

P-TOWN INFORMER

A Bimonthly Report to the Community



PLACENTIA
California

"The People Are The City"

November 7, 2011

Volume 1, Issue 2

FROM THE CITY ADMINISTRATOR'S DESK

"Buy Local" campaigns have been around for years, with their popularity waxing and waning, depending on the economy and trends. Many people question whether these campaigns make a difference in the local economy or are just a gimmick to generate sales activity for local businesses. The City of Placentia is known as a bedroom community and does not have a shopping mall or "big box" retailers like other cities around us. Our City is comprised of many small businesses and a few chain stores (e.g., Ross, Big Lots). In total, there are 1,181 businesses in the City that report taxable sales to the State of California.

There are many reasons to buy locally. Several studies have shown that when you buy from an independent, locally owned business, rather than a chain store, significantly more of your money is used to make purchases from other local businesses, service providers and farms - continuing to strengthen the economic base of the community. Small local businesses are the largest employer nationally, and in our community, provide the most jobs to residents. A growing body of economic research shows that in an increasingly homogenized world, entrepreneurs and skilled workers are more likely to invest and settle in communities that preserve their one-of-a-kind businesses and distinctive

character. Finally, there is mounting evidence to support that local non-profit organizations receive an average 250% more support from smaller business owners than they do from large businesses.

From the City's perspective, shopping locally generates more sales tax revenues to support public services and the quality of life that residents enjoy. According to the latest information obtained from the California State Board of Equalization, taxable sales in the City totaled \$251,795,000 for food and retail business and \$384,349,000 for all business types in calendar year 2009. By comparison, in the first two quarters of 2010, taxable sales for food and retail businesses totaled \$132,378,000 and all business types came in at \$196,744.

Most people think the City receives 100% of the sales tax collected on the sale of products from businesses within the community. The fact is, the City receives only 1% of the overall 7.75% tax rate. The State takes 6.25%, and the balance (.50%) goes to the Orange County Transportation Authority as part of the Renewed Measure M program for transportation projects. In fiscal year 2010-2011, the City received \$5,063,285 in sales tax revenues which represents 16.36% of the City's total revenues.

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UPCOMING COMMUNITY CALENDAR

Nov. 8	Tuesday	Cultural Arts Commission Meeting at 6 p.m. City Hall
Nov. 8	Tuesday	Planning Commission Meeting at 6:30 p.m. Council Chambers
Nov. 9	Wednesday	Heritage Festival Committee Meeting at 7 p.m. City Hall
Nov. 10	Thursday	Placentia Historical Committee Meeting at 7 p.m. City Hall
Nov. 14	Monday	Recreation and Parks Commission Meeting at 7 p.m. City Hall
Nov. 15	Tuesday	Placentia City Council Meeting at 7 p.m. City Hall
Nov. 21	Monday	Traffic Safety Commission Meeting at 7 p.m. City Hall



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CITY ADMINISTRATOR LETTER CONT.

Obviously, the importance of sales taxes to the City cannot be underscored. Without these revenues the City would not be able to provide the level of services it offers to the community today. Unfortunately, the City does not generate sales tax revenues unless people buy products from local businesses. If you buy online or go to another city to make purchases, the City does not receive any revenue. A recent article in Business Week captures it best:

"Spending at local businesses, rather than at chain stores or online, helps local economies because those firms are more likely to buy from local suppliers and hire local service providers for needs such as accounting. The jobs that those dollars support stay in the community, rather than going to chains that consolidate their suppliers and back-office functions elsewhere. The profits, too, stay with local owners who spend in the community, rather than going to out-of-state owners or shareholders."

hire local service providers for needs such as accounting. The jobs that those dollars support stay in the community, rather than going to chains that consolidate their suppliers and back-office functions elsewhere. The profits, too, stay with local owners who spend in the community, rather than going to out-of-state owners or shareholders."

So back to the question that was asked in the beginning of this article -- Does buying locally make a difference in the local economy? You better believe it. Hopefully this article has not only increased your awareness of the benefits of buying locally, but has given you pause to consider going to one of our fine local businesses before taking your tax dollars outside of the community. "Buy Local" is not just a fancy slogan or creative advertising gimmick, but is truly a path to a healthy, prosperous community.



