



CALL OF SPECIAL MEETING

Antioch City Council
Special Meeting

Pursuant to Government Code section 54956, I hereby call a Special Meeting of the Antioch City Council. Said meeting shall be held at the following date, time and place:

DATE: Thursday, March 28, 2013

TIME: 6:00 P.M. Special Meeting

PLACE: Antioch Water Park
4701 Lone Tree Way
Antioch, California 94531

The only items of business to be considered at such special meeting shall be set forth on the Special Meeting Agenda.

Dated: March 26, 2013

WADE HARPER, Mayor
City of Antioch

ANNOTATED AGENDA

for
March 28, 2013

SPECIAL MEETING
Antioch City Council

Order of Council vote: AYES: Council Members Wilson, Rocha, Tiscareno, Agopian and Mayor Harper

Regular Meetings:
2nd and 4th Tuesday
of each month

Agenda prepared by:
Office of the City Clerk
(925) 779-7009



**SPECIAL MEETING
Antioch City Council**

**Antioch Water Park
4701 Lone Tree Way
Antioch, CA 94531**

**March 28, 2013
6:00 P.M.**

6:00 P.M. **ROLL CALL** for Council Members – *Mayor Harper and Council Members Tiscareno and Agopian (Council Member Rocha arrived at 6:11 p.m. and Council Member Wilson arrived at 6:36 p.m.)*

PLEDGE OF ALLEGIANCE

PUBLIC COMMENTS

1. REVIEW DRAFT ECONOMIC DEVELOPMENT STRATEGIC PLAN OUTLINE
Direction given to staff
Recommended Action: Motion to provide direction to staff
2. NOVEMBER 2013 REVENUE MEASURES: SALES TAX AND BUSINESS LICENSE TAX
Direction given to staff
Recommended Action: Motion to provide direction to staff
3. SUMMARY OF FEBRUARY 28TH COMMUNITY FORUM AND NEXT STEPS
Direction given to staff
Recommended Action: Discussion and direction to staff as appropriate

STAFF REPORT

PUBLIC COMMENTS

STAFF COMMUNICATIONS

COUNCIL COMMUNICATIONS

ADJOURNMENT – 7:57 p.m.

The City Council meetings are accessible to those with disabilities. Auxiliary aides will be made available for persons with hearing or vision disabilities upon request in advance at (925) 779-7009 or TDD (925) 779-7081.

Economic Development Strategic Plan

Outline for Council Consideration and Discussion
Development of Action Plans to Follow Council Direction

Short-Term – available for implementation somewhat immediately (most are no-cost or low-cost, except for staff time):

- Managing our media message to improve City's image. Some examples might be:
 - Press releases of positive things happening in the community
 - Facebook / Twitter
- Continue utilizing "Project Efficiency Teams" that start / finish a project
 - One rep. from each division follows project to completion and serves as single departmental point of contact – Planning / Building / Engineering / Econ. Dev.
 - As appropriate, Antioch Police Department / Contra Costa County Fire Protection District / Antioch Unified School District / Delta Diablo Sanitation District / Others
- Partner w/Antioch Chamber to market and support the Kiva Zip Lending Program
- Development fee deferrals for Production Homebuilders, Commercial on a case-by-case basis

As Staffing Levels Allow:

- Increase AUP-eligible projects, decrease CUP frequency to reduce time and uncertainty
- General Plan revisions focusing on zoning flexibility (esp. PBC)

Long-Term (most require financial investment beyond staff time):

- Retention
 - Business outreach mini-meetings w/local business owners and operators
- Attraction
 - Continue to partner in regional Economic Development efforts (i.e. EC², Contra Costa Council, Contra Costa Economic Partnership)
 - Regularly attend ICSC events (annual RECon event) and other events to promote Antioch and the East Contra Costa region / develop leads / create networking opportunities
 - Seek out complementary businesses that serve existing businesses
 - Explore the possibility of extending the Pittsburg/Bay Point Enterprise Zone into appropriate region(s) of Antioch
- Employment
 - Identify areas of opportunity (i.e., outpatient care facilities, senior services)
 - Zoning that encourages jobs centers without prohibiting other uses
 - Workforce development activities
- Sales Tax
 - Sustained "Shop Antioch" campaign
- Property Tax
 - Continue to monitor Real Estate trends
 - Code Enforcement

Other Possibilities

- **Marketing Assistance Program** – "Put your business on the M.A.P." – Joint advertising subsidy for several businesses within a single center
- Citywide Façade Improvement Program
- Rivertown Revitalization Efforts
- Monitor and make new and existing businesses aware of potential utility savings programs
- Determine funding opportunities to replace lost Redevelopment funds for business attraction, retention, and improvement activities citywide.