

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

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

**February 23, 2004
Third Floor Conference Room**

Chairman Holman called the meeting to order at 6:30 p.m. on Monday, February 23, 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: February 9, 2004

Commissioner McCaffery requested a change on page 6, paragraph 6, line 1, that it be worded: "Commissioner McCaffery cautioned that it may be difficult to require an hour of the employer's time."

On motion by Commissioner McCaffery and seconded by Commissioner Pfeiffer, the Minutes of February 9, 2004 with the amended changes.

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

ABSTENTION: Calderwood

**3. Economic Development Commission Subcommittee - Downtown
Restaurant Incentive Program**

- **Committee/Staff Report**
- **Discussion Additional Prospects**
- **Review/Discuss Recommended Action**
- **Next Steps**

Economic Development Director Netter provided an overview of the proposed applicants and noted that the applicant for Milano's restaurant looked like the best candidate. Further, that the applicant was not sure of a location for his restaurant, and was looking into other areas of Contra Costa County. Mr. Netter added that it might be prudent for the Commission to pursue the applicant with some type of recommendation. Commissioners Kalafate and Pfeiffer added input regarding the Milano's restaurant and Mr. Netter provided a picture board of the applicant's other owned restaurants.

Commissioner Kalafate felt that the more information that is supplied to the applicant, the better it would persuade the applicant in his decision-making process.

Discussions ensued regarding the type of restaurant that would fit within the downtown area that included parking, additional amenities such as catering and conferences, daily train noise, and other possible candidates, per letters that Staff distributed to the Commission. Commissioner Calderwood interjected that if a restaurant is to be right on the water area that outside dining should be prohibited on the back side of the restaurant, due to the train activity.

Economic Development Consultant Netter further spoke to other possible applicants that he had interviewed, per the attached letters and noted that he had recently received a phone call from a restaurant owner in the North Bay that was also interested in opening a family-oriented restaurant in Antioch.

In speaking to the applicant, Mr. Yetka with Ristorante Milano, Chairman Holman wanted to ensure that individuals from other areas would make an effort to come to this restaurant. Through discussions, Commissioner Arndt suggested that a recommendation be made to the City Council to offer Mr. Yetka with Ristorante Milano a proposal with funding of up to \$400,000.

The EDC continued to discuss issues relating to the land available for the Ristorante Milano that would be located west of Wallace Arms, wherein Commissioner McCaffery expressed concern to the condition of the land and the timeframe in which the Commission was to give the applicant. She further felt that a "Plan B" needed to be available as a back-up plan. Mr. Netter interjected that "Plan A" would be to offer funding to the Ristorante Milano, and that this was a conceptual plan. Further, that the EDC had issues relating to environmental and site issues, and that a program needed to be put together contingent upon all issues being acceptable to the applicant. If they were not acceptable to the applicant, then a "Plan B" could be put into place.

Commissioner McCaffery asked if the City could perform a least/option to buy program for the land.

Commissioner Arndt felt that the Ristorante Milano's proposal would be very beneficial for the City. Commissioner Pfeiffer agreed and felt that a recommendation should be sent to the City Council in a timely manner, and that this issue should be forward.

Commissioner Agopian felt uncomfortable in offering the full dollar amount of \$500,000 because he felt that even though a restaurant had great potential, additional activity should be placed in the downtown area. He also suggested that if the property is sold by the City to the applicant, that it is specified that the proceeds from the property are placed in a new fund in the following year in order that the Restaurant Incentive Program can continue. He also suggested using a combination of favorable lease terms with less or more cash to obtain a possible second deal for the Rivertown area. Commissioner Agopian suggested a future discussion include creative ways to use monies from city owned land.

Discussions also suggested that if the amount of \$450,000 be offered to Milano's, with some type of lease terms, that the remaining could be given to another applicant.

On motion by Commissioner Arndt and seconded by Commissioner McCaffery to the City Council through the City Manager that the Economic Development Commission pursue negotiations with Option Nos. 1 and 3 in the amount not to exceed \$450,000, and direct Staff to work out negotiations with leasing terms.

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

On motion by Commissioner Calderwood and seconded by Commissioner McCaffery to approach Option No. 3, not to exceed the available funds or \$150,000, whichever is less, and direct staff to work out negotiations.

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

On motion by Commissioner Agopian and seconded by Commissioner McCaffery to recommending that any monies gained in any transaction dealing with the Restaurant Incentive Program where there is City land involved, and if leases and/or a sale, that monies gained, equal to the amount of \$500,000, go back into the Restaurant Incentive Program for the upcoming fiscal year. Any monies above the amount awarded of \$500,000 go into the Economic Redevelopment Fund for the downtown area.

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

Economic Development Consultant Netter stated that a future agenda would include direction to staff to investigate options, either through leases or sales, that would return monies to the City to generate ways to have incentive programs for future Economic Development projects.

4. Website – Economic Development Commission Input (carryover from 02/09/04)

- **Receive Input from Commission on Improvements to Website**
- **Subcommittee Report**

Calderwood – distributed handout and requested EDC to review “Summary Sheet” and provide input back. Renee will e-mail to EDC. Input before next Monday’s meeting.

Calderwood - Vendor mgmt

Agopian – possibly present to the CC as a self-funding mechanism – look into City Ord to see if there are any barriers.

McCaffery - Give to current IT staff.

5. Business Visitation Survey Instrument (from 02/09/04 meeting)

- **Economic Development Commissioners’ Review and Input**
- **Review of Cover Letter**
- **Next Steps**

Uriyu distributed a handout Draft Outline of a "Memorandum of Business Retention Outreach Program" and a one page "Business Community Survey" sheet that depicted what direction the survey was going. Will e-mail survey and requested input.

Agopian – heard that is hard to do business w/ go thru the City's process of – add section "how would you rate the dealings of the City when it refers to your business." Some type of question.

6. **Local Advertising Campaign – Marketing Plan**
 - **Economic Development Director's Plan**
 - **EDC Discussion/Input**

Uriyu – part of a larger marketing plan – should be removed from agenda.

7. **Projects Update**

Netter – spoke to a handout that depicted "Summary All Major Retailers". Further elaborated on various future projects, per the handout.

Agopian – felt it was smart business to bring in outside cities to Antioch's revenue, he suggested that developers should go after furniture stores or other larger retailers.

8. **"White Paper" – Status Report**

Holman – within a week will have an update.

9. **Communications -**

Attached to packet

10. **Comments**

- **Public**

None.

- **Commission**

Calderwood – suggested that a checklist provided by City for new businesses.

McCaffery requested update on Humphreys

- **Staff**

Adjournment

With there being no further business, the Economic Development Commission adjourned at 9:05 pm to the next scheduled meeting on March 1, 2004.

Respectfully Submitted,

Debra Lawson
Minutes Clerk