

**JOINT MEETING OF THE EL SEGUNDO CITY COUNCIL  
AND ECONOMIC DEVELOPMENT ADVISORY COUNCIL  
February 5, 2014 Meeting Minutes**

**I. Call to Order**

Chair Brian Polkinghorne called to order the Joint Meeting of the El Segundo City Council and Economic Development Advisory Council at 4:32 p.m. on February 5, 2014 at El Segundo Fire Station No. 2 located at 2261 E. Mariposa Road El Segundo, CA 90245.

**II. Roll Call:**

The following Economic Development Advisory Council members were present:

- Richard Lundquist
- Morris Chernick
- Bill Fisher
- Dave Atkinson
- Bill Goodglick
- Brian Polkinghorne
- Katherine Hatzikian
- Sandy Jacobs
- Al Keahi

The following El Segundo City Council members were present:

- Bill Fisher
- Carl Jacobson
- Dave Atkinson
- Marie Fellhauer
- Suzanne Fuentes

The following staff members were present:

- Ted Shove, Economic Development Analyst

**III. Presentations**

- Brian Sweeney and Dr. Bernhard Zuenkeler provided an update on upcoming events at the El Segundo Museum of Art.

**IV. Public Communications:**

- Antonio Mendez indicated that the EDAC meeting agenda and minutes were not on the City website or community calendar.

**V. New Business:**

- Minutes were approved from the previous regular Joint Meeting of the City Council and EDAC held on January 8, 2014.

- Chair Polkinghorne gave a report on the currently vacant seats on the Economic Development Advisory Council. Mr. Polkinghorne indicated that there are three seats currently available with one developer and two large businesses preferred to make up the original complexion of the EDAC. Mr. Polkinghorne indicated that if anyone had any input to please see himself or Ted Shove to discuss further.

**VI. Unfinished Business:**

**VII. Continued Business:**

**VIII. Reports:**

- Ted Shove provided an update on the draft of the 2013-14 Annual Economic Development Strategy. Ted was hopeful to get the document completed and distributed to the full EDAC prior to the next EDAC meeting.
- Brian Polkinghorne provided an update on the recent speakers that presented at the last three EDAC meetings. He is interested in listening to suggestions from anyone for ideas about future speakers.
- Ted Shove provided an update on some marketing efforts that involved a new company to El Segundo, Beyond Meat. Bill Fisher also added that Beyond Meat has a tagline that resulted from meetings with the Mayor and staff. The tagline is, “a Smoky Hollow company.” Suzanne Fuentes noted the inconsistencies in spelling Smoky Hollow. Bill Fisher thought it would be a good idea to agendaize a proper recommendation of Smoky Hollow that could be adopted by the City Council (consensus).

**IX. Economic Development Advisory Council (EDAC) Comments:**

- Brian Polkinghorne posed a question to the members of the City Council and EDAC to bring up any ideas that may benefit the City so they could be agendaized at a future meeting for potential action.
- Bill Fisher summarized thoughts and concerns by several members to agendaize an update to be provided by Greg Carpenter, City Manager on the progress made on the Findings and Recommendation Made by staff resulting from the Urban Land Institute’s Technical Assistance Panel.
- Richard Lundquist discussed the importance of the EDAC meeting frequently over the last year including observing a number of reports and speakers. Richard believes it is time now to begin to formulate an action plan moving forward on Smoky Hollow and the El Segundo Museum of Art.
- Bill Goodglick discussed (consensus gained) the importance of staff providing regular progress updates on EDAC agenda items such as the public relations firm.
- Al Keahi discussed the action of Sepulveda Blvd name change (consensus gained) and staff providing an update on the progress of the project including any possible timing or key dates.
- Brian Polkinghorne discussed the redevelopment of commercial inventory along the corridor of Douglas Street from El Segundo Blvd south to Rosecrans Avenue. Brian also discussed the importance of evaluating the existing development standards relevant to streetscaping within public rights of way and facades of private property. Suzanne Fuentes discussed the potential for securing funds from Measure R since Douglas Street is a corridor to Interstate 105. Consensus gained to request that Stephanie Katsouleas provide a report on the availability of Measure R Funds for the Douglas Street corridor for revisions of development standards and beautification projects.

- Suzanne Fuentes discussed the importance of engaging local firms (i.e. Raytheon, Northrop) and former Congresswoman Jane Harman to discuss Defense and Aerospace retention strategies (consensus gained, items agendaized for next meeting).

The meeting adjourned at 6:08 p.m.

**X. ADJOURNMENT:**

PASSED ON THIS 12 DAY OF MARCH 2014.