



ECONOMIC DEVELOPMENT AD HOC COMMITTEE

AGENDA

July 14, 2016

Chamber of Commerce, 321 E. La Habra Blvd., La Habra

b. Public Comments

Members of the audience have the opportunity to address the Committee on this matter. Speakers are asked to limit their comments to three (3) minutes each.

c. Committee Comments

8. Discussion of Future Topics

9. Adjournment to September 8, 2016

MEETING MINUTES
CITY OF LA HABRA
ECONOMIC DEVELOPMENT AD HOC COMMITTEE(EDAHC)
Chamber of Commerce, 321 E. La Habra Blvd, La Habra
May 12, 2016

MEMBERS PRESENT: Mark Sturdevant, President, Chamber of Commerce
Carlos Jaramillo, Deputy Director of Community Development
David DeLeon, Recreation Manager
Michael Lawton, President, Lawton Real Estate
Dave McCauley, Economic Development Consultant
Andrew Ho, Director of Community and Economic Development
Diego Hernandez, Chair, Chamber of Commerce

MEMBERS ABSENT: Robert Ferrier, Assistant to the City Manager
Kim Koch, President, FarPointe Development
Sandi Baltes, Executive Director, La Habra Collaborative

OTHERS PRESENT: Veronica Lopez, Secretary
Daisy Perez Castellanos, Housing Specialist/Associate Planner
Katherine Rojas, Housing and Planning Administrative Aide
Bruce Martin, Marketing Consultant

1. Call to Order / Mark Sturdevant, EDAHC Chair

Chairman Sturdevant called the EDAHC meeting to order at 1:34 pm in the La Habra Chamber of Commerce, located at 321 E. La Habra Blvd, La Habra, California.

2. Roll Call

Roll call was taken with Members Present or Absent as noted above.

3. Public Comments

The Chairman asked if there were any comments the public wished to make to the Committee regarding any item not on the agenda. There were no public comments.

4. Committee Minutes

a. Review and Approval of the EDAHC Meeting Minutes for March 17, 2016

b. Public Comments

The Chairman asked if there were any public comment on the Minutes. There were no public comments.

c. Action on EDAHC Meeting Minutes for March 17, 2016

Moved by Carlos Jaramillo and seconded by Diego Hernandez to approve the EDAHC Meeting Minutes of March 17, 2016. The motion was approved.

5. Business Visitation Program Update -

a. Review and Input

Mark Sturdevant, Carlos Jaramillo and Andrew Ho provided the Committee with an update regarding the most recent business visitations that occurred in March and April. Staff visited Tropical Nails and Spa, Salinas Tire Service, Pacific Architectural Millwork, Walgreens and Dr. Hamsa Ramkumar.

b. Public Comments

There were no public comments.

c. Committee Comments

Mark Sturdevant mentioned that the issues that Dr. Ramkumar had involved the theft of A/C equipment which seemed to be an issue affecting many local businesses. He would like to see what our Police Department is doing as far as outreach to the business community. Mark Lawton mentioned that many tenants are not aware that they are responsible for the replacement of such equipment per their lease agreement, which can be a big expense.

6. Economic Activities Report -

a. Review and Input

Carlos Jaramillo provided the Committee with a brief report on the Economic Activities Report, comprised of a list of new business licenses for March and April 2016. He also provided an overview of the first ever Community Development Open House. Daisy Perez talked about the Top 25 Business Luncheon.

b. Public Comments

Bruce Martin thanked Daisy Perez and Katherine Rojas for their help in organizing the Top 25 Business Luncheon.

c. Committee Comments

The Committee discussed the issues that were brought up by the residents who attended the Open House event. Carlos Jaramillo also discussed the upcoming deadlines for the marketing RFP sent out in April.

7. Discussion of Future Topics -

a. Review and Input

Andrew Ho and Dave McCauley will be attending the ICSC conference in Las Vegas at the end of the month. Mark Sturdevant suggested that they present a report regarding the conference at the next EDAHC meeting.

Mark Sturdevant also suggested the Police Department be present at the next meeting to discuss efforts made to assist the business community with thefts.

b. Public Comments

Bruce Martin noted the importance of the ICSC conference where first contact was made with Costco which turned out to be a success from the community.

c. Committee Comments

Before adjourning, Mark Sturdevant reminded the Committee of the Lunch Mob event taking place on Wednesday, May 18 at Black Bear Diner.

8. Adjournment

The Committee members adjourned the meeting at 2:21 p.m. to the next EDAHC meeting, which will be on July 14, 2016 at 1:30 p.m. at the La Habra Chamber of Commerce, 321 E. La Habra Blvd.

