

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

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

**May 17, 2004
Third Floor Conference Room**

Chairman Holman called the meeting to order at 6:30 p.m. on Monday, May 17, 2004 in the Third Floor Conference Room.

ROLL CALL

Present: Commissioners Lanphere, Agopian, Calderwood, Kalafate, Pfeiffer and Chairman Holman
Absent: Commissioner Arndt
Staff: Economic Development Director Uriyu
Minutes Clerk Debra Lawson
Guests: Mayor Donald P. Freitas

PLEDGE OF ALLEGIANCE

1. PUBLIC COMMENT

None.

2. PRESENTATIONS TO MAYOR DONALD P. FREITAS

- **Local Business Outreach Program – On-site Visitation, Survey, Interview Inauguration – Commissioner Agopian**

Chairman Holman introduced Mayor Freitas to the Economic Development Commission (EDC). Mayor Freitas stated that he felt this was an important element to meet with the EDC to discuss future and present issues as it pertained to Economic Development.

- **“Proposed Effective Economic Development Strategies”
Economic Development Commission White Paper
Introduction – Chairman Holman**

Chairman Holman spoke to the EDC White Paper and stated that it was a summary of the sense of the EDC on priorities for Economic Development, as well as thoughts on how to implement the Economic Development objectives of the City. Chairman Holman also felt it was important for a joint meeting to be held between the City Council and EDC to discuss various issues as well as exchange ideas. He further provided a brief review of the objectives and priorities, as listed in the “White Paper”, and how each factor affected Economic Development.

Mayor Freitas spoke to reasons for the Economic Development Commission being created in 2001. In elaborating on this, he wanted to ensure that the policies and practices in the City were business friendly and felt that each Commissioner would be an extension, in some respect of Staff, to aid in this process. Mayor Freitas stated that the idea would be that each Commissioner, as an independent Economic Development Commissioner, become familiar with the process in and of itself and offer recommendations on how to change the process to make it more business friendly.

After commenting on the importance of the Business Retention and Expansion Program, Mayor Freitas also felt it might be prudent for one or two Commissioners to accompany the Economic Development Director in making presentations to attract new as well as existing businesses to retrieve information about ways to ensure that each new business receives what they need to provide their business with the essential materials that would make it successful. Mayor Freitas wanted to also ensure that each Commissioner apply and use their knowledge and expertise towards the EDC.

Commissioner Pfeiffer arrived at 6:50 p.m.

In speaking to specific issues, Mayor Freitas cautioned the Commission in their choices and did not want to the Commission to become distracted on their path towards the goals of the Economic Development Commission itself.

Commissioner Agopian spoke to the Local Business Outreach Program and referred to the Draft Survey. In speaking to future business, he felt that the medical community was an important asset to the City, being that it was a fast growing facet to the City and that it was one of the largest employers of the City also. Furthermore it tied into other aspects of the City, such as senior housing. Commissioner Agopian also felt it was important to have the City become business friendly and possibly expound on this issue. In speaking to the Draft Survey, Commissioner Agopian stated that approximately 50 businesses were targeted and he referred and spoke to the sample letter attached to the survey. When all the information is received and data is sorted from the Survey, he felt that a joint session between the Council and EDC should take place in order that all parties would be well informed on the issues. Commissioner Agopian felt that the time to expand and be aggressive was when times are tough not when times are good. He stressed that the focus of Economic Development, in using resources, is that resources could possibly be shared and that they should not be cut. Mayor Freitas interjected that City follow-up with businesses is an important element, as it pertains to the Draft Survey with future businesses. He further reiterated the fact that each Commissioner should use his knowledge and expertise in the area of Economic Development as it relates to this Commission.

