

CITY OF ANTIOCH
ECONOMIC DEVELOPMENT COMMISSION
REGULAR MEETING

Regular Meeting
6:30 p.m.

March 1, 2005
City Council Chambers

Chairman Arndt called the meeting to order at 6:30 p.m. on Tuesday, March 1, 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
Assistant to the City Manager Gegg
Minutes Clerk Debra Lawson

PLEDGE OF ALLEGIANCE

1. APPROVAL OF MINUTES: January 31, 2005

Commissioner Lanphere requested a change on page 2, under Item No. 4, third paragraph, line 4 to read: *"and/or major businesses within the City."*

On motion by Commissioner Lanphere and seconded by Commissioner Holman, the Minutes of January 31, 2005 were approved with the amended change.

AYES: Lanphere, Holman and Arndt

ABSTENTION: Pfeiffer and Agopian

ABSENT: Kalafate

The vote failed due to a lack of a quorum.

**2. CITY OF ANTIOCH WEBSITE
A. PRESENTATION AND DISCUSSION**

Assistant City Manager/Economic Development Director (ACM/EDD) Diaz provided a brief synopsis of the item.

Assistant to the City Manager Gegg provided background information, per the Staff Report, and presented a Power Point presentation. He requested that the Commission provide any input, in terms of changes to the website, as well as a prioritization of any changes.

Commissioner Pfeiffer felt that the City Agendas were not user friendly and felt this issue should be reviewed. Through discussions, Mr. Gegg displayed various other City websites and it was suggested by the Commission that a link for the agendas be posted on the front page of the website.

Commissioner Kalafate arrived at 6:50 p.m.

Commissioner Lanphere suggested that the front page of the website be kept in a simple format, but that it contain a "hot" link, which would change from time to time depending on the importance of the issue. The front page should also contain basic link clean buttons on a regular basis.

Discussions further ensued amongst Staff and the Commission regarding:

- Colorization of the website's front page
- Simplifying the front page of the website
- Making the front page of the website attractive
- Simple buttons for direct users

Commissioner Agopian felt that the first page of the website should be visibly attractive, showcasing the City of Antioch. He further felt that the link buttons should be user friendly with possibly only 8-10 meaningful buttons with links that lead to corresponding issues, events and/or businesses.

In responding to ACM/EDD Pappas Díaz, the Commission agreed that pictures of the City Council, or other staff members, commissions or board members be displayed on the website along with a biography, and that they would be updated on an annual basis. Furthermore, that on the sites that contained the photographs, agendas, minutes and meeting schedules be available for viewing.

Commissioner Lanphere stated that the each department should be taken into account, in terms of photographs and any pertinent information. Furthermore, that a procedure be put into place for each department to update their information and that it be updated on a regular basis.

Chairman Arndt added that current events should be placed on the front page of the website.

Commissioner Kalafate requested that the Downtown area be recognized on the website.

Chairman Arndt requested that the Minutes be approved at this time, due to the arrival of Commissioner Kalafate.

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On motion by Commissioner Lanphere and seconded by Commissioner Holman, the Minutes of January 31, 2005 were approved with the amended change.

AYES: Lanphere, Holman, Kalafate and Arndt

ABSTENTION: Pfeiffer and Agopian

3. UPDATES

- A. BUSINESS BREAKFASTS**
- B. INTERVIEW TOOL**
- C. PLANNING PROCESS**
- D. MARKETING TOOLS**
- E. TARGETED AREA/BUSINESS**

➤ Business Breakfasts

Commissioner Lanphere announced that the Business Breakfast was scheduled for April 19 at the Lone Tree Golf Course, and that she was in the process of obtaining a list for businesses to invite. She requested that the Commission submit names of businesses to her and that she would like a list of approximately 30 people. Commissioner Lanphere stated that she would personally call and invite each individual business owner and added that invitations would also be extended to City Department Heads and Councilmembers.

➤ Interview Tool

Commissioner Lanphere reported that this issue was placed on hold based on pending information.

➤ Planning Process

Commissioner Pfeiffer reported that in speaking to local businesses it was felt that the planning process took quite a long time and business owners were frustrated with time delays. ACM/EDD Pappas Díaz requested that information be obtained from the businesses as to the specifics of the time delays and that any further comments and/or suggestions be obtained.

➤ Marketing Tools

ACM/EDD Pappas Díaz noted that the website presentation sufficed for this item.

➤ Targeted Area/Business

Chairman Arndt stated that this item would be continued to the next meeting.

4. STAFF UPDATE

- A. ARB MEETING**
- B. SPECIAL REGIONAL EVENT AND PROGRAM**

➤ ARB Meeting

ACM/EDD Pappas Díaz reported that the Antioch Rivertown Business (ARB) Association held a meeting on February 9 that herself and Commissioner Lanphere had attended. She noted that this association wanted to become more involved in community activities and that the next meeting will be held on April 10.

➤ Special Regional Event and Program

ACM/EDD Pappas Díaz reported on the "Be a Hometown Hero" campaign that would offer a Lance Armstrong-type bracelet, that will be introduced in a kick-off event at Slatten Ranch held on the first weekend of May. She further noted that sponsorships were currently being sought to purchase the bracelets and that proceeds from the bracelets would go towards various City improvements.

5. **COMMENTS**

a) **Public**

None.

b) **Commission**

Commissioner Lanphere announced that the official opening date for the SBIC will be on April 4, 2005. She further noted that the State of the City would be held on May 4, 2005 at 11:30 at Tao Sin Jin Restaurant. Commissioner Lanphere requested that the local sign ordinance and enforcement issue needed to be reviewed by the EDC and that this be placed on a future agenda.

Commissioner Agopian publicly stated his appreciation to the Mayor and Chief of Police for their involvement on the Task Force regarding the recent activity that has taken place in the Albertson's area. He also noted that the City was taking a collaborative approach with private businesses and the school system to ensure that the shopping centers were safe. He felt this provided Antioch with having the perception of a business-friendly environment.

Commissioner Holman again suggested that the City consider the idea of a Baccalaureate Program or some type of college-preparatory school. He felt that the school district should consider the economic development aspect of any decisions that are made on how they might want to more creatively structure the school system, as well as keeping the Economic Development component in mind.

c) **Staff**

ACM/EDD Pappas Díaz reported that three applications have been received for the EDC vacancy.

6. **ADJOURNMENT**

Chairman Arndt adjourned the Economic Development Commission at 8:00 p.m. to the next meeting scheduled for April 5, 2005

Respectfully Submitted,

Debra Lawson
Minutes Clerk