

## ANTIOCH CITY COUNCIL

**Special Meeting  
Maintenance Service Center**

**July 19, 2011  
6:00 P.M.**

Mayor Davis called the meeting to order at 6:07 P.M. and Minutes Clerk Eiden called the roll.

Present: Council Members Kalinowski, Rocha, Harper, Agopian and Mayor Davis

### **PLEDGE OF ALLEGIANCE**

Mayor Pro Tem Harper led the Council and audience in the Pledge of Allegiance.

**PUBLIC COMMENTS** - None

### **STUDY SESSION**

#### **1. BUDGET UPDATE, GOALS AND PRIORITY SETTING WORKSHOP**

City Manager Jakel, Finance Director Merchant, Director of Public Works Bernal, and Director of Community Development Wehrmeister presented the staff report dated July 14, 2011, requesting the City Council provide direction to staff.

City Manager Jakel recognized the professional commitments and concessions made by City employees. He acknowledged the importance of being more accessible and improving communications with employees. He introduced Larry Bienati in attendance to facilitate the study session.

Larry Bienati, moderator, introduced himself and gave a brief history of his involvement in Community Life and Rebuilding Together Forums. He explained the purpose of the Special Meeting/Study Session and the manner in which it would be conducted. He provided the following list of the key building blocks for a strategic plan compiled from the employee Rebuilding meeting:

- Fiscal prudence with full transparency and accountability
- Improve communications internally and externally
- Public safety
- Economic vision
- Human resources - staffing, training and development

Councilmember Agopian thanked everyone for attending the meeting and provided the following input for consideration:

- Determine why Antioch's property tax assessed values declined 7.14% - obtain information from the Assessor's office

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- Improve sales tax base – i.e. outlet mall and/or car dealership
- Increase revenue – i.e. explore the use of the City's pre 1914 water rights

Councilmember Rocha provided the following input for consideration:

- Development of the waterfront in conjunction with the ferry system
- Continued support of Recreation Programs, Arts and Cultural Events, and Prewett Park

Councilmember Harper thanked everyone in attendance. He provided the following input for consideration:

- Strengthen Public Safety – add positions to the APD, restore traffic division and Code Enforcement, explore grant funding opportunities
- Use of Mello Roos funds for Economic Development – i.e. soccer fields
- Take a proactive approach to economic development
- Market Antioch as a great business investment
- Develop brand specific to promote the City

Councilmember Kalinowski provided the following input for consideration:

- Reset expectations for staffing levels
- Look at permitting process to determine how to incentivize a process for commercial development
- Capitalize on different modes of transportation inbound and outbound
- Re-establish Code Enforcement – possible consultant model
- Project budget numbers 3-4 years out to understand impacts
- Explore what can be done with irrevocable trust funds
- Go to a zero base budget for every department

Mayor Davis thanked the City Council for their input and City Staff for participating in the rebuilding meeting in June and provided the following comment:

- Fiscal responsibility
- Leveraging irrevocable trust funds/use of water funds
- Improve communications
- Improve public safety and code enforcement
- Economic vision – improving the City image
- Training development, cross training and hiring from within
- Include the Antioch Unified School District in future discussions

Mayor Davis declared a recess at 7:27 P.M. The meeting reconvened at 7:49 P.M. with all Council Members present.

Mr. Bienati stated he had captured notes from the meeting with the makings for some goals and strategies. He suggested following up the meeting with an offsite meeting to create a vision and strategic plan for the future.

City Manager Jakel reported the meeting would be followed by a Senior Staff work session, full day strategic planning session with the City Council and his continued improvement of communication with the employees. He announced Mr. Bienati had committed to using his tool externally for the online community and potential focus group.

Following discussion, the City Council agreed to a Saturday strategic planning session which would include a discussion on community image, communications, and managing the media.

Mayor Davis encouraged staff to convey a positive message when dealing with the public.

City Manager Jakel felt staff temperament had improved since the employee rebuilding workshop and reiterated the importance of effective communication throughout the organization.

Mayor Davis voiced his appreciation to staff for attending the rebuilding meeting and he thanked City Manager Jakel for the recommendation to hold the workshop.

Councilmember Rocha suggested the City consider hiring volunteers to take messages on Fridays.

Councilmember Agopian thanked his fellow Council Members for their input this evening. He commented he was impressed with staff's honesty and City Manager Jakel's leadership. He felt the goal was to accept where the City is, while looking at ways to generate revenue to provide what the public expected. He looked forward to having a discussion on communication at the strategic planning session.

Councilmember Harper discussed the importance of managing the message to the public and encouraged every employee to become a resource officer as an effort to communicate effectively.

Councilmember Kalinowski discussed the possibility of the City having a designated spokesperson. He requested staff take a look at the water rights issue as it related to increasing the City's revenue and report back to the City Council in September. He suggested all decisions be made on the strategic plan, be considered, prior to next election season.

**PUBLIC COMMENTS** - None

### **COUNCIL COMMUNICATIONS / STAFF COMMUNICATIONS**

City Manager Jakel announced the City Council meeting on July 26, 2011, would begin at 6:00 P.M. and there was a Northeast Area Annexation meeting on July 25, 2011.

Councilmember Agopian reported there had been work done on the ferry issue and recent communication he had received incorporated the Hovercraft idea into the EIR. He discussed the importance of creating a destination in Antioch for those who would be using the water transportation system.

Councilmember Rocha suggested including the Rivertown merchants in communications regarding the water transportation system.

Councilmember Agopian stated he would report back timelines for the project including the incorporation of the downtown merchants in the planning process.

Mayor Davis thanked everyone in attendance and the City Staff for their hard work, dedication, and participation in the rebuilding meeting. He requested City Manager Jakel convey the City Council does care about the employees. He thanked Mr. Bienati for his time and efforts in facilitating City meetings.

Mr. Bienati requested the City Council consider reading an article he wrote in 1995.

With no further business, Mayor Davis adjourned the meeting at 8:14 p.m. to the next regular Council meeting on July 26, 2011.

Respectfully submitted:

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KITTY EIDEN, Minutes Clerk