

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

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

**October 7, 2004  
City Council Chambers**

Chairman Arndt called the meeting to order at 6:40 p.m. on Thursday, October 7, 2004 in the City Council Chambers

**ROLL CALL**

Present: Commissioners Lanphere, Agopian, Holman, Pfeiffer, and Chairman Arndt  
Absent: Commissioners Kalafate  
Staff: Assistant City Manager/Economic Development Director Díaz  
Minutes Clerk Debra Lawson

**PLEDGE OF ALLEGIANCE**

**1. APPROVAL OF MINUTES: September 2, 2004**

Commissioner Lanphere requested that her name be added to the "Roll Call" portion of the Minutes.

*On motion by Commissioner Pfeiffer and seconded by Commissioner Lanphere, the Economic Development Commission approved the Minutes of September 2, 2004 with the amended change.*

**AYES:** Pfeiffer, Lanphere, Agopian and Arndt

**ABSTENTION:** Holman

**ABSENT:** Kalafate

**NEW BUSINESS**

**2. PRESENTATION ON UPCOMING COMMERCIAL DEVELOPMENTS**

- **Report by Victor Carniglia, Deputy Director Community Development**

Deputy Director Community Development Carniglia spoke to upcoming commercial development projects, as well as office and office-flex space, per displayed wall maps.

Discussions ensued amongst Mr. Carniglia and the Commission regarding:

- Office and office-flex space
- Highway 4 Bypass
- Commercial projects
- Partnering with surrounding cities regarding new business
- Retail space

Chairman Arndt requested that Item No. 4 be taken at this time.

#### **OLD BUSINESS**

#### **4. EXTENSION OF ONCE-A-MONTH MEETING SCHEDULE**

Assistant City Manager/Economic Development Director Díaz provided an overview of the Staff Report dated September 29, 2004.

Through discussions, Commissioner Agopian recommended that the meetings be held on Tuesday's, wherein Commissioner Lanphere agreed with the caveat that the meetings continue to be held once a month.

*On motion by Commissioner Agopian and seconded by Commissioner Lanphere, the Economic Development Commission approved the extension of once-a-month meetings for a 3-4 month time period where it would then be re-evaluated.*

**AYES: Agopian, Lanphere, Pfeiffer, Holman and Arndt**

**ABSENT: Kalafate**

Assistant City Manager/Economic Development Director Díaz reported that the next monthly meetings would be held on November 4, December 7 and January 4, 2005.

Commissioner Pfeiffer left at 7:38 p.m.

#### **NEW BUSINESS**

#### **3. REQUEST FOR REDEVELOPMENT AGENCY LOAN**

Assistant City Manager/Economic Development Director Díaz provided a synopsis of the Staff Report dated September 29, 2004 and recommended that the Commission discuss the issues and concerns with developing a downtown "loan" program, as well as providing parameters to forward to the City Council for their consideration.

Commissioner Lanphere asked if this process would be interfering with the Downtown Subcommittee comprised by the City Council. Assistant City Manager/Economic Development Director Díaz felt that any new development put into the downtown area would not be stopping the future of the Master Plan for the downtown area, and also new projects could also be planted within the Master Plan.

Commissioner Holman expressed concern to having a new project within the downtown area, in that; it could affect the future of the Downtown Master Plan. He also expressed concern to the City setting a precedent, where the City would be providing the financial guarantee that would otherwise have been provided to the lending institution by the appraisal. Commissioner Holman wanted to know if the possibility of a loan guarantee had been explored, as well as other options. He felt this might be a more attractive possibility for the City because it was not telling the public that the City would be a lender for projects within the downtown area, but rather under case-by-case circumstances the City might be willing to provide a loan guarantee. He also stated that there was a precedent for this type of arrangement, albeit with the past Ferry Boat project where the City put up a loan guarantee for the developer, but Bank of America was actually the lending institution. He felt this would keep the City out of the role of being a lender and the City would simply be providing credentials to the developer, but the actual financial transaction would still be occurring between a private lender and the individual.

Chairman Arndt spoke to the quality, stability and character of Mr. Clay and had no concern to providing Mr. Clay with his request, but felt a concern could lie with establishing a precedent. He also noted that each case would need to be considered on a case-by-case basis.

Commissioner Lanphere interjected that for the record she did not want the Commission to supercede any plans on the part of the City Council, and felt this issue would best be discussed at a later time when the Downtown Master Plan was better known. She further spoke to the future of the downtown area and felt it would first take City interest to possibly find some type of spark or criteria that would allow the downtown area to fit within a specific project. She also felt that some type of mechanism could be devised that would bring in other businesses to the downtown area where the City would no longer have to provide assistance. Commissioner Lanphere suggested that the City possibly partner with one or two banks in town, knowing that the banks showed an interest in backing the downtown area, to particularly look at local firms or look at what the parameters are, so that the downtown area can be launched in the appropriate manner.

