

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

**Regular Meeting
6, 2005
6:30 p.m.**

December

City Council Chambers

Chairman Pfeiffer called the meeting to order at 6:35 p.m. on Tuesday, December 6, 2005 in the City Council Chambers.

ROLL CALL

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

PLEDGE OF ALLEGIANCE

1. APPROVAL OF MINUTES: November 1, 2005

Commissioner Holman requested a change on page 1, Item No. 2, paragraph 3, second bullet, line 7, changing the word "comprised" to "**informed**". Also, on page 4, Item No. 6, second paragraph, changing the sentence to read: "**Mr. Kyle also asked if any downtown development already planned was being incorporated into the new downtown development**".

On motion by Commissioner Holman and seconded by Commissioner Agopian, the Economic Development Commission approved the Minutes of November 1, 2005 as amended.

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

ABSENT: *Lanphere and Pearson*

Commissioner Pearson arrived at 6:40 p.m.

Commissioner Lanphere arrived at 6:42 p.m.

2. SUBCOMMITTEE ASSIGNMENTS

- **DISCUSSION ON TOPICS & SCHEDULING MEETINGS**
- **NEW TASK FORCE FOR HISTORICAL & PRESERVATION ISSUES**

Chairman Pfeiffer provided a brief introduction to the Subcommittee Assignments, per the handout.

Chairman Pfeiffer read the following Subcommittee Assignments:

Marketing & Branding:

Commissioner Lanphere (Chair) and Commissioners Agopian, Holman and Scinto

Outreach:

Commissioner Agopian (Chair) and Commissioners Pearson, Lanphere, Davis and Pfeiffer

Target Area:

Commissioner Holman (Chair) and Commissioners Davis, Scinto, Pearson and Pfeiffer

All Commissioners expressed their agreement regarding their respective subcommittee assignments.

On motion by Commissioner Pearson and seconded by Commissioner Agopian, the Economic Development Commission approved the Subcommittee Assignments as read by Chairman Pfeiffer.

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

NEW TASK FORCE FOR HISTORICAL & PRESERVATION ISSUES

In responding to Commissioner Agopian regarding the Brown Act, Assistant City Manager/Economic Development Director (ACM/EDD) Pappas Díaz stated that per the City Attorney it would be assumed that all meetings would be posted, per the City's Ordinance. The meetings could be held outside of the City Hall, but public input would need to be allowed. ACM/EDD Pappas Díaz also provided information relative to Commissioner Agopian's question regarding the folding in of the subgroup on the Target Area and what drove this particular concept, in terms of the Historical Preservation Ordinance. She noted that there was concern throughout the downtown residential community regarding involvement of the redevelopment of the commercial aspect of the downtown area and it was noted by the Historical Preservation Society that they wanted to be involved in the preservation of the aesthetics of the downtown area. Commissioner Scinto interjected that the Rivertown Preservation Society (RPS) had recently met to discuss the downtown master plan and noted that they would be involved in this process.

Commissioner Lanphere wanted to ensure that a partnership would be formed with the RPS and the Historical Preservation Society throughout the process, but expressed concern to the overall project moving forward, in terms of all involved parties working together. She wanted to ensure that the native charm be preserved within the downtown area without putting roadblocks on the entire project. ACM/EDD Pappas Díaz stated that the Arcadis perspective was to be out there, open and inclusive and that having a certain type of connection to these historical groups, Arcadis felt all parties would be working in conjunction with each other for the betterment of the project.

Commissioner Agopian agreed that input was important in this process, but questioned the role of the Economic Development Commission (EDC) working within the task force. He felt the EDC's focus was economic development, whereas the possible goal of the task force was to move towards a historical preservation ordinance. He stated that he had serious concerns regarding the formation of an ordinance being a goal of this working subgroup and felt it was not in the purview of the EDC, and also felt it could be a potential roadblock to development, and not a partnership.

Commissioner Holman felt there was an economic development component within this subgroup, in terms of creating a destination for the community as well as bringing in people from outside the community. He definitely felt that the EDC played a role in this subgroup and having interaction with the RPS and Historical Preservation Society would provide an avenue for economic development while maintaining the existing character of the downtown area.

