

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

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

**January 4, 2005  
City Council Chambers**

Chairman Arndt called the meeting to order at 6:30 p.m. on Tuesday, January 4, 2005 in the Third Floor Conference Room at City Hall.

**ROLL CALL**

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

**PLEDGE OF ALLEGIANCE**

**1. APPROVAL OF MINUTES: December 7, 2004**

Commissioner Lanphere requested a change on page 2, Item No. 5, paragraph 2, to change the paragraph to read: "Ms. Diaz noted that the next EDC meeting would be held on January 4 and a Brainstorming Session would be held to plan the next Breakfast meeting to take place in February".

Assistant City Manager/Economic Development Director Díaz requested that on page 3, under **"New Member Applications"** that wording be added: "That there was an opening for one new Commissioner and this issue would be going before the City Council on December 16, 2004. Furthermore, the closing date to accept applications is February 5, 2005."

*On motion by Commissioner Pfeiffer and seconded by Commissioner Lanphere, the Economic Development Minutes of December 7, 2004 were approved with the amended changes.*

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

***ABSTENTION: Kalafate***

***ABSENT: Agopian***

Commissioner Agopian arrived at 6:40 p.m.

**2. BUSINESS INTERVIEW DATA REVIEW**

Assistant City Manager/Economic Development Director Diaz provided an overview of the Memorandum, per the Staff Report.

Commissioner Pfeiffer felt that this report did not provide quite enough information to the Commission, but recognized that this information pulled all thoughts together to provide the necessary focus.

Commissioner Kalafate felt this program was valuable, in terms of meeting and interacting with the business owners and wanted this program to continue.

Commissioner Agopian suggested that this survey be ongoing, possibly more limited via e-mail or phone contact that is conducted monthly with possibly 2 businesses per month in order that the data become more meaningful. Furthermore, target various segments of businesses making it more specific to a particular industry. He felt this survey was a good starting point but wasn't conclusive enough. Commissioner Agopian suggested that instead of placing the focus on larger businesses, possibly review business licenses or individuals that have contacted the Chamber of Commerce, switching the focus to smaller businesses. Furthermore looking into businesses that have left and why they have left. He also felt that the Breakfast meetings would be useful, but method is used, he wanted to be an ongoing program.

Commissioner Lanphere spoke to the newly created Small Business Information Center (SBIC) located at the Chamber of Commerce, and noted that this Center would track businesses that come into the City and whether or not they obtained a business license or why it was not renewed. She also noted that the subcommittee would further evaluate the survey, simplify it and make it an ongoing process. Commissioner Lanphere also mentioned an on-line polling system format called "Zoomerang" which would enhance the marketing of the City and reach large groups of businesses. She noted this program could be used in conjunction with working with the City's Business License Department.

Chairman Arndt suggested that 2-4 interview methods be devised to compile the necessary data, such as e-mail and one-on-one interviews, wherein these methods could then be discussed at the Breakfast Meetings.

Assistant City Manager/Economic Development Director Díaz suggested that a smaller survey could be sent out via the Water Bill and that it was important for the City to get the SBIC open and operational, wherein this could serve as another tool. Also, that one Commissioner once every two-three months have a face to face contact with a business.

### **3. DISCUSSION OF PROPOSED BUSINESS BREAKFASTS**

Assistant City Manager/Economic Development Director Díaz spoke to the manner in which the City of Roseville conducts their "Mayor's Breakfast Meetings" and suggested a one hour round table with different business groups. She further noted that City Staff researched through the business licenses and then breaks down various businesses into categories. Ms. Díaz distributed written materials that pertained to this the City of Roseville's Breakfast meetings.

Commissioner Lanphere felt it was important to have some sort of cache, if an attempt would be made to contact different CEO's and felt that this group did not carry a cache, but the Mayor, City Council or City Manager would. She felt it was important to assign each meeting to the Mayor, a Councilmember or the City Manager on a rotating basis. Commissioner Lanphere agreed with the focus being placed on different segments at each meeting. She suggested that this be started quarterly and that it could evolve over time and be re-evaluated at any time.

Commissioner Agopian suggested that these meetings be conducted at least 6 times this year, starting in April and lasting through October, being conducted once a month or every other month, targeting different segments. He further proposed that these meetings be conducted as a Mayor's Breakfast, and if not the Mayor then the Vice Mayor, with one member of the Economic Development Commission (EDC) and City Staff, as well as making it an ongoing program with a press release. Commissioner Agopian liked the idea of regularity and also that there would be an opportunity for feedback and interaction for each group, providing them with a presentation that is valuable to their particular interest. He also suggested that some type of packet be provided for distribution to the businesses that spoke to the City, as well as the City's Economic Development.

Commissioner Pfeiffer agreed that these meetings should be conducted on a quarterly basis, but felt it was important to have the cache of the Mayor at the first meeting, and then subsequent meetings rotate with the City Councilmembers.

Commissioner Holman agreed that the Mayor and Council should be involved in this process, and stated that he would support a bi-monthly meeting schedule. Ms. Díaz added that all Commissioners could attend the Breakfast meetings, if possible, and spoke to possible sites to hold the meetings. Further discussions ensued regarding a handout and a meeting place.