Commissioner Agopian understood Mr. Clay's comments regarding valuation and felt this was an issue if an individual was privately funding his project, as in this case. Furthermore, there is additional space in this project that would bring in additional rental income which would in turn bring more business to the downtown area. Commissioner Agopian felt it would benefit the City, in that; it would generate a job center and more activity within the downtown area. Furthermore, if it fit within the Master Plan for the Downtown area, it might make sense to move forward.

Commissioner Holman suggested that the Commission compile a 1-2 page memo regarding what the Commission would regard as philosophical issues, considerations, pros and cons, as well as offer suggestions on this particular proposal and any alternative proposals. He felt this could be the deciding factor on whether the City would provide a loan guarantee rather than actually becoming the lending organization.

Through discussions, Assistant City Manager/Economic Development Director Díaz advised the Commission to send e-mails to her with their specific ideas and parameters where she would then synthesize the input into a memo with the caveat that the Commission did not want to supercede any plan that the City Council might have in moving ahead with the Downtown Master Plan. Ms. Díaz would then forward this back to the Commission for any input where it could be revised before it was sent to the City Manager and the City Council.

In responding to Commissioner Agopian regarding the City providing funding, Assistant City Manager/Economic Development Director Díaz stated that it was her understanding that in this case Redevelopment Funds would not be used and some other type of funding source would be used. Therefore, this loan would not impact the City's use of Redevelopment Funds for some other project within the downtown area.

#### **OLD BUSINESS (continued)**

#### **5. BUSINESS INTERVIEWS UPDATE**

Commissioner Lanphere reported that she had two (2) meetings that were both informative and beneficial for future relationships with the City.

Commissioner Agopian reported that he felt the interaction with the company was very informative and felt that future surveys should be more discrete and shorter. He suggested meetings be arranged and scheduled monthly or quarterly in conjunction with the Chamber of Commerce, local business owners and City Staff wherein further interaction and dialogue could be discussed. He felt this would send a signal to City business owners that would further build a better business friendly relationship environment.

Assistant City Manager/Economic Development Director Díaz requested that all information gathered at the business interviews be provided to her.

## **6. UPDATE ON MARKETING SUBCOMMITTEE MEETING**

Commissioner Lanphere stated that issues were discussed on the levels of:

- o Targeting markets
- o What is being marketed
- o Marketing brochures
- o Working with City Staff
- o Working with Sister Cities

## **7. COMMENTS**

### **a) Public**

George Carter, 4812 Shavano Peak Court, Antioch, representing East Bay Works, spoke to his expertise in assisting local businesses in marketing their openings.

### **b) Commission**

Commissioner Holman felt that a gateway leading into the City should be revisited along Lone Tree Way with some type of monument sign and encouraged the City to revisit this issue. Assistant City Díaz responded that the City was currently in discussions with a company regarding this issue, as well as other monuments signs throughout the City and stated that she would keep the Commission updated.

In responding to Commissioner Holman, Assistant City Manager/Economic Development Director Díaz stated that the City's IT Director would be retiring in December and Assistant to the City Manager Gegg would assume these duties. Furthermore, discussions were currently ongoing regarding the potential for website revisions and changes and that Mr. Gegg would be speaking to the Commission in January regarding the City's website.

Commissioner Agopian reiterated the suggestion of placing entry signs throughout the main corridors with high traffic within the community, and also suggested that these signs also be incorporated into the future transportation corridors.

Commissioner Agopian left at 8:30 p.m.

Assistant City Manager/Economic Development Director Díaz distributed to the Commission a copy of the Chamber of Commerce's contract and encouraged the Commission to attend the October 12 City Council meeting to provide any input.

Commissioner Lanphere announced the following events:

- 1) October 14 – Chamber of Commerce Website Launch Party
- 2) October 21 - Pasta and Politics event
- 3) October 28 – Chamber Mixer to be held at Costo Wholesale
- 4) October 12 – City Council Meeting to review a new Contract for the Chamber of Commerce
- 5) A “New” Antioch Small Business Information Center project sponsored by the City of Antioch and the Chamber of Commerce

**c) Staff**

Assistant City Manager/Economic Development Director Díaz distributed and spoke to information relating to the new Small Business Information Center project and Proposition 1A.

**5. ADJOURNMENT**

***Chairman Arndt adjourned the Economic Development Commission at 8:45 p.m. to the next regularly scheduled meeting on November 4, 2004.***

Respectfully Submitted,

Debra Lawson  
Minutes Clerk