

MINUTES
GARDEN GROVE AGENCY
FOR
COMMUNITY DEVELOPMENT

A regular meeting of the Garden Grove Agency for Community Development was called to order in the Council Chamber of the Community Meeting Center, 11300 Stanford Avenue, on Tuesday, February 22, 2005, at 7:40 p.m.

ROLL CALL: PRESENT: (5) CHAIR NGUYEN, MEMBERS DALTON, KREBS, LEYES, ROSEN

ABSENT: (0) NONE

ALSO PRESENT: Director, Matthew Fertal; Assistant Director, Les Jones; Economic Development Manager, Chet Yoshizaki; Legal Counsel, John Shaw; and Secretary, Ruth Smith.

ORAL COMMUNICATIONS – PUBLIC

There were no oral communications from the public relevant to the Agency.

RECESS

At 8:03 p.m., the Chair declared a recess.

RECONVENE

At 8:18 p.m., the meeting was reconvened with Chair Nguyen and all Agency Members in attendance.

MINUTES (F: Vault)

It was moved by Member Rosen, seconded by Member Krebs, and carried by unanimous vote, that the minutes of the Regular Meeting of the Agency for Community Development held February 8, 2005, be and hereby are approved.

CONSIDERATION OF FORMATION OF A SUBCOMMITTEE TO STUDY GARDEN GROVE BOULEVARD BUSINESS AREA WEST OF BROOKHURST STREET, AS REQUESTED BY CHAIR NGUYEN (F: A-122.1) (VIP)

Chair Nguyen indicated that she has been approached by Garden Grove Boulevard business owners who would like to understand redevelopment. She commented that she would like to form a subcommittee comprised of Member Dalton and herself to work with the business owners along Garden Grove Boulevard west of Brookhurst Street to help them understand redevelopment and what they can do to enhance that area.

Member Leyes commented that about ten years ago the City included most of the frontage along Garden Grove Boulevard in redevelopment with the idea that the City could help improve the looks and the vitality of that area. However, very few businesses were interested in being involved at that time. He cautioned Chair Nguyen to be careful not to make promises or representations without coming back to the Agency first, noting that there are limits because of legislation and budget issues, and we are very limited with what kind of programs we can offer. He referenced literature that the City already has with this regard.

Member Krebs commented it appears the City is already making progress to enhance the Boulevard with projects that have been going in there, and he is unsure whether setting up a committee would accomplish much more.

Member Rosen commended Chair Nguyen for taking the initiative on a street that in recent years has become a second sphere to Harbor Boulevard, noting that it has a lot of potential as both a commercial and a tourist area. He noted his support for the subcommittee; however, he cautioned that care be taken not to make promises, because resources are scarce. He further noted that the current Community Development Block Grant Program might be severely cut back or even eliminated, which is what is used for much of our redevelopment efforts.

Chair Nguyen assured the Members that no promises on behalf of the Agency would be made. She and Member Dalton will meet with these business owners who want to see Garden Grove Boulevard thrive and be a tourist attraction for their businesses, which will ultimately assist the city of Garden Grove. She recognized the scarcity of resources, noting that they will not promise anything or offer any kind of Agency assistance, but will simply meet and formally work with them. Anything that might be offered would come back to the Agency first.

Member Dalton noted that he would lean toward zero resources being offered because of the budget issues.

Chair Nguyen advised that in meeting with these business owners, perhaps some theme could be developed, or a certain color, that would beautify the whole boulevard.

Member Leyes noted that when the Korean Business District was designated they should have been pulling together and working on architectural standards, street furniture, landscaping and building design to try to bring the area all together thematically. So Chair Nguyen's approach is great. As long as there is an understanding that there is no real authority granted to the committee other than the idea of being a representative of the Agency for information sake.

It was moved by Member Leyes, seconded by Member Rosen, and carried by unanimous vote, that a subcommittee consisting of Chair Nguyen and Member Dalton be appointed to meet with business owners on Garden Grove Boulevard west of Brookhurst Street to discuss ways to enhance and beautify the Boulevard.

ADJOURNMENT

At 8:31 p.m. the meeting was declared adjourned.

RUTH E. SMITH
SECRETARY