

MINUTES OF THE ADJOURNED JOINT MEETING OF  
THE MONTCLAIR CITY COUNCIL AND REDEVEL-  
OPMENT AGENCY BOARD HELD ON MONDAY,  
DECEMBER 16, 2002, AT 5:45 P.M. IN THE CITY HALL  
CONFERENCE ROOM, 5111 BENITO STREET,  
MONTCLAIR, CALIFORNIA

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I. CALL TO ORDER

Mayor/Chairman Eaton called the meeting to order at 5:45 p.m.

II. ROLL CALL

Present: Mayor/Chairman Eaton; Mayor Pro Tem/Vice Chairman Dutrey; Council Members/Directors Paulitz and Ruh; City Manager/Executive Director McDougal; Director of Redevelopment/Public Works Staats; Director of Community Development/Agency Planner Clark; City Attorney/Agency Counsel Robbins; City Clerk/Agency Secretary Crawford

Absent: Council Member/Director Raft (arrived at 6:12 p.m.)

III. PUBLIC COMMENT - None

IV. COUNCIL/AGENCY WORKSHOP

A. Montclair Plaza Update

Ms. Donna Farrell, General Manager, Montclair Plaza, introduced the following members of her staff: Ms. Paula Manuel, Marketing Manager; Ms. Carol Jacobs, Western Region Vice President of Management; and Mr. Mark Adair, Western Region Senior Vice President of Leasing. She thanked the Council for the Police Department's Holiday Traffic Program, which has been successful in effectively managing traffic at the mall during this holiday

season and has allowed **Plaza** security to assist shoppers with packages and directions. She noted it exemplifies how a partnership effort between the City and **Plaza** management can yield positive results.

**Ms. Farrell** reported on the **Plaza's** current renovation efforts that emphasize ease of access between the retail shops and incorporation of new accent colors and finishes. She indicated that she and **Mr. Adam Tritt**, Project Manager, **General Growth Properties, Inc.**, met with City Manager McDougal last week to address development plans to be presented to the Council after the first of the year. She provided a current leasing status update, noting recent leases are strong, especially given the current national economy, and the resultant healthy sales increases. She detailed efforts to group like retailers for better sales synergy and noted both north and south plazas are 100 percent leased. **Ms. Farrell** described what has been, to date, a strong holiday buying season for the **Plaza**. She noted volunteer efforts to assist the **Plaza** by local residents who serve as walkers, greeters, and overall "goodwill ambassadors."

**Mr. Adair** advised that the **Plaza's** efforts have been directed toward customizing the merchandise mix to those stores that perform well and that best suit the trade area, such as family-oriented stores. He expressed his opinion that the mall has made great strides in that regard.

**Ms. Manuel** addressed public relations matters at the **Plaza**, including activities conducted in conjunction with the *Inland Valley Daily Bulletin* and *Inland Valley* magazine; a holiday advertising campaign consisting of two 90,000-piece direct-mail-ings to the trade area, targeting households with incomes of \$50,000+ in an area bounded by La Verne, Rancho Cucamonga, and Chino Hills; heavy cable advertising; print advertisements in the *Los Angeles Times* and *Inland Valley Daily Bulletin*, and the **Santa Claus** photo program.

**Ms. Farrell** noted that **Plaza** staff has conducted market studies to keep current with trade area demographics.

Council Member/Director Ruh inquired as follows:

1. What is the specific trade area of the **Montclair Plaza**?

**Ms. Farrell** responded that pursuant to the **Plaza's** last customer-intercept survey, the trade area stems from La Verne and San Dimas east to Rancho Cucamonga and south to Chino Hills, with a secondary pull from the Norco area.

2. Are contingency plans in place to address the changing demographics once development of **Victoria Gardens**, Rancho Cucamonga, and Upland's **Crossroads Colonies** project takes place?

**Ms. Farrell** advised that recent market studies and the **Plaza's** renovation plans would effectively address those changes.

3. Is something being done to attract shoppers from cities along the I-10 Freeway?

**Ms. Farrell** discussed outreach programs under consideration, including a billboard-advertising program.

4. Would activities such as the pony rides be continuing as a means of attracting customers to the **Plaza**?

**Ms. Farrell** answered that they would as community support has been high for that activity and retailers have indicated that a portion of their customer base results from that draw.

Council Member/Director Paulitz inquired about the **Plaza's** plans related to bridge widening.

**Ms. Farrell** responded that the bridge-widening proposal would be included in **General Growth Properties'** development plans to be presented next year.

As a member of the **Montclair Walkers**, a group that regularly walks through the **Plaza** several times a week, Council Member/Director Paulitz offered the following observations:

1. The escalators seem to be nonoperational much of the time, particularly the one on the east side of the mall.
2. The skytron at the **Arboretum** food court is too loud and inhibits conversation in that area.

Council Member/Director Paulitz asked for clarification on the **Plaza's** trade area and on which income group it is focusing its advertising campaign.