Through discussion, ACM/EDD Pappas Díaz stated that she defined this task force as project specific and for a short period of time. If through meetings it is found that all parties were moving in opposite directions or it would not encompass the ultimate goals of the Commission, the task force could be dissolved. The task force was meant to be an opportunity for two other groups to be brought into the fold of the overall project.

In further elaborating on his past comments, Commissioner Agopian expressed his support of the concept but wanted to ensure that the role of the EDC was understood within the interplay of this discussion and wanted to ensure that the goals of the subgroup be defined. He further felt that it was within the scope of the EDC to be involved in this project, as well as retaining the character of the downtown area.

Chairman Pfeiffer requested further discussion regarding the three different subcommittees, in terms of scheduled meeting times.

Commissioner Lanphere spoke to her subcommittee assignments, 1) Outreach: Follow-up was needed from the Antioch Partnership Breakfast, SNIFS and other areas where businesses could be brought in. 2) Marketing & Branding: The subcommittee's direction needed to be defined in terms of budgetary needs, type of branding and finding shareholders to bring these issues forward.

Commissioner Davis suggested that 1) Outreach subcommittee should review business symposiums for small businesses and 2) Target Area subcommittee needed to review possible topics.

Commissioner Agopian agreed that business symposiums needed to be discussed within the purview of the Outreach subcommittee and meeting schedules needed to be discussed further to move forward.

Through discussions ACM/EDD Pappas Díaz suggested that the EDC devise a template-type agenda look that could be e-mailed to her in order to keep her apprised on the meeting dates, and requested that the Chair of each subcommittee appoint an individual to write up a synopsis of Minutes from each subcommittee meeting. These minutes would be forwarded to all Commissioners to keep everyone informed and that they would provide updates for future EDC meetings. She further suggested that the next EDC meeting be scheduled for January 17, 2006, due to scheduling conflicts.

Commissioner Holman suggested that each subcommittee devise an agenda that contains goals and objections, which could be brought back to the EDC to be further defined and discussed.

Discussions ensued regarding meeting schedules. Commissioner Agopian suggested that the Outreach subcommittee meet on December 19 at 6:30 p.m. at the Chamber of Commerce meeting room and further suggested that the two (2) other subcommittees dovetail on this meeting in one hour intervals. Commissioner Lanphere requested that the Marketing and Branding subcommittee be held first at 6:30 p.m., wherein the Commission concurred.

Through discussions the EDC decided that a Mission Statement as well as topics to be discussed be written in a guideline form for each subcommittee.

On motion by Commissioner Agopian and seconded by Commissioner Lanphere, the EDC moved to hold the three (3) subcommittee initial meetings on December 19 starting at 6:30 p.m. on an hourly basis. Each subcommittee will devise a Mission Statement to be brought back to the next regularly scheduled EDC meeting.

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

3. POTENTIAL JANUARY MEETING DATE CHANGE

Acting on ACM/EDD Pappas Díaz' suggestion, Chairman Pfeiffer requested that the next EDC meeting be changed to January 17, 2006 followed by the February EDC meeting to be held on February 7, 2006.

On motion by Commissioner Pfeiffer and seconded by Commissioner Pearson, the Economic Development Commission approved to change the next EDC meeting to January 17, 2006.

4. SIGN ORDINANCE

- **ORAL PRESENTATION ON REVIEW PROCESS & TIMELINE (SEE SIGN ORDINANCE ON CITY WEBSITE (www.ci.antioch.ca.us) UNDER MUNICIPAL CODE, CHAPTER 5, ZONING**

ACM/EDD Pappas Díaz stated that an initial review of the Sign Ordinance was started last year and it was felt that it should now be brought back for review and comment before the Commission. She suggested that certain sections be selected and that a timeline be set for discussion, and that a City Planner could be assigned to come before the Commission for further input. She would also issue a notice to the press for public input. All suggestions would then be taken to the Planning Commission and then on to the City Council for final review and approval.