CURRENT HAPPENINGS

Backs Community Center

On Tuesday, October 25, 2011, the City held a preconstruction meeting with the awarded contractor, Interlog Corporation, for the Backs Community Building Exterior Lighting Project. Upon receiving the required documentation, the City will issue a Notice to Proceed. The project is expected to take 20 working days to complete.

The project is funded by Community Development Block Grant funds and will improve the lighting in the walkways near the Backs Community Building and the entrance to Kraemer Memorial Park. In addition to the parking lot lighting, lighting adjacent to the Backs Building will be upgraded for improved safety and security.



The Federal Emergency Management Agency (FEMA) and the Federal Communications Commission (FCC) will conduct the nation's first ever Emergency Alert System (EAS) test at 11 a.m. (PST) on Wednesday, Nov. 9th. The test is "to assess the readiness and effectiveness of the current system and identify incremental improvements to better serve our communities in the preservation of life and property," according to [the FEMA website](#). The test may be up to 30 seconds in length.

What the public will see and hear:

This national test may look like the regular local EAS tests that most people are already familiar with, but there will be some differences in what viewers will see and hear. The audio message will repeat "This is a test." The video message scroll may not indicate "This is a test." The message will last for approximately 30 seconds and then regular programming will resume.

The public is reminded this broadcast is only a TEST. Only call 9-1-1 if you have an actual emergency requiring a response from police, fire or emergency medical services (EMS).

DID YOU KNOW?

Did you know that Placentia offers a 5-man basketball league? The program is run through the Community Services Department and begins on January 24, 2012. The league offers a gold, silver and bronze division. Games are played on Tuesday nights and the cost per team is \$275. The registration deadline is Thursday, January 12, 2012 by 5:30 p.m. For more information, please contact the Community Services Department at (714) 993-8232.

Kraemer Blvd.

In preparation of the Kraemer Blvd. grade separation project, Golden State Water will be removing a water meter this week which serves the landscaped center median between BNSF and Chapman Avenue. As a result, you may see brown turf and other signs of plant deterioration between now and the beginning of construction. The City will also be removing the "Welcome to Placentia" monument sign which is located at the southern end of the median for future use.

New Business Licenses Issued

Business Name	Address
Passion Nails	2013 E. Orangethorpe
Precision	800 W. Crowther
Waterjet and Laser	



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CRIME VIEW

Gang Related Stabbing

In the early morning hours of October 23rd, officers responded to and investigated a possible gang related stabbing that occurred in the area of Bradford and Ruby. The victim received several non-life threatening stab wounds. The investigation remains an active and open case.

Smoke Shop Robbed

Officers responded to a commercial robbery of a local area smoke shop in Placentia where the suspects fled after smashing the display cases and threatening employees, taking property on their way out. The suspects fled in a vehicle and the investigation is ongoing.

Red Ribbon Week

Members of the Police Department participated in a Red Ribbon Week presentation at Golden Elementary School along with members of DEA (Drug Enforcement Administration). DEA landed a helicopter, provided a motorcycle officer, K-9 officer and SWAT officer. The event was a huge success and well received by kids, teachers and parents alike.



Prepping for a Disaster

On October 21st, several members of the Placentia Police Department participated in an Orange County Health Care Services "POD" exercise (Point Of Dispensing) at the Church of the Later Day Saints on Livingston in Placentia. This event was one of three events held throughout the County and was a well coordinated effort through the City's Emergency Services / Preparedness Program, the Placentia Police Department, OCFA and Orange County Health Care.

The exercise involved the distribution of flu vaccinations. More than 435 people received a flu shot. The purpose of this exercise was to test the ability of the City and other participating agencies to dispense supplies, food and medicine to the public in the event of an emergency or disaster.



HISTORY

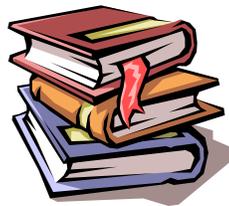
First Publically Owned Building

The first publicly owned building in Placentia was its library on Bradford Avenue. Dedicated in 1927, this Spanish Eclectic-style structure was designed by Carleton Winslow, the architect of the Los Angeles Public Library. This building remained the library's site until 1974, when the current library building was constructed.

