

**SPECIAL MEETING
ANTIOCH CITY COUNCIL**

**Special Meeting
6:00 P.M.**

**March 28, 2013
Antioch Water Park**

Mayor Harper called the meeting to order at 6:04 P.M., and City Clerk Simonsen called the roll.

Present: Council Members Tiscareno, Agopian and Mayor Harper
Absent: Council Members Wilson and Rocha (Councilmember Rocha arrived at 6:11 P.M. and Councilmember Wilson arrived at 6:36 P.M.)

PLEDGE OF ALLEGIANCE

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

PUBLIC COMMENTS

Ray Faulkenberry, Antioch resident and We R One Productions, presented and read written comment regarding his efforts to produce a commercial film in Antioch. He provided contact information for anyone wishing to be involved in the production.

Fred Hoskins, Antioch resident, expressed concern the City Council had not sought input from their constituency regarding the future sales tax ballot measure.

Councilmember Rocha arrived at 6:11 P.M.

1. REVIEW DRAFT ECONOMIC DEVELOPMENT STRATEGIC PLAN OUTLINE

Economic Development Analyst Nunnally, Community Development Director Wehrmeister and Human Resource/Economic Development Director Fitzer reviewed the Economic Development Strategic Plan recommending the City Council provide direction to staff.

Councilmember Wilson arrived at 6:36 P.M.

Mayor Harper suggested partnering with other agencies with regards to business retention and Workforce Development programs. He also suggested moving forward with a Farmers Market for downtown in an effort to promote Rivertown businesses.

Councilmember Tiscareno thanked staff for the presentation and suggested utilizing the City's website and social media to promote businesses and activities in the community. He voiced his support for streamlining the use permit process for new businesses.

Mayor Harper voiced his support for the following:

- Short term items – Managing media, continuing “project efficiency teams”, partnering with the Chamber of Commerce – Kiva Zip Lending program and development fee deferrals
- Retention – Business outreach

- Attraction – Partnering regionally for Economic Development
- Employment and Internship programs
- Sales Tax – “Shop Antioch campaign”

Councilmember Rocha stated she felt the City needed to focus on long term planning and a deep-water port. She suggested the City engage the Hispanic Chamber to pursue a Latino market for the Somersville Road area. She stated she felt it was important that the City participate in Workforce Development activities. She thanked staff for the information and stated she looked forward to a joint Economic Development effort with the surrounding jurisdictions.

Councilmember Agopian thanked staff for the presentation. He suggested reviewing the previous Economic Development Plan and seek input from private resources to determine what industries should be planned for and how to reach out to those uses. He stated that the information retrieved should be brought to the Economic Development Commission, for the development of a strategic plan. He suggested developing a vision of Antioch and determining how best to convey information and receive input from the public both internally and externally. He stated once the plan is developed, the City should focus on an action plan. He noted Economic Development should be a topic for discussion at quarterly work study sessions.

Mayor Harper spoke to the value of the protecting the City’s water rights and partnering with Delta Diablo Sanitation District to assist those efforts. He agreed that quarterly workshops on Economic Development could be discussed in the future.

Councilmember Wilson voiced her support for long term planning and defining Antioch’s strength and weaknesses. She stated she supports focusing on a population that can work, go to school and entertain in the community and how to brand the City.

In response to Mayor Harper, Human Resource/Economic Development Director Fitzer reported the Board of Supervisors had indicated they want the City’s participation in the preparation of the Waterfront Plan. She thanked the City Council for their comments and stated they looked forward to working the Economic Development Commission on a long term strategy.

Donald Freitas, Antioch resident, reported much of the information needed regarding industry and job creation in Antioch, had been previously provided to the City. He discussed the importance of face to face contact with commercial brokers and business leaders in bringing those types of uses into the area. He discussed the importance of creating the necessary infrastructure to attract permanent well-paying jobs to the community. He suggested more meetings be held to gain additional input from the public on their vision.

Nancy Fernandez, Antioch resident, questioned if the City had researched Tailgaters, and reported the criminal activity associated with their other location should be a concern. She suggested the City attempt to attract a Mi Pueblo Food Center and spoke to the need for jobs that offer a living wage. She suggested the City focus on repairing sound walls throughout the City and water services in the parks.

2. NOVEMBER 2013 REVENUE MEASURES: SALES TAX AND BUSINESS LICENSE TAX

City Manager Jakel requested the City Council provide direction to staff.

Mayor Harper reported the City Council had provided direction to poll the community on a one-half ($\frac{1}{2}$) and three-fourth ($\frac{3}{4}$) cent sales tax with a sunset of ten (10) years.

Councilmember Rocha requested staff seek information from San Pablo regarding the amount of tax they earmarked for employment purposes.

City Manager Jakel reported the purpose of survey is to get public input and will be detailed to determine the level of support for the sales tax as well as the amount and duration.

In response to Joseph Ramos, Antioch resident, City Manager Jakel stated he would email Mr. Ramos the detailed information on the sales and business tax ballot measures, as requested.

Mayor Harper discussed the importance of keeping all lines of communication open with business leaders and commercial brokers. He stated the City Council was committed to the community.

3. SUMMARY OF FEBRUARY 28TH COMMUNITY FORUM AND NEXT STEPS

Mayor Harper reported many people shared their thoughts and suggestions for solutions at the February 28, 2013 Community Forum. He reported the City Council was in sync with key areas discussed at that forum and the next step was to receive community feedback. He introduced City-hired facilitator, Stacey McLaughlin.

Ms. McLaughlin gave a brief overview of the February 28, 2013 Community Forum. She announced that they intend to hold community meetings and create focus groups on various topics, throughout the community, to allow citizens to steer decision-making and provide input as to what they want to see for the community. She commented that this would be an opportunity for everyone to start working together to create the new Antioch.

The Council thanked Ms. McLaughlin for facilitating the process and discussed the value in engaging the entire community in the process of creating the vision for Antioch.

Ms. McLaughlin stated she appreciated the opportunity to help the City noting it is important for the community to realize they are part of the solution.

Mayor Harper stated he is fully committed to the City.

PUBLIC COMMENTS – None

Fred Hoskins, Antioch resident, thanked the City for their support of broadening their scope of communication with the public. He expressed concern that the taxpayers were paying for a consultant when they should be utilizing staff's expertise. He stated the most valuable asset to

Antioch is the waterfront and suggested making a list of opportunities and then planning to bring them to fruition. He requested the Council respond to their constituents and voiced his concern that the Council had not responded to his request to write a document in support of the Hardhouse transfer.

STAFF COMMUNICATIONS

City Manager Jakel thanked the Recreation staff for making the conference room at the Waterpark available for the meeting this evening. He discussed the positive aspects of the community and future opportunities.

COUNCIL COMMUNICATIONS

Councilmember Wilson apologized for being late this evening and stated she looked forward to working with Ms. McLaughlin and the Council.

Councilmember Rocha stated she looked forward to the community meetings.

Councilmember Tiscareno stated the report this evening had been positive and he looked forward to promoting the City. He stated he was proud of the City Council for working together cooperatively for the betterment of the City.

Councilmember Agopian stated he was impressed with the amount of people who had expressed their desire to become involved in the process. He spoke to the need of focusing on the City's potential.

Mayor Harper stated he felt Antioch had a bright future.

ADJOURNMENT

With no further business, Mayor Harper adjourned the Special Meeting at 7:57 P.M. to the next Regular Council Meeting on April 9, 2013.

Respectfully submitted:

Kitty Eiden

KITTY EIDEN, Minutes Clerk