

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

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

**March 15, 2004  
Third Floor Conference Room**

Chairman Holman called the meeting to order at 6:30 p.m. on Monday, March 15, 2004 in the Third Floor Conference Room.

**ROLL CALL**

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

**PLEDGE OF ALLEGIANCE**

**1. Public Comment**

None.

**2. Approval of Minutes: February 23, 2004**

Commissioner Pfeiffer requested a change on page 1, last paragraph, third line, of the identification of "Netter" to Commissioner "Pfeiffer".

*On motion by Commissioner Pfeiffer and seconded by Commissioner Calderwood, the Minutes of February 23, 2004 were approved with the amended change.*

*AYES: Pfeiffer, Calderwood, Agopian and Holman*

*ABSENT: Kalafate and Arndt*

**3. Downtown Restaurant Incentive Program**

- Recommendation and report to Council
- Additional interest

Consultant Netter provided an update on the Downtown Restaurant Incentive Program, and spoke to the City Council's comments at a previous meeting. Mr. Netter reported that the Commission's Restaurant Incentive Subcommittee had selected and singly recommended Milano's to the City Council. He reported that the City Council asked Staff to negotiate with Milano's Restaurant, as well as look into possibly finding additional funds for the three other proposals. He noted that letters would be sent to the applicants requesting that each candidate supply additional information regarding their comprehensive needs to be returned by the end of March.

Economic Development Director Uriyu stated that additional calls were continuing to come in regarding other restaurant interests in the downtown area. She noted that Staff would keep the Commission apprised.

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**4. Feedback on Project Plan for Update and Improvements of the City Website – Sub-Committee Chair Calderwood**

Commissioner Calderwood reported that she had not received feedback from the Commission between meetings to her previous proposed plan for improvements to the City's website. She requested such information at the Commission's earliest convenience.

Economic Development Director Uriyu said that hiring a new web designer for a complete new website design would probably not happen at this time due to budget constraints. She requested that cost effective suggestions for immediate improvements to the current website be forwarded to Commissioner Calderwood. She recommended that a cost analysis accompany any suggestions to hire a new web designer as part of the Sub-committee project.

Commissioner Kalafate arrived at 7:00 p.m.

Chairman Holman suggested Los Medanos College students to support the website.

**5. Reynolds & Brown "Owner Participation Agreement"**

Economic Development Director Uriyu reported that the Mayor had recently received a letter from Reynold's and Brown requesting that the City rescind the Owner Participation Agreement made with the City in May 2002 specific to the Bluerock multi-family housing and business park project on Lone Tree Way. Staff Report attached.

During discussions regarding home prices, Chairman Holman suggested that a future agenda item might include comparing home pricing for the City of Antioch vs. the home prices in the City of Walnut Creek.

Economic Development Director Uriyu stated that she had had reports from Council members and the City Manager that Antioch was mentioned several times that at an East Bay Business Times event in San Ramon within a positive and promising context.

Economic Development Director Uriyu noted that Antioch had approached the East Bay Business Times (EBBT) to initiate a coordinated, EBBT sponsored event featuring East County communities in the Bay Delta region. She noted that Antioch would be working with the new editor of the East Bay Business Times to organize the event planned for the early fall possibly September. An effort would be made to include the cities of Bay Point, Pittsburg, Antioch, Brentwood, Oakley, and Discovery Bay. She has met with Pittsburg, Brentwood, and Oakley.

**6. Economic Development Commission -- Resignation**

Economic Development Director Uriyu referred to an attached letter from the Chamber Board Chair via the Mayor regarding resignation of Commissioner McCaffery as CEO of the Antioch Chamber of Commerce and from the Economic Development Commission. She noted that the Chamber Board had recommended that the new President/CEO of the Antioch Chamber of Commerce Devi Lanphere replace Ms. McCaffery on the Commission. The Mayor would appoint and the Council would act to confer the appointment at its March 23, 2004 Council meeting.

