

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

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

**November 1, 2005  
City Council Chambers**

Interim Chair Holman called the meeting to order at 6:30 p.m. on Tuesday, November 1, 2005 in the City Council Chambers.

**ROLL CALL**

Present: Commissioners Agopian, Pfeiffer, Pearson, Scinto, Davis, Lanphere and Interim Chairman Holman  
Staff: Assistant City Manager/Economic Development Director Pappas Díaz  
Minutes Clerk Lawson

**PLEDGE OF ALLEGIANCE**

**1. APPROVAL OF MINUTES: October 4, 2005**

*The Minutes were approved as written and not voted on, due to a lack of a quorum.*

***AYES: Agopian and Pfeiffer***

***ABSENT: Lanphere***

***ABSTENTION: Davis, Pearson, Scinto and Holman***

Commissioner Lanphere arrived at 6:36 p.m.

**2. RIVERTOWN PRESENTATION BY MASTER DEVELOPER (ARCADIS)**

Assistant City Manager/Economic Development Director (ACM/EDD) Pappas Díaz provided a brief introduction.

Lisa Micheletti Cope, Program Manager, Arcadis, 1050 Marine Way South, Richmond, provided an introduction of the proposed Waterfront Redevelopment Plan and provided a handout to the Commission that further depicted additional information relating to the various phases of the proposed development plan.

Discussions and comments were heard relating to:

- To ensure that collaboration and communication between all parties are ongoing.
- Interim Chair Holman stated that he felt a regular working group comprised of two members from each pertinent City Board and Commission meet on a monthly or bi-monthly basis to take back consistent information to their respective groups. ACM/EDD Pappas Díaz felt that this might be premature at this point in time, and assured the Commission that the representative from Arcadias would keep the Commission, as well as all Boards and Commissions, informed on a continual basis via a newsletter. She further felt that when Arcadias established an office in the downtown area and the project moves forward, she felt that a working group would then be of benefit to the City.
- Commissioner Pfeiffer wanted to ensure that all public input was heard.
- Access to the downtown area.

### 3. REVIEW OF RESOLUTION ON SELECTION OF CHAIR/VICE CHAIR

ACM/EDD Pappas Díaz stated the present Resolution had been approved in 2004 and it was to set up on a rotational system for the selection of Chair and Vice Chair. She suggested that the Commission get in sync with the City's political schedule, which would mean that a position would be chosen in November and become effective in December and it would then be on a calendar-year basis.

***On motion by Commissioner Lanphere and seconded by Commissioner Pfeiffer, the Economic Development Commission voted in favor of retaining the basic policy of establishing Chairs, however that it be modified into a Calendar Year.***

The motion was not approved, due to further discussion.

Per the request of Commissioner Pearson, Interim Chair Holman explained seniority issues, as well as the function of the Chairman and Vice Chairman.

***On motion by Commissioner Lanphere and seconded by Commissioner Pfeiffer, the Economic Development Commission voted in favor of retaining the basic policy of establishing Chairs, and that it be modified into a Calendar Year. The Chairs selected this evening would begin serving immediately through to December 31, 2006.***

***AYES: Lanphere, Pfeiffer, Agopian, Davis, Pearson, Scinto and Holman***

### 4. SELECTION OF CHAIR/VICE CHAIR

Commissioner Lanphere nominated Commissioner Pfeiffer for Chairman and Commissioner Agopian for Vice Chairman.

***On motion by Commissioner Lanphere and Commissioner Agopian nominated Commissioner Pfeiffer as Chairman and Commissioner Agopian as Vice Chairman for the Economic Development Commission for a term starting November 1, 2005 through December 31, 2006.***

***AYES: Lanphere, Agopian, Pfeiffer, Davis, Pearson, Scinto and Holman***

### 5. 2006 WORK PLAN – COMMISSION GOALS AND SUBCOMMITTEE SELECTIONS

Commissioner Lanphere distributed a Demographic Packet to the Commission and proposed that the Commission put together subcommittees consisting of no more than 2 or 3 individuals for the following four key areas for 2006:

- 1) Internal Economic Development, in terms of following up on the City's site ordinance, staffing for the Economic Development Department, and review the present system for fast tracking permits.
- 2) Outreach Area, in terms of the Antioch Partnership Breakfast Group, this group would create teams in the area for Economic Development and the recruitment of key areas from the information received at the Breakfasts. Tourism should also be included in the future.
- 3) Marketing and Branding Group, which would continue to evaluate the website on a continual basis, signage within the City, evaluate the method of how the City is marketed and branded, compared to surrounding communities, as well as marketing and branding East County.
- 4) Target Area Group, which at the present time is the downtown area, but future years the Kerley properties or larger properties could be reviewed that would create a substantial change to the City.

Commissioner Davis stated that his major concern is the improvement of the downtown area.

Commissioner Agopian approved of Commissioner Lanphere's proposal and particularly approved of the manner in which the groups were broken out. He further stated that networking with other cities, as well as their staff members, was of major importance and stressed the fact that if all cities work together the Economic Development Commission would become more viable.

