



Notes for April 28th Meeting at El Campinil Theatre

Opening Statement

Why was the DAA formed? We wanted to form One Voice for businesses with shared questions or concerns to contact the right resource to help.

We also wanted to get people downtown and into our shops and to improve the image of downtown. We wanted to work with existing organizations who are already doing a wonderful job such as the Chamber and Celebrate Antioch, as we all have the same goals!

We tried to start an unofficial association 12 years ago, that started some of the events such as the Wine Walk that are still held today by Celebrate Antioch!

I started talking about forming a downtown association with Bret from Economic Department during the summer and Ron Bernal during his campaign. New businesses began to ask several of us how to get involved. Five of us started talking and putting our ideas together to have the first meeting in February. Now we have 115 signed up on the platform to see what we are all about! Spread the word to other businesses downtown to join us!

Here are our five leaders although we have several others that have helped us along the way. Our leaders are also in businesses for themselves and should be recognized for being experts in their fields.

Kathy Cabrera – K911 Animal Rescue

Kathy Reis – Bookkeeper

Mike Burkholder – Contra Costa News

Bob Mankin – Strategic Digital Marketing

Thank you to Kathie Campbell President of the Board for the El Campanil and Joshua Price Executive Director for the use of their facilities tonight!

Joshua Price - Theatre construction started in 1927 and completed in Nov 1928. Last year was 96th birthday!

June 7th will be a fund raising benefit event. The event will be scaled down from the VIP section. We will be asking businesses what they would like to see at the theatre.

Bessie Scott – City Manager

This is her 6th month on the job and Antioch has been one of her most challenging. She has a vision of Antioch for the businesses and City to work together. The City does not want to run the DAA. “Opportunity lives here but does it survive here?” The City will join the DAA as the City is a business!

The City, the Chamber, Celebrate Antioch and the DAA should all work together to leverage partnerships! The City can provide technical help such as they are working on downtown WiFi. There is room for everyone’s help with the revitalization!

Safety should be a priority with APD down the street. With all the new dining, tea room coming, see a show and enjoy the view, there shouldn’t be an empty space downtown! I want to make sure the theatre and downtown survive and be their “best supporting actress”!

Bret Sweet – Economic Development

The department goal is to bring people and businesses downtown and keep them downtown! We want to help businesses be entrepreneurs with the Antioch Business Collaborative to help with classes, mentorship, coaching and small business capital. You may ask the various resources any questions!

Carla Marrymee – You may find on the City’s website 18 different agencies as resources.

Jim Becker – There are also numerous non-profit resources with great foundations to pitch for funding.

Check out the City's Awards program – Businesses are listed publicly. Spending money in Antioch gives money back!

Debbie shared experience as a new business 12 yrs ago which was not very welcoming with a stamped application and instructions to make payment with no questions about business or resources to share!

The DAA would like to work on a NEW BUSINESS package partnering with the City, Chamber, Celebrate Antioch and other organizations in the City to provide a new business with information and resources! More information on this to follow.

Shadhad Wright – Acting Park and Recreation Director

We started off the meeting with the WHY the DAA is forming. It is all about relationships! "Passion is your seed, seed is your flame and flame takes off and grows!" We need this to grow!

He has been here for 3 yrs. Recreation keeps our community growing. Special events need to partner with businesses to grow. The DAA will be the foundation to work with so everyone is included such as with the 4th of July event downtown.

Rhythm by the River had a lot of work put into it but didn't represent the businesses well.

Next meeting he will provide more information on how businesses will be included in future events. Keep Antioch Beautiful event included over 100 volunteers and even in 1 hour makes a big difference! Beautification of downtown can be cohesion that happens downtown with the City's help!

Betty Smith – President of Rivertown Jamboree

Just had a recent Crab Feed which was sold out! Great event with a lot of love shown with abundance of raffles and silent auctions to raise money for the community!

She was appreciative of the invitation to join the DAA and collaborate with her and her organization on downtown events! Her love of Antioch community although comfortable to be behind the scenes is clear in the work she has done for the community! She has developed many loyal friends from the time she moved here. She was asked to give up the name and organization but wants to continue Rivertown Jamboree and be a part of the DAA and join us for future events! The DAA welcomes her and her organization with open arms and can learn a lot from her expertise and experiences!

Brad Helfenberger – Assistant City Manager – Congratulations to Brad on his new position!

All the City's representation tonight shows the City is supportive of the DAA and working with businesses to be included in future events.

He cannot wait to see what the DAA can do!

Ron Bernal – Mayor of Antioch

Our goal is to all work together! New faces tonight and the City representation shows the support of the capable City Staff to work with the DAA.

The City Mgr does an amazing job! He is excited for the progress of downtown in 2025. He is the DAA "biggest cheerleader" and is there to make sure from a policy standpoint that success come as quickly as possible and make sure sustainable!

Captain Bittner – APD

He has been with us for every meeting and our designated contact and liaison with the Antioch Police Department. He grew up in Antioch and remembers being at the theatre as a kid.

Congratulations to Chief Joseph Vigil for his new position! He will bring much needed stability, understands the community, has competence, he cares and is deeply committed!

APD is doing better than other cities to recruit to 100 officers and soon on to 117. They will be able to expand services and and the goal is to get an assigned

downtown officer! The Business Watch was halted during COVID and hopes to reinstate but what the DAA is starting is what the Watch will also provide. Group texts, emails, call trees, etc are all necessary to communicate to each other safety issues, theft, vandalism, etc.

Updates on DAA

We are at 115 members on the platform to date! We must continue to spread the word and invite other businesses to join!

