



## Study Session Meeting Agenda April 16, 2024—4:30 p.m. Placentia City Council

### *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.*

Mayor Jeremy B. Yamaguchi  
District 3

Mayor Pro Tem Kevin Kirwin  
District 2

Rhonda Shader  
Councilmember  
District 1

Ward L. Smith  
Councilmember  
District 5

Chad P. Wanke  
Councilmember  
District 4

Robert S. McKinnell  
City Clerk

Kevin A. Larson  
City Treasurer

Damien R. Arrula  
City Administrator

Christian L. Bettenhausen  
City Attorney

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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 the 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/Board 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 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 Board 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 Council and 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 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)

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.

# PLACENTIA CITY COUNCIL

## STUDY SESSION

April 16, 2024

4:30 p.m. – City Council Chambers  
401 E. Chapman Avenue, Placentia, CA

### CALL TO ORDER:

**ROLL CALL:** Councilmember/Board Member Shader  
Councilmember/Board Member Smith  
Councilmember/Board Member Wanke  
Mayor Pro Tem/Board Vice Chair Kirwin  
Mayor/Board Chair Yamaguchi

### ORAL COMMUNICATIONS:

At this time, the public may address the City Council and Boards of Directors concerning any item(s) on the Study Session Agenda only. There is a five (5) minute time limit for each individual addressing the City Council.

### 1. REGULAR AGENDA:

1.a. **Study Session: Five-Year Communications and Marketing Strategic Plan**

Fiscal Impact: None

Recommended Action: It is recommended that the City Council:

- 1) Receive and file the Staff report and Presentation; and
- 2) Review and provide feedback to Staff and the Consultant on the draft Plan; and
- 3) Adopt official Five (5) Year Communications and Marketing Strategic Plan pending City Council feedback.

**RECESS:** The City Council will recess to their 5:30 p.m. Regular Meeting Closed Session.

### CERTIFICATION OF POSTING

I, Carole M. Wayman, Deputy City Clerk of the City of Placentia and Assistant Secretary of the Industrial Commercial Development Authority, the Successor Agency, and the Placentia Public Financing Authority hereby certify that the Agenda for the April 16, 2024 Study Session of the City Council was posted on April 11, 2024.

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Carole M. Wayman  
Deputy City Clerk