

**CITY OF ANTIOCH  
ECONOMIC DEVELOPMENT COMMISSION  
REGULAR MEETING**

**Regular Meeting  
6:30 p.m.**

**January 12, 2004  
Third Floor Conference Room**

Chairman Holman called the meeting to order at 6:35 p.m. on Monday, January 14, 2004 in the Third Floor Conference Room.

**ROLL CALL**

Present: Commissioners McCaffery, Arndt, Kalafate, Agopian, Pfeiffer,  
Calderwood and Chairman Holman  
Staff: Economic Development Director Uriyu  
Economic Development Consultant Netter  
Minutes Clerk Debra Lawson

**PLEDGE OF ALLEGIANCE**

**1. Public Comment**

None.

**2. Approval of Minutes: December 1, 2003  
December 15, 2003**

*On motion by Commissioner McCaffery and seconded by Commissioner Agopian, the Economic Development Minutes of December 1, 2003 were approved.*

***AYES: McCaffery, Agopian, Kalafate, Arndt, Calderwood and Holman***

***ABSTAINED: Calderwood and Pfeiffer***

*On motion by Commissioner McCaffery and seconded by Commissioner Arndt, the Economic Development Minutes of December 15, 2003 were approved with a change to page 1, under "Public Comment", first sentence, changing the name to "Jim Kyle, resident".*

***AYES: McCaffery, Arndt, Kalafate, Calderwood, Pfeiffer, Holman***

***ABSTAINED: Agopian***

**3. Introduction of Donna Uriyu, New Economic Development Director**  
**A. Introduction of Director Uriyu to Commissioners**  
**B. Brief Background from each Commissioner**

Chairman Holman introduced and welcomed the new Economic Development Director Donna Uriyu.

Economic Development Director Uriyu distributed a handout that was released to the Ledger Dispatch that depicted her background and experience. She then spoke to her past experience and knowledge in the field of Economic Development.

Each Commissioner provided a brief introduction of themselves and explained their backgrounds and experiences.

Economic Development Developer Uriyu stated that the EDC (Economic Development Commission) was defined as a policy advising group and that each Commissioner should think about issues that could be taken forward and how these issues would affect long term development. Further, that the Commission was an advocacy group that could be built on further and that each Commissioner should build on their self-identity as they reach out to the community.

Through discussions, Commissioner McCaffery felt that the Commission has been very pro-active and not re-active throughout the Commission's history and felt that the EDC has brought forth very important issues. The Commission and Staff further discussed the key roles of the Commission.

4. **Economic Development Commission**
  - A. **Review of Ordinance No. 1002-S – Rules for Boards and Commissions**
  - B. **Review of Attendance Records**
  - C. **Commissioner's Comments**

Chairman Holman reviewed Ordinance No. 1002-S and spoke to the EDC's Attendance Record and felt that it was in compliance with City requirements.

5. **Process for Selection of Economic Development Commission Officers**
  - A. **Chair**
  - B. **Vice-Chair**
  - C. **Commission Discussion / Direction**

Chairman Holman stated that at the present time there was not an established policy or rotation schedule to be followed and felt this was an opportune time to bring this issue to the table for discussions.

Economic Development Consultant Netter stated that through researching this issue, most Commissions do not have a written policy but do follow an informal rotation.

Economic Development Director Uriyu recommended that the Commission set a policy and felt that this would set precedence.

Through discussions, the Commission unanimously felt that a written policy be written wherein new officers would start on July 1 to June 30, establishing a rotation method where the Vice Chair would move into the Chair position, starting the first Chairperson with seniority level, and that the Chair serve a maximum of one consecutive term.

***On motion by Commissioner Arndt and seconded by Commissioner Calderwood establishing a written policy wherein new officers would start on July 1 through June 30, establishing a rotation method where the Vice Chair would move into the Chair position, starting the first Chairperson with seniority level, and that the Chair serve a maximum of one consecutive term.***

***AYES: Arndt, Pfeiffer, McCaffery, Kalafate, Calderwood, Agopian and Holman***

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**6. Discussion of Focus and Selection of Field Trip to Another City's Economic Development Department**  
**A. Purpose / Focus**  
**B. Ideas on Selection of City to Visit / Comments by New Director**

Chairman Holman suggested that a field trip to the City of Irvine would serve as an example of a good growth, because he felt that the city started out with bare dirt and was put together with a comprehensive Economic Development Plan.