**Ms. Farrell** responded that the **Plaza's** primary trade area is within a five- to ten-mile radius and advertising is targeted to households with minimum incomes of \$50,000+. She indicated that research has revealed a concentration of shoppers in the \$75,000 range, though the core customer remains in the \$50,000 range, which is a good-buying customer range.

Council Member/Director Paulitz expressed his concern that the kiosk retailers are competing too heavily with the **Plaza's** stores as well as negatively affecting the aesthetics of the mall.

**Ms. Farrell** stated that cart and kiosk operators offer unique shopping opportunities to the community. She advised that they have added to the overall sales at the **Plaza**, adding that the department stores are definitely generating strong sales during the holidays.

Mayor/Chairman Eaton noted the biggest complaint he receives concerns the mall's "swap meet" effect with all the cart and kiosk retailers. Noting **General Growth Properties'** aggressive acquisition campaign in Glendale, San Francisco, and Riverside, he inquired if the company has any plans for expansion of the **Montclair Plaza**.

**Ms. Farrell** noted that **Mr. Tritt** has discussed future expansion plans with City Manager McDougal, including expansion of the food court, and that those plans would be presented to the Council after the first of the year.

Council Member/Director Raft arrived at 6:12 p.m.

Mayor Pro Tem/Vice Chairman Dutrey commented as follows:

1. He requested clarification on "family-oriented" market area.

**Ms. Farrell** explained that because there are more families with young children in this area, child-oriented activities, such as pumpkin lots and pony rides, are regularly provided to add to families' shopping experiences, which encourage more retail opportunities for mall vendors.

2. He observed that the shops at the **Plaza** are geared to the 20- to 30-something crowd, which indicates a change in the scale of tenants at the mall. He expressed his concern about the loss of the higher-end market.

**Ms. Farrell** assured Mayor Pro Tem/Vice Chairman Dutrey that not just one age bracket is being targeted, adding that the **Plaza** is doing a better job of attracting shoppers through gift-with-purchase and cross-shopping programs. She noted that adding different retailers would further enhance these efforts and would be a consideration of **Plaza** management once renovation of the mall has been completed.

3. He stated that **Robinsons-May** and **Macy's** stores are proposed to be located at the new **Victoria Gardens** mall in Rancho Cucamonga. He inquired if either of those stores has indicated it would be closing its stores at the **Plaza**.

**Ms. Farrell** answered, "No."

4. He concurred with Council Member/Director Paulitz regarding the kiosk/cart vendor issue and expressed his concern that **Plaza** management is not doing an adequate job of regulating the type of soliciting being conducted at those venues. He noted his experience with rude cart vendors, adding that such is not good business practice.

5. Noting the **Plaza** is going through a transition and the issue

of the opening of the two other malls, he stated he would like to work with **General Growth Properties, Inc.**, **Plaza** management, and City staff to develop a long-term plan to ensure the **Montclair Plaza** remains viable and competitive with the new malls that will soon be open for business.

6. He told **Ms. Farrell** he appreciates her report this evening.

Council Member/Director Raft stated that in the many years she and her children have shopped at the **Montclair Plaza**, parking has always been at a premium. She expressed her opinion that the **Plaza** seems to be doing quite well, particularly during the holiday season. She questioned whether there has been a decrease in sales because of the dearth of available parking.

Council Member/Director Paulitz suggested Council Member/Director Raft would be able to find available parking in the south parking lot.

**Ms. Farrell** stated that it is a challenge to be able to provide sufficient parking while at the same time attracting as many shoppers to the mall as possible. She described the **Plaza's** parking-redirection efforts to other areas that offer convenience and easier access.

Council Member/Director Ruh asked if any studies or surveys have been conducted regarding market area discretionary income as opposed to household income.

**Ms. Farrell** responded that the **General Growth Properties** Chicago office Market Research Department has two such research programs that can be utilized to generate that information.

Council Member/ Director Paulitz suggested the following be removed as quickly as possible to improve **Plaza** aesthetics:

1. Calendar vendor in aisle of upper level.
2. Bubblegum machine on lower level, which is obstructing traffic and is not conducive to a fashionable mall.

Mayor/Chairman Eaton stated that Montclair is unique in that it does not have a "downtown," and, instead, the mall is the City's focal point. He stated it is the City's concern that the **Plaza** remain an attractive, viable mall; and the Council and staff are anticipating working with the **Plaza** and **General Growth Properties** to ensure its success.

**Ms. Farrell** agreed that "that is our philosophy as well" and that **Plaza** management desires the **Plaza** to be a core element in the community. She asked that the Council call her with any concerns it might have.

Mayor/Chairman Eaton thanked **Ms. Farrell**, **Mr. Adair**, and **Ms. Manuel** for their presentations.

#### V. ADJOURNMENT

At 6:30 p.m., Mayor/Chairman Eaton adjourned the City Council and Redevelopment Agency Board of Directors.

Submitted for City Council/Redevelopment Agency Board approval,

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Yvonne L. Smith  
Transcribing Secretary