

# CITY COUNCIL COMMITTEE

## HOUSING & ECONOMIC DEVELOPMENT

Dan Helix, Chair

Ron Leone, Committee Member

5:30 p.m., Monday, January 26, 2015

Building A, Garden Conference Room  
1950 Parkside Drive, Concord

### - ANNOTATED AGENDA -

**ROLL CALL:** All present

**STAFF PRESENT:** Jovan Grogan, Deputy City Manager; Victoria Walker, Community & Economic Development Director and John Montagh, Economic Development & Housing Manager

**MEMBERS OF THE PUBLIC WHO ADDRESSED THE COMMITTEE:** Marilyn Fowler, Concord Chamber of Commerce; Darrin Walters, Todos Santos Business Association; Maribel Delgado, Monument Business Network and Ray Barbour, Public.

**PUBLIC COMMENT PERIOD:** None

1. **DISCUSSION** – Economic Development Program for Small Businesses. Report by John Montagh, Economic Development & Housing Manager.

**ACTION:** John Montagh provided an overview of the report. Committee Chair Dan Helix began the discussion by stating that the City should increase economic development staff capacity as part of its economic development expansion. He stated that an increase in staffing would allow a number of new initiatives to move forward, including maintenance of City's web site information on available sites in Concord. Mr. Helix directed staff to select four to five items presented in the report to enhance and present to the City Council at the upcoming March 28 Council workshop. Dan cautioned staff that future development on the Concord Reuse site needs to be compatible with existing City, so that the City remains one united Concord – not "old and new Concord." Dan also stated that the City should upgrade/increase its downtown events program.

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Committee Member Ron Leone stated that economic development plans should include working closely with John Muir to attract new businesses to the area. He also suggested linking with Lawrence Livermore Laboratories to leverage their patents, product development and technologies as a means to attract businesses to Concord and seek partnerships. Mr. Leone then suggested that vacant sites in the downtown area may be used for parking lots for neighboring businesses. He mentioned an opportunity for staff to investigate on a vacant parcel owned by and adjacent to John Muir hospital. Ron also recommended that marketing, social media and web site portals be included with enhancing the Economic Development program.

Committee Member Leone then asked staff to investigate looking into obtaining grants to develop a Specific Plan for the Monument Boulevard area.

Ms. Marilyn Fowler (Greater Concord Chamber of Commerce) stated that they have a good working relationship with the City's Economic Development program. An example was the collaboration between the City and Chamber with hosting the Small Business ADA workshop. Ms. Fowler then stated that more marketing and filling the vacant Economic Development Specialist position would be important to support the City's Economic Development Program.

Mr. Darrin Walters (Todos Santos Business Association) stated that sidewalk repair and infrastructure improvements are needed in the downtown. He also supported Committee Chair Helix' comment regarding maintaining "One Concord."

Ms. Maribel Delgado (Monument Business Network) noted that better working relationships/understandings between existing business groups would be helpful and that business organizations should not operate in silos. She also mentioned the City of Pleasant Hill's façade program as an example the City might consider to help small businesses. Ms. Delgado also suggested that the City investigate improvements to the street lighting and street signage along the Monument corridor.

Mr. Jovan Grogan provided some final comments which included that approximately \$360,000 may be available for Fiscal Year 2014-15 to enhance the City's Economic Development efforts. The use of these funds would be discussed at the upcoming City Council workshop on March 28, 2015.

2. **ADJOURNMENT** at 6:40 p.m. 

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Distribution: City Council  
Valerie Barone, City Manager  
Jovan Grogan, Deputy City Manager  
Mark Coon, City Attorney  
Victoria Walker, Community & Economic Development Director  
John Montagh, Economic Development & Housing Manager  
Florence Weiss, Downtown Program Manager  
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