

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

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

**September 2, 2004
City Council Chambers**

Chairman Arndt called the meeting to order at 6:37 p.m. on Thursday, September 2, 2004 in the City Council Chambers

ROLL CALL

Present: Commissioners Lanphere, Agopian, Pfeiffer, Kalafate, and Chairman Arndt
Absent: Commissioners Calderwood and Holman
Staff: Assistant City Manager Pappas Díaz
Minutes Clerk Debra Lawson

PLEDGE OF ALLEGIANCE

1. APPROVAL OF MINUTES: May 17, July 15 and August 12, 2004

Due to the current lack of a quorum, Chairman Arndt requested that this item be moved to the end of the meeting in the event that additional Commissioner's arrive.

Commissioner Kalafate arrived at 6:40 p.m.

2. MARKETING UPDATE & DISCUSSION

Chairman Arndt gave a brief introduction to this item.

Assistant City Manager Díaz provided an overview of the Staff Report dated September 2, 2004. She further displayed a sample of a newspaper entitled "Brentwood Welcoming Magazine" that depicted recent events currently taking place within the community of Brentwood, along with additional Marketing Brochures from Contra Costa County and a past Antioch Marketing brochure. She requested that the Commission come up with marketing ideas in the form of a one to two page letter to be submitted to her at their earliest convenience.

Chairman Arndt felt that marketing brochures should be made a part of an overall marketing plan wherein marketing is initiated to individuals who contact the City requesting this type of information.

Commissioner Lanphere felt that a marketing strategy should be devised, wherein specific inserts relating to specific issues could also be added to the marketing brochures on an individual basis. She wanted to make this as user friendly as possible. Commissioner Lanphere further recommended that certain goals be set forth, such as: 1) placing Antioch in the forefront of people's minds, and 2) looking at stages of marketing the downtown area as well as tailoring it to specific areas of the community. Commissioner Pfeiffer interjected that he felt one specific key group should be targeted at a time, wherein Chairman Arndt recommended that the Commission not so much focus on retail in as much as the office space to attract small businesses.

Commissioner Agopian felt this information should be added on the City's website and be kept up-to-date, as well as be available for print-out from the City's website to any individual. He also suggested and approved of some type of universal folder to be provided to individuals upon request, and suggested that existing homes and businesses be shown on the cover also.

Chairman Arndt suggested that this marketing strategy could be brought before the City Council, in terms of a marketing plan for Antioch. Furthermore, that this plan is expanded upon, but at the same time keeping the costs down along with showing its purpose and value. He felt this would justify the monies that would be spent.

Commissioner Pfeiffer felt that the City itself needed to be marketed, in terms of image and perception.

Commissioner Kalafate felt that an effort of multi-city cooperation within the East County would be a benefit to this strategy and suggested that further information be brought to the East Bay Times to market the City further.

Chairman Arndt recommended that a sub-committee be formed to work with Assistant City Manager Díaz to identify specific areas and paths to form a recommendation for further discussions. Ms. Díaz interjected that Staff would provide further information to the Commission and suggested that after the Business Interview visits were concluded, information could be compiled and put into this marketing plan. She also suggested that retail and restaurant businesses be assessed, in terms of what businesses are missing and would best fit within the community.

Commissioner Lanphere and Chairman Arndt volunteered to serve on the subcommittee.

Commissioner Kalafate spoke to the City's permit process and felt that when a new or relocated business comes into the community, the Commission should be informed of the process in order to provide any additional information to individuals. He felt this was critical in the process of obtaining new businesses for the City. Commissioner Pfeiffer agreed and noted that after the first of the year City Staff would be speaking to the Commission on this issue. Ms. Díaz added that when Staff came before the Commission next month they would also expound on this issue.

Discussions ensued regarding fast tracking businesses and how the Commission, Staff and County can work together. Commissioner Pfeiffer suggested that the City Staff first speak to the Commission to explain the Fast Track process, and secondly, County Staff could then speak to the Commission.

Chairman Arndt requested that Item No. 1 be heard at this time.

1. APPROVAL OF MINUTES: May 17, 2004

On motion by Commissioner Pfeiffer and seconded by Commissioner Kalafate, the Economic Development Commission approved the Minutes of May 17, 2004.

AYES: Pfeiffer, Kalafate, Lanphere, Agopian

ATTENTION: Arndt

ABSENT: Calderwood and Holman

APPROVAL OF MINUTES: July 15, 2004

On motion by Commissioner Lanphere and seconded by Commissioner Agopian, the Economic Development Commission approved the Minutes of July 15, 2004.

AYES: Lanphere, Agopian, Kalafate and Arndt

ABSTENTION: Pfeiffer

ABSENT: Holman and Calderwood

APPROVAL OF MINUTES: August 12, 2004

On motion by Commissioner Kalafate and seconded by Commissioner Pfeiffer, the Economic Development Commission approved the Minutes of August 12, 2004 with the amended changes:

1) *Commissioner Lanphere requested that her name be stricken from the Roll Call and be placed "Absent".*

2) *Commissioner Kalafate requested that his name be stricken from "Absent" under the Roll Call and be placed under "Present".*

AYES: Kalafate, Pfeiffer, Agopian and Arndt

ABSTENTION: Lanphere

ABSENT: Holman and Calderwood

3. **LEGISLATION & ADVOCACY**
 - A. **PROPOSITION 1A**
 - B. **MEASURE J**

Assistant City Manager Díaz provided an overview of the Staff Report dated September 2, 2004. In addition to voting on this issue, she requested that the Commission also take these recommendations to the City Council.

