City of Santa Ana General Plan Advisory Group
Minutes of the Regular Meeting
City Hall, Ross Annex
20 Civic Center Plaza, Room 1600
Wednesday, June 7, 2017
5:30pm - 7:30pm

1. Introductory Remarks

Principal Planner Verny Carvajal of the Planning and Building Agency welcomed the participants to the General Plan Advisory Group (GPAG) meeting and introduced the Economic Development Element to be discussed.

2. Video Presentation

A video depicting local businesses and the importance of shopping local and shopping in Santa Ana was screened. The video highlighted the important role that small businesses play in ensuring a thriving local economy.

3. Economic Development Element

Senior Planner Melanie McCann of the Planning and Building Agency introduced special guest Marc Morley of the Santa Ana Community Development Agency. Mr. Morley is an Economic Development Specialist with the City.

Ms. McCann continued the conversation by discussing the Economic Development Element and providing economic, employment, and demographic data for Santa Ana. The data provided was meant to inform and serve as a backdrop for the discussion and group exercise to follow.

In addition to sharing economic related facts and figures, Ms. McCann highlighted some of Santa Ana’s strengths and what makes it competitive. Strengths that were discussed included concentration of high-tech companies and government offices, number of manufacturing and public administration jobs, and the human and cultural capital—large and diverse workforce, and home to Orange County’s top restaurants and cultural amenities.
Prior to the group exercise, Verny Carvajal facilitated an open discussion with the GPAG to share their thoughts on the presentation. One observation was that a few of the characteristics listed as contributing to Santa Ana being competitive in the marketplace, are also our weakness (i.e. citywide reduction in crime rates, yet challenges in maintaining a safe environment in the downtown).

4. **Draft Goals and Policies – Group Exercise**

The GPAG was then divided into small groups, and members were asked to review and critique the draft goals and policies using the same approach used in previous meetings, a “POV” approach; an approach by which each member critiques the policy from the perspective, or point-of-view, based on the group they represent within the community. Each small group included a City staff facilitator to record the comments and feedback to refine draft Economic Development Element goals and policies.

5. **GPAG Meeting Format**

After completion of the group exercise, Mr. Carvajal discussed the slight modification to the agenda and format of the meeting, which included discussing only one general plan topic and allowing time for group. The changes to the format of meeting were well received and the group agreed to continue using a similar format for future meetings.

6. **Next Step and Acknowledgements**

Mr. Carvajal confirmed that the next GPAG meeting will be on June 21, 2017, and will focus on the Mobility Element. Further, due to the holiday on the Fourth of July holiday, there will only be one meeting for the month, tentatively scheduled for the 19th.

The meeting was concluded with a brief introduction to the members of the public that attended the meeting. Members of the public introduced themselves and area of interest.
List of GPAG Member Attendees:

Marlene Buitron, Youth Commission
Claudia Arellanes, Downtown Business Owner
Phil Bacerra, Planning Commission
Ekta Naik, Alliance Development
Peter Katz, Santa Ana Communication Linkages Forum
Laura Morfin, Former Community Redevelopment and Housing Commission
Soledad Valentin, Multi-Family Housing Representative
Orin Williams, Santa Ana Unified School District
Berry Cottle, C & C Development
Lynette Guzman, Parks and Recreation Board
Isaac Michaca, Santa Ana Building Healthy Communities
Ken Nguyen, Planning Commission
Beatriz Mendoza, Planning Commission
Tish Leon, Senior Advocate-Downtown Neighborhood
Hilda Ortiz, Latino Health Access

Absent: Kathi Davis-Bowman, WisePlace
        Nancy Mejia, Latino Health Access
        Gilad Salmon, Environmental and Transportation Advisory Committee

Note: the PowerPoint presentation used for the meeting is available at [http://www.santa-ana.org/generalplan/default.asp](http://www.santa-ana.org/generalplan/default.asp)