

City of Antioch
Economic Development Commission
MINUTES

Regular Meeting
Tuesday, May 6, 2014
6:00 p.m.
City Council Chamber

The meeting was called to order at 6:03 p.m. on Tuesday, May 6, 2014, in the City Council Chamber.

ROLL CALL

Present: Vice Chair Archuleta, Commissioners Asadoorian, Parhams and Thorpe

Absent: Chair Wright (excused), Commissioner Parsons (excused) and Vacancy

Staff Present: Economic Development Program Manager Nunnally

PLEDGE OF ALLEGIANCE

Item 1 – Approval of Prior Meeting Minutes

The Minutes were approved 4-0 (Parsons and Wright absent, one vacancy).

Item 2 – Timing Update on Citywide Strategic Plan, Including the Economic Development Strategic Plan (EDSP) Portion

EDPM Nunnally stated that the Citywide Strategic Plan was tentatively scheduled to be discussed at the May 27, 2014 City Council meeting and that he'd email the draft to the EDC once it'd been released publicly.

Item 3 – Four Focus Areas

There were no updates on the Quality of Life or Human Capital Development Focus Areas, and Commissioner Asadoorian mentioned under the Business and Community Outreach Focus Area that there were appeals to the Antioch Unified School District for transfers to other districts, he called Second St. a "gold mine" and asked how the City can get people from southeast Antioch to spend time in Rivertown, to which Vice Chair Archuleta replied that the Strategic Plan addresses a lot of these issues. There was no update to the Infrastructure and Capital Development Focus Area.

Item 4 – Restructuring of Four Focus Areas to Realign with the EDSP

Archuleta stated that the Four Focus Areas emerged when the existing EDC as a body was fairly new, and that in the last year they'd learned what's new in Economic Development. Archuleta then recommended changes to the Four Focus Areas based on his opinion that Quality of Life and Human Capital Development was already in everything on which the EDC was focusing, and made the suggestion that there be three Focus Areas based on the draft EDSP that would result in a sustainable ED model if the EDC operationalized the strategies in the EDSP once adopted and created policies to support the EDSP.

Archuleta's suggested Three Focus Areas were:

1. "Antioch's Competitive Advantage and Business Climate", which would address sections 1, 2 and 6 of the draft EDSP
2. "Infrastructure and Targeted Investment", which would address sections 3 and 4 of the draft EDSP, and the prior Ferry Terminal and Incentives sub-focus areas.
3. "Regional Economic Development", which would support section 5 of the draft EDSP.

Asadoorian stated his belief that the Strategic Plan needed to weave in the school system because people buy in areas where the schools are succeeding, and said that highlights of AUSD efforts and Measure C—Increasing Public Safety should be part of the marketing.

Item 5 – Change Meeting Agenda to Mirror the EDSP

Chair Wright was not present to speak on the topic, but Nunnally said that if the EDC chose to adopt the Three Focus Areas suggested by Archuleta that the change in the Agenda to reflect the new Focus Areas would be naturally occurring.

Item 6 – Public, Commission and Staff Comments

- a) Public – Resident Fred Hoskins spoke about what he thought the Commission should do and be. Resident Iris Archuleta stated that AB 109 is moving forward and that the County approval process is pending, and that service providers will launch by July 1. She indicated that East and Central Contra Costa are being allocated 72 percent of the funding.
- b) Commission – Commissioner Parhams asked if it's okay for EDC Commissioners to go out and knock on doors, to which Nunnally replied that they're allowed to do so as a private citizen but that there is concern that they don't give the impression that they're representing the City or the Commission in any official capacity. Asadoorian then asked if the EDC or any other boards or commissions have business cards, to which Nunnally replied that he'd inquire and let the EDC know at the next meeting. Parhams then asked about broadband in Antioch, and she was made aware of the efforts by various groups such as the Contra Costa Economic Partnership, the East Bay Broadband Consortium and the East Bay Leadership Council to bring broadband to the entire East Bay. Archuleta then announced an educational luncheon being held by the Youth Intervention Network regarding truancy at the Lone Tree Golf Course on Wednesday, May 7, 2014 at 11:30 a.m.

- c) Staff – Nunnally discussed that the CIP’s 5-Year Program placed on the dais was for informational purposes for the EDC, mentioned that there were several promising tenants pending in Rivertown, provided the latest update on the EDC recruiting efforts and announced that Michelle Fitzer had an announcement to make. Fitzer announced to the EDC that Nunnally and she had been reassigned to Economic Development Program Manager and Administrative Services Director, respectively, and thanked the EDC and commended them on their commitment to the City of Antioch.

Item 7 – Adjournment

Archuleta announced that the next regular meeting of the Economic Development Commission would be held Tuesday, June 3, 2014 at 6:00 p.m. at the City Council Chamber and adjourned the regular meeting of the Economic Development Commission at 6:48 p.m.

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