



# Economic Development Ad Hoc Committee AGENDA

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**Regular Meeting  
July 23, 2018 – 4:00 p.m.**

**City Hall – City Manager’s Conference Room  
30111 Crown Valley Parkway, Laguna Niguel, CA 92677**

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*Any person wishing to address the Committee on any matter, whether or not it appears on this agenda, is required to complete a gold colored, Request to Speak form available in the conference room. Please submit the completed form to the Secretary prior to being heard by the Committee. Each individual will be allowed three (3) minutes. No action will be taken on any items not on the agenda, unless the Committee makes a determination that an emergency exists or that there is a need for immediate action and the need to take action came to the attention of the City subsequent to the agenda being posted.*

*Any documents that are provided to the Economic Development Ad Hoc Committee regarding items on this agenda less than 24 hours prior to this meeting will be available for public inspection at the public review table that is located in the reception area at the main entrance to City Hall at 30111 Crown Valley Parkway, Laguna Niguel, California 92677, on the date and time of the Committee meeting.*

**CALL TO ORDER**

**ROLL CALL**

**PUBLIC COMMUNICATIONS AND COMMENTS**

## ORDERS OF BUSINESS

1. [Minutes of the Economic Development Ad Hoc Committee Meetings of March 26, 2018 and June 25, 2018](#)

### **Recommended Action**

Approve as written or amended.

2. [Economic Development Discussion Items](#)

### **Recommended Action**

That the Economic Development Ad Hoc Committee review and discuss the following items:

- I. Rebranding Efforts
- II. Demographics Consultant -- Austin Farmer
- III. Restaurant pads status
- IV. Action items from networking event
- V. Next Meeting – August 27, 2018

## ADJOURNMENT

**AFFIDAVIT OF POSTING**

STATE OF CALIFORNIA)  
COUNTY OF ORANGE)  
CITY OF LAGUNA NIGUEL)

I, EILEEN C. GOMEZ, CITY CLERK THE CITY OF LAGUNA NIGUEL, hereby certify, under penalty of perjury, that I caused the posting of this agenda by 4:00 p.m. on July 20, 2018, in the public display case in front of City Hall, 30111 Crown Valley Parkway, Laguna Niguel, at Crown Valley Community Park, 29751 Crown Valley Parkway, Laguna Niguel and at Sea Country Senior and Community Center, 24602 Aliso Creek Road, Laguna Niguel.

POSTED BY: Eileen C. Gomez, City Clerk