Commissioner Pearson approved of Commissioner Lanphere's proposal. He felt that the impact of transportation on the City's economical growth was important, in terms of transportation to the downtown area or becoming involved with Highway 4 development or the Highway 4 Bypass or other arteries in and out of the City. He also felt that the creation of office space or satellite offices from residents that worked out of the San Francisco or Silicon Valley area would greatly benefit the City. Commissioner Pearson suggested that these ideas be incorporated into Commissioner Lanphere's suggestions. Commissioner Lanphere interjected that she agreed and felt that these ideas could be worked into her suggestions.

Commissioner Holman offered his support of Commissioner Lanphere's proposals.

Commissioner Scinto offered the following suggestions:

- Economic viability for Antioch should be marketed, via some type of presentation.
- Partnering with the Design Review Board and acknowledging the impact of aesthetics and economic willingness.
- Business practices, strategies, planning, etc., workshops. He asked what could be provided to the City's current business community to help them improve practices.
- Contra Costa Economic Summit, in terms of partnering with other cities and gaining further knowledge.
- Downtown hub research and outreach, in terms of getting core businesses within the downtown area.
- Developing a "Wants and Needs Survey".
- Small business needs, in terms of consolidating efforts, team building and planning.
- State of the City, in terms of some type of economic timeline such as "Where were we, Where are we and Where do we want to be."
- A "What To Do Guide" on how to start a business in Antioch.
- Maintaining Antioch, in terms of using current space and maintaining current spaces.

James Kyle, 1123 D St., suggested that the Commission review parking requirements, in terms of the square footage of buildings that are constructed and how the number of parking spaces are determined. Furthermore, that the Commission periodically review the current General Plan and ensure that it is being followed.

Chairman Pfeiffer requested that the four key areas, as proposed by Commissioner Lanphere, be approved and that Commissioners are chosen for the specific subcommittees. The subcommittees would then come back at the next meeting with various ideas for discussion.

Commissioner Lanphere requested that she serve on the "Marketing and Branding Group".

***On motion by Commissioner Lanphere and seconded by Commissioner Agopian, the Economic Development Commission moved to divide the Commission into four (4) key subcommittees, wherein those subcommittees would determine the goals of the following subcommittees:***

- 1) Internal Economic Development***
- 2) Outreach Area***
- 3) Marketing & Branding***
- 4) Target Areas***

***Furthermore, that Staff would be directed to research the Brown Act to determine the number of Commissioners that would serve on each subcommittee, and each Commissioner would submit their requests to the Chair.***

***AYES: Lanphere, Agopian, Davis, Pearson, Holman, Scinto and Pfeiffer***

## **6. COMMENTS**

### **A) PUBLIC**

Chairman Pfeiffer stated for the record that a Speaker Card was received and entered into the record from Ms. Krystal Minojara regarding Measure K.

James Kyle, 1123 D St., commented on Arcadis' horizontal plans along the water front. Lisa Micheletti Cope with Arcadis responded that this issue would be studied within the CEQA Environmental Study. Mr. Kyle also asked if any downtown development already planned was being incorporated into the new downtown development. ACM/EDD Pappas Díaz responded that all plans were being given to Mr. Williams with Arcadis, where he would then communicate on a consistent basis with all groups involved. Mr. Kyle further requested information regarding the Gaylord property and its current status.

### **B) COMMISSION**

Commissioner Lanphere reported that:

- The "State of the Schools" would be held on November 3.
- Nominations are currently being accepted for "Citizen of the Year" and the "Business of the Year".

She distributed Chamber of Commerce Guides for the new Commission members.

Commissioner Davis stated that he was looking forward to working on the newly formed subcommittees.

Commissioner Agopian felt it would be advantageous for the Commission, that as a part of each meeting some type of issue be brought up for the new commissioners to review, and noted that he agreed with tonight's suggestion to review the Economic Development portion of the General Plan. He further suggested that a Visionary Workshop be planned for the near future.

Commissioner Pearson introduced himself and stated that he was looking forward to serving on the Economic Development Commission.

Commissioner Holman stated that he approved of Commissioner Lanphere's suggestions and was looking forward to moving ahead with the subcommittees. He further stated his approval of a future Workshop.

Commissioner Scinto stated his appreciation and enthusiasm in working on upcoming goals and projects.

Chairman Pfeiffer stated that he was looking forward to working with the new subcommittees and towards new goals for the Economic Development Commission.

**C) STAFF**

ACM/EDD Pappas Díaz reported that the next Business Breakfast would be held on November 15 at Lone Tree Golf Course. She further spoke to newer and older retail development throughout the City and distributed a report written by the City Attorney regarding the Antioch Auto Center.

**7. ADJOURNMENT**

*On motion by Commissioner Lanphere and seconded by Commissioner Pearson the Economic Development Commission adjourned at 8:25 p.m. to the next regular meeting scheduled on December 6, 2005.*

**AYES: Lanphere, Pearson, Agopian, Holman, Davis, Scinto and Pfeiffer**

Respectfully Submitted,

Debra Lawson  
Minutes Clerk