On motion by Commissioner Lanphere recommended that the City of Antioch City Council support Measure 1A and Measure 65.

Due to a lack of a second, the motion failed.

Through discussions the motion was amended.

On motion by Commissioner Lanphere and seconded by Commissioner Pfeiffer, the Economic Development Commission make a recommendation to the City Council to support Proposition 1A.

AYES: Lanphere, Pfeiffer, Arndt, Kalafate and Agopian

ABSENT: Calderwood and Holman

Commissioner Agopian felt it was important to protect Proposition 1A, in terms of protecting local government monies, but expressed concerned to other entities throughout the State that also rely on State funding; i.e. school districts. He felt the school districts have been suffering over the last few years, in terms of funding, and even though he agreed with Proposition 1A he felt it did not solve the propensity of the State Government to spend money that it does not have. He felt that at the State Level the growth of the budget should be restricted.

Assistant City Manager Díaz explained the specifics of Proposition 65 and Commissioner Lanphere interjected that a key issue of Proposition 65 was that it would kick in immediately and that Proposition 1A would be a two-year stall.

On motion by Commissioner Lanphere and seconded by Chairman Arndt, the Economic Development Commission recommended to the City Council to support Proposition 65.

AYES: Lanphere, Arndt, Kalafate, Pfeiffer and Agopian

ABSENT: Calderwood and Holman

Assistant City Manager Díaz explained that Measure J was an extension to the former Measure C sales tax extension and Chairman Arndt further elaborated on the specifics of Measure J. Commissioner Lanphere added that Measure J would be unanimously supported by the Antioch Chamber of Commerce and that the economic development impact to the roads was the number one issue for every business in town.

On motion by Commissioner Agopian and seconded by Commissioner Lanphere that the Economic Development Commission is in support of Measure J and also recommending to the City Council to pass a similar resolution to support Measure J.

AYES: Agopian, Lanphere, Kalafate, Arndt and Pfeiffer

ABSENT: Calderwood and Holman

4. COMMISSION GOALS & OBJECTIVES
 - A. BUSINESS INTERVIEW UPDATES & COMMENTS
 - B. REVIEW OF OTHER PROJECTS

Commissioner Lanphere had nothing to report.

Commissioner Agopian had nothing to report.

Commissioner Kalafate reported that he had held two interviews that were very valuable.

Commissioner Pfeifer had nothing to report.

Chairman Arndt reported that he had held two interviews and elaborated to the Commission on his findings.

Commissioner Pfeiffer expressed concern to there not being an adequate amount of data available to complete this task and wanted to ensure that the data collected was collected on a broad spectrum.

Through discussions, Assistant City Manager Díaz recommended that the Commissioners finish their scheduled meetings, and through discussions there was a consensus of the Commission to extend this item to the next meeting in order to compile additional data. Ms. Díaz felt that by extending this item to the next meeting, small sampling could be collected and the Commission could then determine the next steps.

Commissioner Agopian suggested that smaller businesses be visited and felt that these businesses brought forward a vibrant economy at the home base level, and further suggested calling any additional businesses to see if they would like to participate in this survey.

Assistant City Manager Díaz suggested that Staff and two Commissioners possibly visit the smaller businesses to ensure that the data is collected, and also ensure that the data collected will be useful to complete an adequate marketing plan. Ms. Díaz stated that she would meet with the subcommittee before the next scheduled meeting, in order that she could come before the Commission with suggestions and ideas that could be further discussed.

Commissioner Agopian suggested to the Commission that businesses that are not responding to each group after a specified amount of time be taken off the list, in order that each group could then move on.

Commissioner Kalafate spoke to the importance of possibly calling businesses and felt there were businesses that clustered together to provide specific services to the community. He felt this issue could dovetail into this marketing plan.

5. COMMENTS

a) Public

None.

b) Commission

Commissioner Kalafate spoke to a monthly meeting that was held by a specific group of East County residents and reported that he had recently attended a meeting regarding Economic Development, in terms of Slatten Ranch. He noted that the group posed the following questions for Antioch and that City Manager Jakel was in attendance to respond:

- *What will the vision be for the downtown area*
- *Where will Antioch be in 20 years*
- *What types of retail and labor are being tracked and what will it take to make this happen*

Commissioner Kalafate noted that other various issues discussed were future plans for Oakley, Pittsburg and Brentwood.

Commissioner Agopian reported that he had recently attended the Highway 4 Bypass groundbreaking ceremony and felt this would provide an important economic opportunity for East County as a whole.

Commissioner Lanphere reported on the following and noted that she would distribute information on these items:

- Four ribbon cuttings would be held in September and that additional information was were contained in the Chamber of Commerce Newsletter.
- The Chamber would be sponsoring a Candidates Forum on September 27 for Mayor, City Council and School Board candidates.
- The Chamber would be hosting the State of the Schools luncheon on October 7.
- The Chamber Mixer would be held at Golf and Games on September 23.
- The Chamber would be sponsoring a Pasta and Politics Event which would be held on October 21.

c) Staff

Assistant City Manager Díaz reported that El Campanil season tickets were on sale until September 15 and that tickets were currently on sale for Debbie Reynolds appearing at the El Campanil on October 9. Ms. Díaz also reported on a recent Waterfront Subcommittee meeting and distributed the Capital Improvement Plan to the Commission for their review.

5. ADJOURNMENT

Chairman Arndt adjourned the Economic Development Commission at 8:15 pm to the next regularly scheduled meeting on October 7, 2004.

AYES:

ABSENT:

Respectfully Submitted,

Debra Lawson
Minutes Clerk