

ECONOMIC DEVELOPMENT ADVISORY COUNCIL

May 3, 2013 Meeting Minutes

I. Call to Order

Chair Brian Polkinghorne called to order the meeting of the Economic Development Advisory Council at 8:00 a.m. on May 3, 2013 at Jackson's Food & Drink located at 2041 Rosecrans Avenue, No. 190 El Segundo, CA 90245.

II. Roll Call:

The following Economic Development Advisory Council members were present:

- 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

- None

IV. Public Communications:

- Mr. Bill Fisher – thank you this is a vital committee. We need as many stakeholders as possible to form an Economic Development Summit.

V. New Business:

- None

VI. Continued Business:

- Recommendation to City Council to retain a public relations firm to market the community through a joint public/private venture. Mr. Polkinghorne – we need to give firms specific instructions with generated results. We must think creatively during this process in an approach that is quantifiable. Mr. Gray – we need to find a PR firm with demonstrated success in this field. We should look to drawing from the talent and business owners through testimonials in the form of recognized successes past and present. Mr. Polkinghorne – we need to get quotes for ad placements and clearly identify objectives. *Probono* work is not likely in this economy. Mr. Goodglick – campaign should focus on a ‘we want you’ approach and advertise that El Segundo’s City Council is business friendly. Where and who do we target? How do we portray that El Segundo is business friendly? Advertisements in LABJ would be a good thing as well as becoming South Bay specific in regional publications. Testimonials are powerful by recognizing success. Mr. Polkinghorne – everything that we discuss here should be communicated to the Chamber. Offered the following formula to consider: what if we brought in an additional new 200 employees? What would that mean in the way of new revenues? Who would contribute to a citywide campaign? All stakeholders: r/e professionals, developers,

landlords, hotels, Mattel...The following should be our action items: identify 2-3 PR firms; get quotes from each; draft a recommendation letter to City Council; and determine who might be willing to contribute fund matching? When we approach the PR firms, we should be equipped with a list of options that we are seeking. Polkinghorne made a motion – assemble small taskforce to interview PR firms, secure quotes. Motion seconded by Mr. Gray. Motion approved (4-0) Mr. Polkinghorne and Mr. Gray to interview PR firms. Ted Shove to accompany and keep notes. Mr. Lundquist commented on city entrances being unsightly. For example, El Segundo Blvd and Aviation – train trestle/bridge could use paint, neutral color.

VII. Economic Development Advisory Council (EDAC) Comments:

- Ted Shove gave a report about the retention of NanoH20 – 110 jobs along with new expansion plans.

The meeting adjourned at 9:24 a.m.

VIII. ADJOURNMENT:

PASSED ON THIS 3 DAY OF MAY 2013.