- **Commission Assessment of City Website
Project Overview – Commissioner Calderwood**

Chairman Holman felt that the City's website was a powerful tool that was being not being adequately fed and maintained. Mayor Freitas agreed and suggested that nothing would prevent this Commission in coming forward to the City Council with a recommendation on how to improve the City website. Further, that nothing would preclude the EDC from approaching the City Council with a proposal that would request funding from the City Budget in aiding in this process. He requested that the Commission devise a strategy, through the study of the City Budget that would allow funding to be used where it could, then come before the City Council for a recommendation.

Discussions ensued regarding the use of the website, as it pertained to Economic Development. Commissioner Lanphere asked what, if anything, needed to be done to proceed to the next step. She further felt that the website needed to be challenged in a much more aggressive manner than it was at the present time. Mayor Freitas reiterated his request to the Commission to devise a strategy that would include funding sources, which could be presented to the City Council.

Commissioner Pfeiffer commented on the importance of staffing for the City's Economic Development Department and felt that a dedicated staffing team would have a major impact on the actions of the EDC. Mayor Freitas spoke to the SCORE Program that was a team of individuals who have the resources and expertise in the field of business and could aide in the process of bringing in new businesses. He noted that the program would need to be created, as well as the creation of the individuals, but that this could possibly be funded through the City if the EDC would bring forth a recommendation to the City Council. It was noted at that time the proposed contract with the Chamber of Commerce to provide small business development services to Antioch businesses incorporates a SCORE component.

Discussions ensued regarding what issues could be brought before the City Council immediately, wherein the EDC prioritized the issues in the following order:

- 1) Business Outreach Program
- 2) Website protocols and recommendations
- 3) Fast Track protocols for new businesses
- 4) Waterfront Plan alternatives

**3. DOWNTOWN WATERFRONT PLAN ORAL UPDATE
STAFF – ECONOMIC DEVELOPMENT DIRECTOR**

Mayor Freitas spoke to a largely conceptual past Waterfront Plan that also included areas that surround the downtown area.

**4. RESTAURANT INCENTIVE PROGRAM STATUS ORAL UPDATE
STAFF – ECONOMIC DEVELOPMENT DIRECTOR**

In speaking to the proposal for the Milano's Restaurant, Economic Development Director Uriyu recommended to the Commission that representatives from Milano's be invited to present their proposal to the Commission at the next EDC meeting. She noted that the proposal from Milano's has changed and it would behoove the Commission to speak to the representatives from Milano's.

Commissioner Lanphere wanted to ensure that before the Commission goes before the City Council with any type of proposal for Milano's or any other restaurant, that the proposal is solid.

Commissioner Arndt left at 9:00 p.m.

**5. ECONOMIC DEVELOPMENT MARKETING PLAN - OBJECTIVES
PRELIMINARY DIRECTION AND GENERAL DISCUSSION**

Through discussions the Economic Development Commission prioritized the following objectives:

- Set up a standard press release
- Set up an e-mail system for the press release
- Marketing

**6. ATTRACTION OF QUALITY RESTAURANTS – EXECUTION OF DIRECT MAIL
MARKETING CAMPAIGN
STAFF INTRODUCTION – ECONOMIC DEVELOPMENT DIRECTION
COMMISSION DISCUSSION AND PARTICIPATION**

Economic Development Director Uriyu recommended that Commissioner Pfeiffer head this restaurant direct marketing campaign using the extensive list of restaurants that Commissioner Pfeiffer as the Associate Deputy Director of the San Francisco International Airport Revenue Department, had provided. She recommended that a direct mail marketing package be comprised of a cover letter and important area demographics in a user friendly format.

7. COMMENTS

a) PUBLIC

None.

b) COMMISSION

None.

c) STAFF

None.

8. Adjournment

On motion by Commissioner Pfeiffer and seconded by Commissioner Lanphere, the Economic Development Commission adjourned at 9:20 p.m. to the next meeting on June 7, 2004.

AYES: Pfeiffer, Lanphere, Agopian, Kalafate and Holman

ABSENT: Calderwood and Arndt

Respectfully Submitted,

Debra Lawson
Minutes Clerk