

CITY COUNCIL COMMITTEE

SPECIAL MEETING

HOUSING & ECONOMIC DEVELOPMENT

Ron Leone, Chair

Dan Helix, Committee Member

5:30 p.m., Monday, May 5, 2014

**Building A, Garden Conference Room
1950 Parkside Drive, Concord**

- ANNOTATED AGENDA -

ROLL CALL: All present

STAFF PRESENT: Scott P. Johnson, Assistant City Manager; Victoria Walker, Director of Community and Economic Development; John Montagh, Economic Development & Housing Manager.

MEMBERS OF THE PUBLIC WHO ADDRESSED THE COMMITTEE: Ray Barbour; Marilyn Fowler (Concord Chamber of Commerce); Jack Hlavac (Visit Concord); Matt Hohenstreet (Visit Concord), and an unidentified member of the public.

PUBLIC COMMENT PERIOD: None

1. **CONSIDERATION** – A Proposed Economic Development Marketing Initiative. Report by John Montagh, Economic Development/Housing Manager.

ACTION: John Montagh provided an overview of the staff report and requested input and direction from the Committee members. After the report was presented, Chairman Leone asked for public comment.

Mr. Barbour stated that the City should be able to sell itself by having good roads and a safe city. The requested amount of funds for the program seem too much. Increasing marketing funds when Measure Q may need to be extended is not the best solution.

Ms. Fowler felt that the timing for the Marketing Plan makes sense and could generate more commerce and bring business to Concord.

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Mr. Hohenstreet stated that you need to spend money to make money. The proposal allows the City to communicate what Concord has to offer to Bay Area businesses who may not know what Concord has to offer.

Mr. Hlavac followed up by saying the City should look at this opportunity as a way to partner with its business communities to promote business and generate more money, jobs and investment in the City.

Public Comment was then closed and Committee Member Helix spoke about the importance of marketing Concord. He felt that the marketing plan is imperative for Concord to communicate why businesses should come and locate in Concord. Mr. Helix was supportive of staff's recommendations.

Chairman Leone also felt marketing Concord is important for the organization to implement and shows that the City is proactive in generating economic development for the City. He also felt the plan could potentially promote a new slogan for the City: Concord, the Heart of Diablo Valley.

Chairman Leone had concerns centered on the timing for the plan and the use of General Fund revenue to fund the program. He felt timing for the request for General Fund dollars may hurt the City in the eyes of the public.

General discussion continued on the importance of marketing, how it is a proactive measure to increase revenues and private investment.

The Committee then recommended that the item be moved to the City Council and be raised at the May 13, 2014 City Council meeting during the Budget Presentation.

2. **ADJOURNMENT** at 6:20 p.m.



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