



ECONOMIC DEVELOPMENT ADVISORY COUNCIL REGULAR MEETING AGENDA

MEETING DATE: Tuesday, August 13, 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 July 24, 2013

F. UNFINISHED BUSINESS

1. Consideration to assemble a sub taskforce comprised of EDAC members to begin formulating the 2013-14 Economic Development Strategy

2. Consideration to assemble a sub taskforce comprised of EDAC members to develop a long range (five year) Economic Development Strategic Plan

G. NEW BUSINESS

H. REPORTS

1. Update on progress regarding Public Relations Firm interviews and scope. Consideration for discussion and to formulate a recommendation 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.

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