



SECOND REVISED AGENDA SPECIAL JOINT MEETING CITY OF EL SEGUNDO CITY COUNCIL AND ECONOMIC DEVELOPMENT ADVISORY COUNCIL

MEETING DATE: Tuesday, September 10, 2013

MEETING TIME: 3:00 p.m.

MEETING PLACE: Emergency Operation Center
El Segundo City Hall
350 Main Street
El Segundo, CA 90245

The **Economic Development Advisory Council**, with certain statutory exceptions, can only take action upon properly posted and listed agenda items. Unless otherwise noted in the Agenda, the public can only comment on City-related business that is within the subject matter jurisdiction of the **Economic Development Advisory Council**, and items listed on the Agenda during the **Public Communications** portion of the meeting. The time limit for comments is five minutes per person.

Before speaking to the Economic Development Advisory Council, please state your name and residence and the organization you represent.

In compliance with the Americans with Disabilities Act, if you need assistance to participate in this meeting, please contact the City Clerk (310) 524-2305. Notification 48 hours before the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting.

A. CALL TO ORDER

B. ROLL CALL

C. PRESENTATIONS

D. PUBLIC COMMUNICATIONS (Related to City Business only and for which the Advisory Committee is responsible – 5 minutes per person; 30 minutes total).

E. APPROVAL OF MINUTES for August 13, 2013

F. UNFINISHED BUSINESS

G. NEW BUSINESS

1. Update on City Strategic Planning Sessions including structure of proposed budget for Fiscal Year 13-14 and future year projections and potential options for increasing City revenues or decreasing expenses in future years.

H. REPORTS

1. Update on progress regarding Public Relations Firm interviews and scope: Consideration for discussion and to formulate a recommendation by EDAC to City Council to retain a public relations firm on a cost sharing basis that will launch an advertising/promotional campaign to specifically target commercial office tenants within the region, including a cost division strategy.
2. Update on progress regarding the formulation of a 2013-14 Economic Development Strategy by EDAC.

H. PUBLIC COMMUNICATIONS (Related to City Business only and for which the Advisory Committee is responsible – 5 minutes per person; 30 minutes total).

I. COMMITTEE MEMBER COMMENTS

J. ADJOURNMENT

POSTED BY: M. Jennings
DATE: September 5, 2013
TIME: 2:45 AM