

ECONOMIC DEVELOPMENT ADVISORY COUNCIL

April 24, 2013 Meeting Minutes

I. Call to Order

Chair Brian Polkinghorne called to order the meeting of the Economic Development Advisory Council at 2:00 p.m. on April 24, 2013 in the City of El Segundo West Conference room (City Hall), 350 Main St., El Segundo, CA 90245.

II. Roll Call:

The following Economic Development Advisory Council members were present:

- Morris Chernick
- Richard Lundquist
- Bill Goodglick
- Brian Polkinghorne
- Robert Gray

The following staff people were present:

- Greg Carpenter, City Manager
- Sam Lee, Planning & Building Safety Director
- Ted Shove, Economic Development Analyst

III. Presentations

- Deputy City Clerk Mona Shilling gave an oral presentation on the Statement of Economic Interest, Form 700

IV. Public Communications:

- None

V. New Business:

- Chair moved to approve minutes of the October 11, 2012 meeting. Second by Mr. Goodglick. Minutes of October 11, 2012 meeting approved.
- Robert Healey of CB Richard Ellis made an industry specific presentation on behalf of Mr. Polkinghorne. The presentation was an analysis of the El Segundo commercial office market trends, supporting documentation provided (attached).
- Mr. Goodglick provided an industry presentation on trends of the industrial real estate market including trends, supporting documentation provided (attached).
- Mr. Lundquist described vacancy trends within Continental Development and began a discussion about joint-marketing of the City.
- Mr. Polkinghorne followed up the discussion with supporting Mr. Lundquist's idea to jointly-market the El Segundo by having the City retain a public relations firm.
- Mr. Gray initiated a discussion about considering renaming El Segundo in the interest of marketing.
- Mr. Chernick provided his input on his research about local public opinion specifically the possibility of a 99 Cent Only Store and TopGolf opening new locations within the community.
- Chair moved to make a motion to recommend a promotional strategy to the City Council. Motion was seconded and a unanimous vote in favor of the motion was made by the Council. This item to be continued at the next meeting.

VI. Economic Development Advisory Council (EDAC) Comments:

- The five members present discussed setting a follow up meeting to formalize a recommendation to City Council to retain a public relations firm so that a joint marketing venture could be initiated with private property owners to market El Segundo. A follow up regular meeting was scheduled and confirmed for May 3, 2013 at 8a.m. at Jackson's Food and Drink (2041 Rosecrans Avenue, No. 190).
- The five members agreed to make quarterly recommendations to the City Council on economic development related topics. A future meeting was scheduled for July 24th at 2p.m. in the West Conference Room at El Segundo City Hall.

VII. CONTINUED BUSINESS:

- Recommendation to City Council to retain a public relations firm to market the community through a joint public/private venture.

The meeting adjourned at 3:30 p.m.

VIII. ADJOURNMENT:

PASSED ON THIS 24 DAY OF APRIL 2013.