Chairman Pfeiffer felt the Sign Ordinance was important and needed to be addressed and he agreed that this ordinance should be discussed section by section.

Commissioner Lanphere agreed that this was an important issue, but expressed concern to the Commission making critical decisions because she felt that specific legal and technical issues needed to be researched on behalf of the EDC. She also felt that before the EDC moves forward, that the Commission as a whole create overall goals and be knowledgeable of the goals before the issues are researched and put into place within the ordinance. She felt there were many technical issues that needed to be understood by the EDC before moving forward and she wanted to be fair to all types of businesses within the community.

ACM/EDD Pappas Díaz requested that all Commissioners review the ordinance and e-mail her with any comments or concerns.

Commissioner Agopian felt that the concept of the ordinance needed to be understood by the EDC before any revisions are made, and wanted to ensure that the public be given the opportunity to provide input.

ACM/EDD Pappas Díaz stated that this issue will be brought back to the Commission on January 17, as well as a member of City Staff, to offer any additional information. A proposed timeline of sections for discussion will also be provided. She added that it will be noticed to the public.

5. COMMENTS

A) PUBLIC

Mr. Biagas, Antioch resident, stated that he would be opening his first business in Antioch in the near future and felt the new subcommittees that were presented here

tonight were very important for the future of the community. He felt that the sign ordinance was very important for any future business and wanted to ensure that the City Staff will provide a business friendly process for all businesses. Mr. Biagas stated that he would like to participate in all discussions on this issue.

B) COMMISSION

Commissioner Lanphere reported:

- 1) She would be attending a Trade Mission in Ireland on April 7-15, 2006 and in speaking on behalf of the Outreach Subcommittee and the EDC she encouraged a member of the EDC or City Staff to also attend this event.
- 2) That a future agenda item be added regarding variance issues, in terms of fees.
- 3) The Chamber Mixer would be held on December 8 at Kaiser Permanente from 5:00 to 6:30 p.m.
- 4) The deadline for nominations for Citizen and Business of the Year is December 10.
- 5) The Inaugural Gala will be held on January 27, 2006 to be held at the Lone Tree Golf Course from 6:30 to 9:30 p.m.

Commissioner Davis expressed concern to the amount of support that is given to small businesses. Commissioner Lanphere spoke to the Small Business Information Center (SBIC) that is located at the Chamber of Commerce and felt this was a good opportunity for small businesses in their start up process.

Commissioner Agopian reported that finance issues were discussed at a past Business Breakfast and noted that Wells Fargo has stated that they would be willing to host a seminar for first time business owners.

Commissioner Pearson felt positive with tonight's discussions and felt that the EDC was moving in the right direction to work through various issues.

Commissioner Scinto felt optimistic that there is a new found interest in Antioch and fully supported all efforts in supporting first time businesses.

Chairman Pfeiffer spoke to the importance of having a business friendly process between the City and local businesses. For the next EDC agenda he requested the following items be added: 1) The development of a new hotel, in terms of zoning and economic issues, and 2) the Restaurant Incentive Program.

C) STAFF

ACM/EDD Pappas Díaz reported on:

- Meetings have been held regarding the development of a new hotel and stated that she would provide an update at the next meeting.
- Regarding the Restaurant Incentive Program, the "Bases Loaded" restaurant is moving through the Design Review Board and Planning process. She would provide a final update to the Commission at a future meeting.
- The Draft MDDA from Arcadis will be presented to the City Council in January and Arcadis will be opening an office in the downtown area in the near future.
- The Entry Sign Subcommittee will meet on December 12 to review sign materials.
- An Interim Ordinance regarding Downtown Uses will be presented to the City Council in the near future.
- Regarding small business loans, information has been received from the County's Community Development Block Grant Program (CDBG) Program and she will present further information to the Commission at an upcoming meeting.

7. ADJOURNMENT

On motion by Commissioner Lanphere and seconded by Commissioner Agopian, the Economic Development Commission adjourned at 8:40 p.m. to the Subcommittee Meetings on December 19, 2005.

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

Respectfully Submitted,

Debra Lawson
Minutes Clerk