Chairman Arndt summarized the Commissions thoughts:

- The Commission was in favor of holding Breakfast Meetings
- There was value in targeting specific business segments, and requested that Ms. Díaz compile a proposal for the first Business Breakfast and that it be brought back to the Commission for review at the next EDC meeting
- The first Breakfast Meeting shall be held in April
- That the Mayor or Vice-Mayor attend the first meeting
- That the meeting be held preferably 6 times a year, and this would be discussed further at the next meeting

Ms. Díaz recommended that non-profit sponsorships not be used to provide the breakfast.

## **2. BUSINESS INTERVIEW DATA REVIEW (*continued*)**

Chairman Arndt brought this item back for further clarification. Commissioner Pfeiffer felt the survey needed to be tailored in some manner, and also that input could be collected from the first Business Breakfast and then move forward with that information. Commissioner Agopian interjected that he felt that business owners needed to provide their input and that the Business Interviews will grow out of the Business Breakfasts.

Commissioner Lanphere suggested that the subcommittee meet and review all suggestions, whereupon they could then come back to the EDC with further suggestions. Chairman Arndt agreed and wanted to ensure that a plan be back before the EDC in the next month.

#### 4. DEVELOPMENT OF 2005 GOALS AND WORK PLAN

Chairman Arndt stated that it was important to keep in mind that the EDC's calendar year started in July of 2004 and in reality the EDC only had until July of 2005. Therefore, he was thinking of goals for a six-month period. He suggested the following goals:

- Focus on 2-4 key initiatives
- Continue Marketing sub-committee and develop marketing methods to target new businesses
- Review the method of the Planning Department's interaction with current businesses and look towards improvements and/or changes

Chairman Arndt felt that some type of presentation should be made to the City Council quarterly or bi-monthly, in terms of the actions of the EDC.

Commissioner Lanphere suggested the following:

- Business retention through the Interview Process and the Breakfast Meetings
- Marketing, in terms of updating the City's website to make it more user friendly reflecting the community in a positive manner
- Review the method of the Planning Department's system
- Review the Master Fee Schedule

Commissioner Agopian agreed with Commissioner Lanphere's first three suggestions and further felt that the Commission did not have a coherent strategy regarding either an area that could be prioritized to develop business, or a segment of business that could be targeted for 2005 and 2006, making this a 2-year approach.

Commissioner Kalafate felt that further studies needed to be done, in terms of researching the Planning Department's processing system. In speaking to the survey, he felt the Commission needed to reach outside the community to receive their input as to why they would not come into Antioch.

Commissioner Pfeiffer felt that a priority was the City's Planning Department's system, and suggested that a fictitious business be run through the system as a test.

Commissioner Holman agreed with the prior suggestions, and questioned what the tangible deliverables that the EDC would like to leave behind in the year 2005. Discussions ensued regarding the importance of tracking the business license process through the Planning Department and the involvement of the subcommittee. Chairman Arndt requested that the subcommittee devise goals to obtain the tangible results that could be brought back to the Commission for review.

Assistant City Manager/Economic Development Director Díaz agreed with the Commission's suggestions for goals and felt they could all be elaborated on. Through discussions it was requested that a subcommittee be formed to review the Planning Department's system, wherein Commissioners Pfeifer and Kalafate volunteered. It was further noted that Commissioner Agopian volunteered to serve on a subcommittee regarding reviewing areas of the community that could be targeted for new businesses or segments of businesses.

Per the request of Chairman Arndt, Ms. Díaz stated that a City Staff member would speak to the Commission at the next meeting regarding various areas of the community, in terms of growth and future planning.

Chairman Arndt requested that a report be provided by Staff at each EDC meeting regarding where the EDC was at, in terms of the goals provided here tonight.

**5. COMMENTS**

**a) Public**

George Carter, resident and a Job Developer with East Bay Works Career Center, stated that he was interested in planning a new business that would provide services to new businesses. He noted that he would be conducting workshops for individuals and entities and that a goal in Antioch would be to reach seniors who will need help in the interview process.

**b) Commission**

Commissioner Holman expressed concern of the growth of the Slatten Ranch area, in terms of the manner in which Brentwood has chosen to develop. Furthermore, he commented on the future of the development of the Downtown Redevelopment, he felt the City was taking a very sound and defined good vision for the revitalization of the downtown area, and felt the City was also taking a proper approach in selecting the experts to put this plan together in a cohesive manner.

Commissioner Kalafate complimented the City's Neighborhood Improvement Department and the City's Police Department in their endeavors to tag and tow abandoned vehicles throughout the community.

Commissioner Lanphere reported that the Silver and Gold Gala would be held on January 21, 2005.

**c) Staff**

Assistant City Manager and Economic Development Director Díaz reported that the deadline to receive applications for a new Economic Development Director would be February 5 and the RFQ for the Downtown Revitalization would be coming before the Council on January 11. She further reminded the Commission that the next EDC meeting would be held on January 31.

**6. ADJOURNMENT**

***Chairman Arndt adjourned the Economic Development Commission at 8:25 p.m. to the next meeting scheduled for January 31, 2005.***

Respectfully Submitted,

Debra Lawson  
Minutes Clerk