

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

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

**May 3, 2004
Third Floor Conference Room**

Chairman Holman called the meeting to order at 6:30 p.m. on Monday, May 3, 2004 in the Third Floor Conference Room.

ROLL CALL

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

PLEDGE OF ALLEGIANCE

1. PUBLIC COMMENT

None.

2. APPROVAL OF MINUTES: April 26, 2004

Commissioner Agopian requested a change on page 4, "the Adjournment paragraph" changing "April 26, 2004" to May 3, 2004 and the AYES should read: Calderwood, Lanphere, Kalafate, Pfeiffer and Holman and ABSENT should read: Arndt and Agopian.

On motion by Commissioner Pfeiffer and seconded by Commissioner Lanphere, the Minutes of April 26, 2004 were approved with the amended changes.

AYES: Pfeiffer, Lanphere, Kalafate, and Holman

ABSTENTION: Agopian and Arndt

ABSENT: Calderwood

Commissioner Calderwood arrived at 6:50 p.m.

**3. LOCAL BOUNDARY ISSUES: ANTIOCH – BRENTWOOD SPHERE OF INFLUENCE;
COUNTER PROPOSED URBAN LIMIT LINE (ULL)
➤ COUNCIL MEMBER ARNE SIMONSEN
➤ DISCUSSION**

Chairman Holman introduced Antioch City Councilmember Arne Simonsen who spoke to the following issues:

- Resolution No. 97/151 "Approving an Amendment to the Memorandum of Understanding concerning an Open Space/Boundary Agreement between the Cities of Antioch and Brentwood".
- AB 2634 as introduced by Assemblyman Canciamilla, "An Act to amend Section 56375.5 of the Government Code, relating to local government organization". He referred to a displayed wall map to describe the locations discussed.
- Antioch's Sphere of Influence

Councilmember Simonsen stressed to the Economic Development Commission that this Commission was a part of a mechanism to get the word out to the public on specific issues, and encouraged the Commission to be pro-active.

Councilmember Simonson suggested some type of recognition for new businesses be developed, as well as recognizing individuals who work on specific projects for the betterment of the community.

Through discussions, Commissioner Agopian commented on the Urban Limit Line (ULL) and felt that growth should be moderated in order that infrastructure could catch up, but wanted to ensure that an emphasis was placed on rapid infrastructure build-up to accommodate the growth that is needed.

Discussions ensued regarding the ULL and its effect on the community, Future Urban Area 2, (FUA-2) and future and present businesses.

4. RESTAURANT INCENTIVE PROGRAM
➤ **UPDATE**

Economic Development Director Uriyu requested that this item be moved and heard at the end of the meeting.

5. LOCAL BUSINESS OUTREACH: SURVEY AND INTERVIEWS
➤ **UPDATE**

Commissioner Agopian referred to "Business Retention Outreach Program - Final Draft" per the Staff Report. He felt it was important to focus and reach out to businesses within the community and focus and communicate on the outlined objectives with the local merchants. Commissioner Agopian noted that a sample letter, per the attached Staff Report, would be sent out to key business members and that it identify key areas that need to be focused on. He noted that a future training session would be forthcoming.

Chairman Holman suggested that a portion of an EDC meeting could be devoted to an upcoming training session. Ms. Uriyu felt that one meeting a month could be held outside of the regularly EDC meetings, with a follow-up report at the regular EDC meetings.

Commissioner Kalafate stated that in reviewing this memorandum he neglected to see information pertaining to a training facility that could support local businesses, rather than local businesses contract out beyond Antioch. Ms. Uriyu felt that this issue was included within the survey and noted that it would be specifically added in a more detailed manner.

Community Development Director Uriyu noted that after six months, this program would be re-evaluated.

6. ECONOMIC DEVELOPMENT COMMISSION "PATH FORWARD" WHITE PAPER
➤ **UPDATE – GARY HOLMAN, CHAIRMAN**

Chairman Holman stated that the attached "White Paper" would be presented to the City Manager on May 4. He also distributed to the Commission a "Draft Cover Letter" addressed to Mayor Freitas that outlined the purpose and objectives of the "White Paper".

Chairman Holman felt that with the City's current resources available, it was imperative that the EDC move forward with this "White Paper".

Ms. Uriyu distributed to the Commission a "Program Description" that she had written for the Commission's review and welcomed any additional comments.

7. WEBSITE PROJECT
➤ **STATUS – RENE CALDERWOOD, SUBCOMMITTEE CHAIR**

Commissioner Calderwood expounded on the following issues that she felt needed to be addressed:

- There is no approval process for any type of changes to the website.
- The GIS database is empty and is not being utilized to its capacity.
- Data on the current website is stale and Commissioner Calderwood expressed concern that the website did not depict the City as it is today.
- The website lacks enthusiasm.
- There is no manner in which to track the hits that the City receives daily.

Commissioner Calderwood stated that she wanted to ensure that the website is currently maintained and that a future look should be identified for its home page. Furthermore, that the GIS system is being utilized to its full potential, with possibly additional research being conducted to ensure that this is done properly. Commissioner Calderwood felt that could all be achieved in a phased approach.

Commissioner Lanphere felt it would behoove all departments of the City to have a website that is properly maintained and changed on a consistent basis.

Commissioner Calderwood suggested the following steps to move forward:

- Identify the EDC pages of the website
- Contact other groups within the City to ensure that updates are needed
- Develop a protocol for "Change Management" for each department within the City

Councilmember Simonsen and Community Development Director Uriyu felt that these suggestions should be taken to the City Manager, or that the City Manager come to an upcoming EDC meeting to discuss this issue further.

Commissioner Arndt left at 9:00 p.m.

4. RESTAURANT INCENTIVE PROGRAM (continued)
➤ **UPDATE**

Community Development Director Uriyu reported that Milano's was reviewing another site within the downtown area and would report any information as it becomes available. Furthermore, that a new restaurant was looking at the site near the Wallace Arms area. Discussions ensued regarding types of restaurants that would fit within the downtown area, as well as funding issues.

8. COMMENTS

a) PUBLIC

None.

b) COMMISSION

None.

c) STAFF

None.

9. Adjournment

On motion by Commissioner Pfeiffer and seconded by Commissioner Agopian, the Economic Development Commission adjourned at 9:45 p.m. to the next scheduled meeting on May 17, 2004.

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

ABSENT: Arndt

Respectfully Submitted,

Debra Lawson
Minutes Clerk