New members may take the survey, and we will continue to pull and check updates to the survey periodically to hear concerns from the businesses. You may also send us emails on any questions, concerns or issues that arise.

Diane Gibson Gray compiled an overall summary of the 40 responses we had up to date.

Some results were that 58% wanted to participate in Celebrate Antioch events.

This was clear with the 28 businesses that took part in the Easter event. Over 200 children attended shown by over 500 photos taken by Beverly Knight!

Great statistic that we captured was 10 businesses less than a year, 7 businesses 1-5 and 21 are at 5-10+.

3 priorities

Blight, crime, safety and security which is not a surprise.

Awareness and Marketing which the DAA is working on for businesses.

Holding property owners accountable for vacant or rundown buildings which we look to the City for help.

3 Events that the businesses would like to see

Farmers Market which we have looked at for years and are working on.

Concerts in Walden Plaza which we hope that the City will start again.

Art/Wine Walks which we will organize once the DAA is formed.

We will use this survey as our “report card” on how we are doing when we run the result periodically and we can add other questions others want to see as we go along!

Legal Updates

Our Articles of Incorporation have been filed and we will be reviewing By-laws and appointing a Board. If you have any interest in being on our Executive or Advisory Board, please see me.

Financial Updates

The results of the survey showed that many businesses think \$100 yr would be reasonable as membership dues. With basic expenses of approximately \$18-\$20k yearly of what expenses we know, that would not be enough to cover. Definitely not, if we want to tier the fees for the core, affiliates, non-profits and home based and supporters. We are proposing to start with \$200 per yr and tier down from there. We will be very transparent of what benefits you will receive. We will also be securing offsets of funding, grants, sponsors, and other sources of funding. If you know anyone who would like to assist us financially, please let us know.

Upcoming May or Later Events

Teresa Glen – President of Chamber of Commerce

This year’s theme for the Chamber is “engagement” and participation from everyone in the Community.

May 14th Lunch and Learn 11:30-1:00 with My PC Partners

May 22nd Courtyard by Marriott 5-7 - Monthly Mixer every 4th Thursday

Aug 8th Chamber Cares Golf Tournament – raises \$500 for businesses towards acts of vandalism for members or non-members – Let the Chamber know of any.

Sept 25th Business Expo Job Fair – more info to come.

Go to the Antioch Chamber of Commerce website for more information.

Celebrate Antioch – Debbie filled in as there was a conflict with CAF board meeting

May 10th Wine Walk and Artisan Faire 12-4 – 13 pouring sites 35+ vendors on 2nd and G St. Project 4 Band

Great present for mom or someone special to bring to Wine Walk, shop at Artisan faire and surrounding businesses, have dinner at one of our fantastic restaurants and take in the 7:00 show of the Everly tribute band at El Campanil!

Go on to Celebrate Antioch website for more information on this event and upcoming events.

How do businesses join in this event? As shown by 28 businesses joining the Easter Event, downtown businesses can join in any downtown event to enhance and make it more successful. We all support the revitalization of downtown! We post the pour sites and Wine Walk flyer!

Kathy Cabrera – She was not able to join the Easter event but was so excited to see the great turnout of 28 businesses, children, and families. Photos showing smiling faces with a stuffed animal. Thanks for the donation of the 700 stuffed animals, Kathy!

Our suggestion to you is to contact your neighbors who may be a pouring site or not but on a busier street. Discuss how to advertise with them and take advantage of the crowds of people downtown! Studio B will be the registration site and has room with the studio to set up tables. Contact Tonya Dean for more information or Debbie Blaisure for more ideas!

Hen and Drake Tea Room will be taking part in the Wine Walk which is a new business that will be opening in June but you can get a sneak peak!

If you would like to be a pouring site next year, contact Celebrate Antioch early to get on the list!

Other May Events

Kathy Cabrera was promoting the Texas Hold Em Tournament that benefits PAL Police Activities League. K911 Animal Rescue and Rivertown Treasure Chest are sponsors and playing in the tournament again this year. Great dinner, raffles and loads of fun! See flyer posted and contact Lori Ogorchock at 925-628-7764.

Jessica Westland – Representing car community of car enthusiasts that get Together the first Friday of the month downtown Antioch on 2nd and G St. They cruise and meet to get community together and to come downtown. April 1st was first one with about 100 cars. They are against side shows and civil disobedience. Family friendly event. No designated car clubs. APD had no reports of any issues.

Monica and Betty both have done car shows and will connect with Jess and organizers.

Carla Marrymee – Reminded us to register with the City on this year's parades!

Toni Lincks promoted Rivertown Treasure Chest Fashion Show on May 28th at LaPlazuela from 5-730! Proceeds from the raffle and silent auctions will go to benefit the El Campanil. Flyer posted.

Bob Mankin – How can we advertise and post businesses' events in the future?

Electronic directory is coming and will be a benefit for all members which will be a "mini website" where you can advertise! Also, classes on AI, videos, virtual office hours for help, free for members of the DAA. More info at next meeting.

We will work with the group for June's announcements or specials on how to post!

Please send any May month specials to DAA email so that we may post them individually until we have a way to capture on a monthly basis.

Joshua Price – Thank you to Chamber for broken window monies! Watch for upcoming shows on El Campanil site to get tickets. Please share posting on shows to boost attendance!

June 7th Motown Benefit Concert – Spread word for the benefit show and get tickets before this show is sold out!

Watch for an announcement of what day the next meeting will be. We are confirming with Dominique at Royal Event whether May 20th or May 27th works for them. Stay tuned...

Thank you for coming tonight and for all your feedback! Please let us know if we omitted or misstated any of the recap of the meeting!