MEETING NOTES

1. **Introductory Remarks**

   Executive Director of the Planning and Building Agency Hassan Haghani welcomed the participants to the third meeting of the General Plan Advisory Group. Acting City Manager Gerardo Mouet was also in attendance. Hassan shared that the purpose of the meeting was to utilize the material created by the GPAG members to begin extracting components of a vision for the General Plan. He introduced the concept of thinking about the General Plan as our city-wide constitution guiding the policies, programs, and direction for Santa Ana.

2. **Regional and Community View**

   Hassan introduced Principal Planner Verny Carvajal who provided an overview of the Southern California Association of Governments joint powers authority. This 38,000 sq. mile region includes Imperial, Los Angeles, Orange, Riverside, San Bernardino, and Ventura Counties. Verny outlined its responsibilities for coordinating the regional planning efforts of these counties.

   The excerpt emphasized the need to begin planning for the estimated four million residents that will arrive or be born in the region. The video pointed out that the population growth is coupled with the lowest rate of housing production in nearly three decades and a dramatic shift in the regions age demographics. The video was followed by a PowerPoint presentation by Senior Planner Melanie McCann who provided a high level overview of key statistics about Santa Ana.

   Key points from the discussion included overall growth rates, school enrollment figures, demographic considerations, and housing production statistics. Questions from the group members related to the specific sources of information and clarification on school enrollment figures.
3. **Shifting the Conversation and Forming a Vision**

   Executive Director Haghani related his experience reading The Declaration of Independence as a young student. He explained its importance and example of a forward facing vision aimed at creating something that had never been attempted. It was a vision based on the possibilities of the future rather than on the weight of the past. He further explained that future meetings will attempt to answer the fundamental challenge of envisioning a better future for the people of Santa Ana.

4. **Conversation on Goals, Policies, and Implementation Actions**

   Planning Manager Neil outlined the difference between Goals, Policies and Implementation Actions.

   Various examples and points of clarification were discussed among the GPAG members. Suggestions from the GPAG members will fill in visible gaps that are identified during the process. These goals, policies, and implementation actions will then be presented to the public and reviewed to ensure that they resonate with the members of the Santa Ana community.

5. **Components of a General Plan- Group Exercise**

   The meeting was then divided into groups and members were asked to identify visionary statements in the materials provided. Next, they were asked to identify the various goals, policies, and implementation actions in their assigned section. This process lasted 20 minutes with a wide ranging discussion on nearly all aspects of the general plan. Each of the future meetings will dive into the particulars of a given section using the information gathered here as a starting point.

6. **Next Steps**

   Principal Planner Carvajal explained that the group will continue to dive into each section as the goals, polices, and actions for each element are identified in further detail. Staff will process the information provided and will gather the existing general plan sections for the GPAG members to review. GPAG members positively commented on the increased amount of dialogue during this session.

   Staff agreed to move sessions if there are any known sessions that group members will not be able to make. After taking a vote it was agreed that all future meetings will take place from 5:30pm-7:30om.

   Meeting adjourned.
List of GPAG Member Attendees:

Claudia Arellanes, Downtown Business Owner
Phil Bacerra, Planning Commission
Marlene Buitron, Youth Commission
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
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
Isaac Michaca, Santa Ana Building Healthy Communities

Absent: Richard Chiarini, Industrial Business Owner

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