Today, the library is located directly across from City Hall on Chapman Avenue. The library offers a multitude of services for kids and adolescents. Some of the library's more popular services include: story

time, play reading, computer workshops and homework help. The library is also a great resource for those looking to become a tutor or earn community service hours.

The city has since acquired the former library, and it has been designated as a city historic landmark. Today, the historic building is used as a senior center as well as a youth center.



Placentia's First Newspaper

Placentia's first newspaper started on August 25, 1911. At this time, it was called the Placentia Courier and it was delivered to Placentia residents with the mail. People paid a subscription fee to get the weekly paper. The Courier was the only Placentia newspaper until 1970.



Did You Know?

Did you know that developmentally disabled dances are held at the Backs Community Building on the second Friday of every month? Dances are designed to offer persons with developmental disabilities an opportunity to dance and socialize. The city of Placentia Community Services Department provides supervision at all dances, snacks and drinks and plays a variety of music to make it a fun activity for all. Admission is free and dances begin at 7:30 p.m. and end at 9:30 p.m. Dance dates are subject to change. For more information please call the Community Services Department at (714) 993-8232.





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MEETING NOTES

The following is an annotated summary of key actions taken by the City Council and various City Commissions/Committees. For additional details including the full agenda for the City Council and Commissions, please visit the City's website at www.placentia.org. Live and recorded City Council meetings or individual agenda items can be viewed [here](#).

City Council Meeting

There was no City Council meeting on November 1st due to lack of business items. The next City Council meeting will be held on November 15th at 7 p.m. at City Hall.

Planning Commission Meeting

The Planning Commission will meet on Tuesday, November 8, 2011 and take action on the following items:

- ◆ Use Permit 2011-14: New Wireless Communication Facility at Samp Park at 600 Loyola Drive
- ◆ Use Permit 2011-15: Operation of a contractor's yard with outside rental equipment sales and storage at 206-208 E. Orangethorpe Avenue
- ◆ Use Permit 2011-16: Operation of a reading and learning center at 1029 E. Imperial Highway.

Recreation and Parks Commission

On Tuesday, October 25th, the Director of Administrative and Community Services, Deputy Director of Community Services, and Community Services Coordinator, Felipe Zambrano met with Recreation and Parks Commissioners Bruce Hunt Sr. and Ira Newman who are the on the Sports Advisory Subcommittee. The subcommittee has worked to develop the City's current Field Use and Allocation policy that is used as a guide for providing an equitable amount of City and PYLUSD athletic field space to all of the organized sports groups in the community. The subcommittee met with staff to discuss the upcoming biannual meeting of all the sports groups that will occur in November and begin the field allocation process for field use during the spring season from February through July 2012. The subcommittee has proposed changes to the Field Use and Allocation policy to clarify terms and conditions of field use. The proposed changes will be presented to the sports groups during the November meeting.

Cultural Arts Commission

The next Cultural Arts Commission meeting will be held on November 8th at 6 p.m. at City Hall.

Placentia Community Foundation

The Placentia Community Foundation held a regular meeting on Wednesday, October 26, 2011. The board members discussed providing support to the City Neighborhood Services Division by applying to the Orange County Toy Collaborative for toys to support the Community Christmas Basket Program. The Foundation also discussed applying to Golden State Water Company to receive turkeys that will be distributed by Neighborhood Services to low income families before Thanksgiving. The foundation also had continued discussions about moving forward with a Blue Ribbon subcommittee to help with the development of sponsors for the foundation, and to help plan a fundraising event in spring 2012.

OC Bridges Project Meeting

On Wednesday, October 26, 2011, City Administrator Troy Butzlaff, Director of Administrative and Community Services Steve Pischel, and Neighborhood Services Coordinator Jeannette Ortega attended a community meeting to discuss the OC Bridges Project. The meeting was conducted by the Orange County Transportation Authority (OCTA) and held at the Whitten Community Center. The open house style meeting had several display boards and video simulation of the project. Several staff members from OCTA were present and spoke to the attendees about the road closures, bypass roads, local circulation, nighttime work activities, and the project schedule.

To further enhance community awareness about the upcoming OC Bridges Project, a four page insert will be placed in the upcoming quarterly newsletter. The insert will include information on Placentia and Kraemer overpasses, including detour roads, local circulation and nighttime work activities. The upcoming quarterly newsletter will be delivered to residents and businesses in mid-November.