Business Visitation Program May 2016

05/10/16

Michaels Arts and Crafts

1500 W. Imperial Hwy.

- Spoke briefly with Phillip Godinez who has been the store manager at this Michaels for nine (9) months
- He mentioned that they have had issues with graffiti- etched windows and doors
 - It was suggested that he report those incidents to the Police Department since they currently do not report them
- Phillip was very happy with the City and said they have had no issues

05/11/16

King Liquor

141 E. Imperial Hwy.

- Met with Harpreet Kaur; she and her husband own this liquor store and the liquor store at 627 S. Euclid St. (Food Circle)
- Harpreet mentioned that they were robbed twice within weeks of each robbery
 - She estimated the loss at \$11,000
 - They were not covered by their insurance
- Times are tuff, financially, so they don't have any employees, Harpreet and her husband take turns working at the store
- She mentioned that because they are a small business they don't get discounts and deals from suppliers like Red Bull or Monster
- Most of their customers are local, they come to the store because of the low prices
- Their most profitable merchandise is liquor

Envelopes Tomorrow

641 S. Palm St., Unit G

- Met with John Grippi
- Envelopes Tomorrow has been around for about 30 years, John has been the owner for about three (3) years
- They moved to this location a year ago, they used to be on Imperial Hwy.
- He has two (2) employees that run the presses
- Most of their work is offset they do some digital printing
- Specialize in envelopes
- He is happy with the City and has had no issues

Business Visitation Program
June 2016

06/15/16

Applebee's

1238 W. Imperial Hwy.

- Met with Davis Marcum who has been the general manager at this location for two years
- Sales have been flat, the closing of Denny's has helped, the new Black Bear restaurant has hurt them some, but Davis feels that their regulars will be back
- Applebee's will be opening 5 new restaurants this year: Whittier, Anaheim, Paramount, Carson and Puente Hills (already opened)
- Davis will be moving to the Paramount location and Bruce Rodriguez will be taking over as the new general manager
- They are very active in the community- host a variety of fundraisers
- Haven't had any issues with the City
- Davis did mention that they were having issues with a sewer smell that is prevalent at night time

06/15/16

Pick Up Stix

1331 W. Imperial Hwy. #F

- Met with Christy who has been the manager for the past two months at this locations; she has been with the company for 5 years
- This location was recently remodeled- new furniture and fixtures and new walk-in freezer- The new look has increased sales by 12%
- They get a lot of customers during opening weekends of new movies
- The lunch crowd is mostly phone orders from those that work nearby
- They have not had any issues with the City
- They would like to be more involved with City events

FIRM NAME	FIRM ADDRESS	FIRM CITY STATE ZIP	OWNER NAME	START DATE
Nufuture Nails & Spa	1180 S Idaho St Ste B	La Habra, CA	Hani Tran	5/4/2016
Black Bear Diner	1000 S Beach Blvd	La Habra, CA	Bruce Dean	5/9/2016
West Aroma Therapy	1202 W Whittier Blvd	La Habra, CA	Neison A Folgar	5/4/2016
Supercuts	121 S Beach Blvd Ste C	La Habra, CA	Joseph Robinson	1/1/2016
Blaze Construction	951 S Cypress St #E	La Habra, CA	Kurt Blaiser	5/16/2016
Arigatto Sushi	660 N Beach Blvd	La Habra, CA	John Lee	5/16/2016
VIP	579 W La Habra Blvd	La Habra, CA	Fabian Camarillo	5/18/2016
La Mirada Window Tinting	650 S. Beach Blvd #B	La Habra, CA	Han Il Lee	5/26/2016
Sunrise Donuts & Bakery	1500 Whittier Blvd	La Habra, CA	Sandra Ho Alvarez	5/18/2016
G Burger	421 E La Habra Blvd	La Habra, CA	Sanmie Kim	5/20/2016
JJ Chiropractic	731 N Beach Blvd Suite 140	La Habra, CA	Hyung Min Jun	6/22/2016
E&E Auto Repair	631 W Whittier Blvd	La Habra, CA	Sarah Guzman	6/1/2016
Patt American Travel	556 W La Habra Blvd	La Habra, CA	Patt Eraso	8/1/2016
Stanley A Sirrot Trust	551 W Greenwood Ave	La Habra, CA	Stanley A Scoot	11/10/2015
My Thai Restaurant	2417-2421 W Whittier Blvd	La Habra, CA	Kamjana Charnviboon	6/14/2016

FIRM NAME	FIRM ADDRESS	FIRM CITY STATE ZIP	OWNER NAME	START DATE
Planet Claire Hair Salon	831 E Lambert Rd #H	La Habra, CA	Kenny Nguyen	6/2/2016
Victorville Metro PCS	370 N Harbor Blvd	La Habra, CA	Tony Milad Faragalla	1/1/2016
Meiga Sushi	141 S Beach Blvd	La Habra, CA	Young Kab Kim	6/1/2016
The Good Shepard	1240 W. Whittier Blvd #A	La Habra, CA	Carolyn Gerhand	7/1/2016
Fercadi Powder Coating, Inc	531 Commercial Way	La Habra, CA	Paulino Morales	6/1/2016
Daniel's European	631 E Lambert Rd Ste C	La Habra, CA	Gerardo Orozco	6/20/2016
A-Prime Real Estate Solution	359 E La Habra Blvd	La Habra, CA	Gilbert Arellano	6/27/2016
A Chiropractic Center	625 S Palm St	La Habra, CA	Mark Sutton	7/1/2016
Taco Bell	1181 S Beach Blvd	La Habra, CA	Brian Cox	5/11/2016
Taco Bell	1300 W Whittier Blvd	La Habra, CA	Brian Cox	5/11/2016