

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

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

**April 26, 2004  
Third Floor Conference Room**

Chairman Holman called the meeting to order at 6:40 p.m. on Monday, April 26, 2004 in the Third Floor Conference Room.

**ROLL CALL**

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

**PLEDGE OF ALLEGIANCE**

**1. PUBLIC COMMENT**

None.

**2. APPROVAL OF MINUTES: April 12, 2004**

Commissioner Calderwood requested a change on Page 2, under No. 6, first line to change the word "as" to "has".

*On motion by Commissioner Lanphere and seconded by Commissioner Calderwood, the Economic Development Commission approved the Minutes of April 12, 2004 with the requested change.*

*AYES: Lanphere, Calderwood, Kalafate and Holman*

*Abstention: Pfeiffer*

*Absent: Agopian and Arndt*

**3. CITY WEB PAGE IMPROVEMENTS AND UPDATE**

➤ **Current Status – John Pavlicek, Director of Information Systems**

Economic Development Director Uriyu introduced the City's Director of Information Systems John Pavlicek, who had been invited to share the history of the current City Website development, in-house processes and protocols for update, and vendor arrangements. Director of Information Systems John Pavlicek provided a power point presentation that explained the manner in which the City's website was designed. In addition he further provided an explanation of the GIS (Geographical Information System) Program that was displayed on the website and how it worked in conjunction with Economic Development.

Discussions ensued regarding:

- ✓ How a potential business/retail business person could access available vacant sites for future business ventures.
- ✓ Future website links
- ✓ How the City could model their websites after other cities
- ✓ Various home page remodel ideas

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- ✓ The idea of updating the web on a regular basis, as well as assigning responsibility to each respective issue
- ✓ Search engine recognition
- ✓ Changing the home page to display a more dynamic appearance of Antioch and more prominently featuring the economic development link as well as the updating of current EDC information.

Commissioner Calderwood expressed concern to the process of updating the City's overall website and felt that a solid plan needed to be implemented by City Staff to accommodate this need.

Commissioner Kalafate felt that every board and commission should take responsibility to insuring the update of their respective areas of the City's website, and that this should be performed yearly or on some type of set schedule.

Chairman Holman agreed that the current needs may be solved with technical interfaces, overall consistency across the entire page, as well as responsibility for each segment, in terms of content within the protocols. Commissioner Lanphere interjected that the home page of the website was the Economic Development driving tool for the site itself. Further, that it was important that the website be user friendly and have some type of "hot" button for easy access to any user.

Commissioner Calderwood suggested that this website be reviewed and pages be identified that would need to be overhauled and/or improved.

Chairman Holman stated that he would like to see the City's website used as part of an active marketing campaign to attract more businesses to the community.

#### **4. ECONOMIC DEVELOPMENT COMMISSION WHITE PAPER**

##### **➤ Discussion – Garry Holman, Commission Chair**

Economic Development Director Uriyu distributed copies of the newly formatted EDC White Paper – "Proposed Strategies for Effective Economic Development". Chairman Holman proceeded to speak to its contents and noted that he and the Economic Development Director Uriyu would be presenting this paper to the City Manager. It would then be taken to the City Council for their review for additional direction for a path forward.

Economic Development Director Uriyu spoke to the future of the department's in-house organization as well as the future its staffing needs.

Commissioner Lanphere stated her approval and acceptance of the "White Paper" and felt it was written in a realistic manner and that the phases (as written) showed the overall scope of the program.

Economic Development Director Uriyu suggested that Chairman Holman compose a cover letter representing the Commission to accompany the Commission's "White Paper." She asked Chairman Holman to take the lead as Chair of the Commission in the Joint Study Session to take place in the near future wherein the EDC and the City Council could discuss the strategies and recommendations presented in the White Paper together. She asked the Commission about consultant participation. The Commission concurred not.

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***On motion by Commissioner Lanphere and seconded by Commissioner Calderwood the Economic Development Commission accepted the "White Paper" as written, and recommended that it be forwarded to City Manager Jakel for final review.***

***Ayes: Lanphere, Calderwood, Pfeiffer, Lanphere and Holman***

***Absent: Agopian and Arndt***

**5. RESTAURANT INCENTIVE UPDATE**

- **Status Report – Donna Uriyu, Director of Economic Development**

Economic Development Director Uriyu reported that she would bring further information when Milano's returns with their final proposal.

**6. MARKETING PLAN**

- **Discussion**

Economic Development Director Uriyu stated that she would like to move forward with the creation process of getting a marketing plan in place. Chairman Holman thought that the website could be incorporated.

**7. BUSINESS ENVIRONMENT SURVEY AND OUTREACH**

- **Development Progress**

Economic Development Director Uriyu stated that she would have additional materials and information available at the next meeting.

**8. URBAN LIMIT LINE (BRENTWOOD – ANTIOCH SPHERE OF INFLUENCE)**

- **Discussion – Devi Lanphere**

In additions to three recent articles on the subject for information purposes, Economic Development Director Uriyu distributed a copy of a signed Resolution No. 97/151 entitled "Approving an Amendment to the Memorandum of Understanding concerning an Open Space/Boundary Agreement between the Cities of Antioch and Brentwood."

Commissioner Lanphere emphasized the counter legislation being proposed by Assemblyman Canciamilla on the Urban Limit Lime and requested that additional information be brought forward to the EDC. She felt that a decision should be made as to whether the EDC should take a stand or add voice to this issue. It was the consensus of the Commission to invite Councilman Arne Simonsen as a knowledgeable party to the next EDC to discuss the issues.

**9. COMMENTS**

- **Public**

None.

- **Commission**

Commissioner Calderwood requested information regarding any Rivertown improvements. Economic Development Director Uriyu said that she would get information.

Commissioner Lanphere reported that she would be gone from June 16 to July 5, 2004.

Chairman Holman reported that he would be gone from June 4 to June 19, 2004.

Commissioner Calderwood reported that she would be gone from September 6 to September 13, 2004.

- **Staff**

Asked for the Commission's preference by the Economic Development Director, the Commission concurred that EDC meetings would be held on the regular 1<sup>st</sup> and 3<sup>rd</sup> Monday meeting dates in May.

## 9. **Adjournment**

*On motion by Commissioner Pfeiffer and seconded by Commissioner Lanphere, the Economic Development Commission adjourned at 8:55 p.m. to the next scheduled meeting on May 3, 2004.*

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

*ABSENT: Arndt and Agopian*

Respectfully Submitted,

Debra Lawson  
Minutes Clerk