\_\_\_\_
- Review City properties for cost savings
  - Move properties toward revenue neutral position
  - Inventory properties from most to least expensive
  - Determine cost savings opportunities
  - \_\_\_\_\_
- Review capital improvement projects for cost savings
  - Identify opportunities for achieving better price advantage
    - Explore issuing a bond measure for capital improvement projects
  - Identify opportunities for cost savings
  - \_\_\_\_\_
- Identify opportunities to consolidate public services with other agencies and/or private organizations

- Prioritize, consolidate and coordinate current services
  - Coordinate services to seniors with services provided by the community to reduce costs and redundancy
- \_\_\_\_\_
- \_\_\_\_\_

**REDEVELOPMENT/ECONOMIC DEVELOPMENT**

- **Generate new sources of revenue**
  - Review Economic Development Plan
    - Determine what is realistic in the plan
    - Determine required adjustments given economic climate
    - Determine how City will create economic development going forward
  - Move Old Town Revitalization Plan forward
  - \_\_\_\_\_
- **Develop a City Long-Range Strategic Plan**
- \_\_\_\_\_

**TRANSPORTATION**

- **Maximize timely progress on major projects**
  - Prioritize the city’s role in ensuring there is a coordinated effort to complete the projects on time
  - \_\_\_\_\_
- \_\_\_\_\_

**CAPITAL IMPROVEMENT PROJECTS**

- **Develop a Facilities Master Plan**
  - Identify priorities
  - Develop funding plan
- **Maximize progress on priority projects**
  - Identify priority projects
  - Provide Council with regular progress updates
  - \_\_\_\_\_
- \_\_\_\_\_

## **QUALITY OF LIFE SERVICES**

- City's Support/Funding of community events
  - Heritage Festival and Parade
  - Tamale Festival/Las Posadas
  - \_\_\_\_\_
- City's Role with Community Foundation
  - Clarify role and expectations
  - \_\_\_\_\_
- \_\_\_\_\_

## **ADMINISTRATION**

- Provide open, transparent government**
  - Determine if transparency is a council and city priority
  - Determine how the city will act out transparency
  - Develop and implement transparency guidelines
  - \_\_\_\_\_
- Ensure accurate reporting and accounting**
  - Determine a plan to ensure accuracy of reporting and accounting in transactions among employees, their departments, Finance and Human Resources
  - \_\_\_\_\_
- \_\_\_\_\_

## **COMMUNICATIONS**

- Provide clear direction on redevelopment projects
  - Brief full council on the three major projects
    - Council prioritize projects
    - \_\_\_\_\_
- Provide clear direction on development projects
  - Determine a plan to ensure that Council and staff have the same understanding of what is expected on development projects
  - Determine a plan to ensure Council expectations are accurately communicated to prospective developers
  - \_\_\_\_\_

- Provide Council with regular, complete briefings on Transportation projects
  - MetroLink
  - OC Bridges Project (grade separations)
  
- Provide Council with accurate project information to communicate to the public
  
- Public awareness/communication plan
  - Water rate increase
  - On-going evaluation of public fees
    - Provide facts and rationale for fees and amounts
  - Impacts from major improvement projects. The public is fully informed about:
    - MetroLink
    - Old Town Revitalization
    - OC Bridges project (grade separations)
    - Expansion of 57 freeway
    - \_\_\_\_\_
  
- \_\_\_\_\_