MEETING NOTES

1. **Welcome**

   Executive Director of the Planning and Building Agency Hassan Haghani welcomed the General Plan Advisory Group to the first meeting, and generally discussed purpose of the group and that members were selected to represent the community.

2. **GPAG Roundtable Introductions**

   Principal Planner Verny Carvajal introduced planning staff members present.

   Members of the Advisory Group were asked to pair up with another representative and discuss two questions: What is your favorite place or memory about Santa Ana? and What is your Big Idea about Santa Ana?

   Responses to the first questions included: Home, Artwalk, Park, Downtown, Zoo, the people, Centennial Park, and community building activities involving bike ride and music.

   Responses to the second question included: Bring awareness and value to existing resources and places in Santa Ana; create walkable, pedestrian friendly city; create a balanced, world-class city; maintain strong neighborhood identity; Use education as a foundation for the city; create a landmark at Riverview Golf course to attract more people/development; create more affordable housing; Create more recreational centers for youth; incorporate health into all policies of the General Plan; address public safety; engage Spanish speaking community.

3. **General Plan Project Overview**

   Mr. Carvajal introduced the contents, elements, and framework of the new General Plan.
4. **GPAG Roles and Ground Rules**

Mr. Haghani explained the responsibilities of the Advisory Group, the time commitment anticipated, and anticipated workload.

Meetings are open to the public, but discussions during meetings are limited to Advisory Group members. Members of the public that are not part of the Advisory Group can email staff if they would like a particular issue discussed or have questions.

5. **Next Steps and Vision**

Planning Manager Candida Neal briefed the group on future meeting, and GPAG meeting materials.

Ms. Neal then discussed what a vision statement is and how it will be used to guide future policies and goals as they pertain to the General Plan. Several members of the group shared their experience in creating vision statements for different agencies they work for or volunteer with. Her presentation concluded with an introduction to the Community Outreach Executive Summary which will be discussed at the next meeting.

Meeting adjourned.

**List of GPAG Member Attendees:**

Claudia Arellanes, Downtown Business Owner  
Phil Bacerra, Planning Commission  
Marlene Buitron, Youth Commission  
Richard Chiarini, Industrial Business Owner  
Ekta Naik, Alliance Development  
Barry Cottle, C & C Development  
Kathi Davis-Bowman, WisePlace  
Lynette Guzman, Parks and Recreation Board  
Peter Katz, Santa Ana Communication Linkages Forum  
Chuong Kim, Bristol Street Business Owner  
Tish Leon, Senior Advocate-Downtown Neighborhood  
Nancy Mejia, Latino Health Access  
Beatriz Mendoza, Planning Commission  
Laura Morfin, Former Community, Redevelopment and Housing Commission  
Ken Nguyen, Planning Commission  
Gilad Salmon, Environmental and Transportation Advisory Committee  
Soledad Valentin, Multi-Family Housing Representative  
Orin Williams, Santa Ana Unified School District

Absent: Isaac Michaca, Santa Ana Building Healthy Communities

Note: the PowerPoint presentation use by Mr. Carvajal, Mr. Haghani and Ms. Neal is available at [http://www.santa-ana.org/generalplan/default.asp](http://www.santa-ana.org/generalplan/default.asp)