Discussions ensued regarding visiting more local communities, as well as the possibility of a representative from another City coming to speak at an Economic Development meeting.

Economic Development Director Uriyu felt a field trip would not be necessary and felt that other communities would not necessarily fit the needs of Antioch. She felt that the General Plan was the basis in moving forward, but felt that if the Commission needed to speak with a representative from another City, it could be agendized for a future meeting.

Chairman Holman suggested that a representative from another City come before the EDC and speak to Economic Development, and that it be agendized for a future meeting.

Discussions ensued regarding the visioning process for the business aspect of FUA-1.

Economic Development Consultant Netter stated that this item would be deferred for future discussions.

**7. Review of Draft "White Paper"**  
**A. Discussion of Plan of Action for 2004 Considering New Economic Development Director Input**

Chairman Holman suggested that the next step would be for the Draft White Paper to be reviewed by Economic Development Director Uriyu who would then forward it to the City Manager. It would then eventually be taken to the City Council for final review.

In speaking to a demographic study, Economic Development Director Uriyu distributed a handout entitled "Antioch's 2000 Census Demographic Profile". She felt there could possibly be in-house capability of taking market areas within certain perimeters for specific statistics, but felt a consultant would not be necessary and too costly.

Commissioner Agopian felt that some type of marketing material should be incorporated into this demographic information which could then be incorporated into a marketing plan.

Commissioner Kalafate expressed the need for additional demographic information to be placed on the City's website. Chairman Holman interjected that he felt that the City's website should target specific marketing and suggested that this be researched.

Economic Development Director Uriyu requested that the Commission individually bring back information relating to reaching out the business community, in terms of relocation efforts to Antioch.

**8. Matters for Commission**

**A. Commission Consideration of Satellite County Courtroom Location in Antioch (from Public Comments 12/15/03)**

Economic Development Consultant Netter stated that this was placed on the agenda for discussion.

Commissioner McCaffery felt that this type of idea would be a driving force for the downtown area and felt it should not be dismissed and that further dialogue should continue. Commissioner Calderwood agreed and felt this item could be discussed at a future date. Commissioner McCaffery interjected that this issue derived from a rumor heard by a member of the public, and that the individual's feeling was that it should be located within the downtown area.

Economic Development Consultant Netter suggested that a letter be sent to the County level requesting information on the demographics of the service that this area uses, in order that an educated decision could be made to pursue this issue. Commission McCaffery interjected that it should be explored as to whether or not this issue is being discussed at the county level and requested that this item be agendized for the next meeting.

**9. Comments**

In responding to Commissioner Pfeiffer regarding downtown restaurant applications, Economic Development Consultant Netter stated that he had received two formal applications and that he would be contacting three others. He would have additional information next week to be reported at the subcommittee level.

Commissioner Agopian asked what type of resources was being devoted to a plan for a signage program leading into the major gateways of the City. Further discussions ensued regarding signage throughout the community.

Discussions ensued regarding the Commission taking a stand in advocating for the Reynolds and Brown project in public form, wherein Economic Development Director Uriyu stated that the City Council should first be notified and forwarded a copy of the notice before anything is sent out to the public. Economic Development Consultant Netter stated that he would obtain the legal response for this issue and return to the Commission where this item would be agendized further discussion.

Commissioner McCaffery announced that the Antioch Chamber of Commerce has recently hired a new Director, Devi Lanphere, and that she would be starting on January 26. Also, a luncheon would be held on January 4 for the new City Manager, Jim Jakel.

**Adjournment**

***On motion by Commissioner McCaffery and seconded by Commissioner Calderwood the Economic Development Commission adjourned at 9:00 p.m to the next meeting on January 26, 2004.***

***AYES: McCaffery, Calderwood, Agopian, Pfeiffer, Kalafate, Arndt and Holman***

Respectfully Submitted,

Debra Lawson

Minutes Clerk