New Antioch Chamber of Commerce President/CEO Devi Lanphere was present and introduced herself. She spoke to her past experience and stated that she was looking forward to serving on the City Economic Development Commission.

**7. Business Retention - Local Business Outreach Program**

- Memorandum to City Manager
- Survey Instrument
- Creation of Sub-Committee

Economic Development Director Uriyu presented a Business Outreach program which she proposed as an ongoing component of an active Business Retention Program. She requested appointment of a Subcommittee to assist her in the final development of the program and associated tools. Commissioners Kalafate and Agopian and Antioch Chamber of Commerce President/CEO Devi Lanphere volunteered. Economic Development Director Uriyu appreciated the willingness of members of the Commission as a whole to participate in individual interviews of local business owners, CEOs, and decision makers

Discussions ensued regarding approaches to surveying the retail sector and potentially developing a second survey instrument for the retail community. Commissioner Pfeiffer recommended not.

**8. White Paper – Status**

Chairman Holman distributed an updated handout for the Economic Development Commission White Paper “Proposed Strategies for Economic Development” and requested feedback from the Commission in order that a timeline could be met and a draft presented to the City Manager.

Consultant Netter felt that additional changes and modifications needed to be made before the white paper was completed. He noted that he and Chairman Holman would present it and work with Economic Development Director Uriyu. Chairman Holman requested that Staff receive any feedback by e-mail at the Commission’s earliest convenience.

**9. Humphrey’s on the Delta – Progress Update**

Economic Development Consultant Netter reported that the City Council had commissioned a consultant to review the operations of the restaurant, wherein it was recommended that the following issues be addressed:

- Capital improvements
- Menu format changes
- Décor be modernized
- Uniform attire

Mr. Netter noted that a confidential report would be sent to the City Manager. He felt this issue was being addressed in a positive direction, in terms of the downtown growth and development.

**10. Attached Communications**

- a) Letter - Black Bear Diner
- b) Business License Report – March 1, 2004

An attached letter from the Black Bear Diner was referred to by Economic Development Consultant Netter. The letter had been forwarded to the Empire Shopping Center.

Commissioner Agopian asked if the Reynolds & Brown Project could accommodate a restaurant within their business park project. Commissioner Agopian felt that there should be flexibility within their build-out plans and suggested that this letter also be forwarded to Reynolds & Brown.

Staff indicated that it would check for zoning or planning regulations to ensure that a restaurant could work within this project plan.

## 11. Comments

- **Public**

Resident Rene Bourque commented on heavy traffic areas and access to businesses off of Somersville Road. Economic Development Director Uriyu indicated that the City Manager and herself had met with a representative of major investors interested in revitalizing retail areas regarding properties surrounding the new Macy's and the Somersville Towne Center and along "A" Street.

Resident Mr. Bourque asked if the City of Antioch had ever considered placing Training Centers within the City. Consultant Netter mentioned to satellite classes that were currently being offered by Los Medanos College and Silicone Valley College.

Commissioner Agopian requested that future discussions be held regarding relief to the traffic flow throughout the City including consideration of the conversion of existing bicycle lanes to additional vehicular lanes to improve flow along Lone Tree Way.

- **Commission**

Commissioner Agopian commented that the City of Pittsburg was offering a "First Time Home Buyer's Program" specifically to support teachers in the City of Pittsburg, and asked if Antioch could consider a program similar to this. Economic Development Director Uriyu stated that the issue could be agendaized for the next meeting.

- **Staff**

Economic Development Director Uriyu distributed an attract list of desirable retail for the community. The wish-list created by the Commission and entitled "Retail Mix - Community Recommendations" was disseminated to retail brokers representing active retail projects in Antioch.

## 12. Adjournment

*On motion by Commissioner Calderwood and seconded by Commissioner Pfeiffer, the Economic Development Commission adjourned at 8:55 p.m. to the next scheduled meeting on March 29, 2004.*

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

*ABSENT: Arndt*

Respectfully Submitted,

Debra Lawson  
Minutes Clerk