

**JOINT MEETING OF THE EL SEGUNDO CITY COUNCIL
AND ECONOMIC DEVELOPMENT ADVISORY COUNCIL
April 16, 2014 Meeting Minutes**

I. Call to Order

Chair Drew Boyles called to order the Joint Meeting of the El Segundo City Council and Economic Development Advisory Council at 4:32 p.m. on April 16, 2014 at El Segundo Fire Station No. 2 located at 2261 E. Mariposa Avenue El Segundo, CA 90245.

II. Roll Call:

The following Economic Development Advisory Council members were present:

- Richard Lundquist
- Dave Atkinson
- Sandy Jacobs
- Al Keahi
- Drew Boyles
- Bill Goodglick

The following El Segundo City Council members were present:

- Carl Jacobson
- Dave Atkinson
- Marie Fellhauer
- Suzanne Fuentes
- Michael Dugan

The following staff members were present:

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

III. Presentations:

- Jan Vogel, Executive Director of the South Bay Workforce Investment Board provided an overview of the services and resources available to the South Bay business base.
- Alex Rose, Senior Vice President for Continental Development Corporation described current office market conditions in El Segundo and an event that Continental Development Corporation will be hosting in December in El Segundo.
 - Bill Bloodgood, CBRE described some additional office market statistics to support Mr. Rose's overall presentation.
- Ted Shove and Kim Christensen from the City of El Segundo provided an update on the City's efforts to more closely align the Smoky Hollow district with current market forces.
- Daniel Martin and Erika Wolter of Paolucci Communication Arts presented their research and findings including a detailed description of brand pillars or key attributes of the community.

- Mayor Suzanne Fuentes made a comment about the message being more inclusive, specifically people of color should be added to the marketing materials presented during the presentation.
- Bill Goodglick commented on the scaling down aspect from the PCA presentation. Goodglick went on to add that the aerospace industry is on a cycle and fluctuates and that the existing labor force is doing more with less resources as well.
- Al Keahi made a motion to accept the brand pillars presented by PCA. Bill Goodglick seconded the motion. (6-0) approved.
- Council Member Marie Fellhauer explained that she is impressed so far and looks forward to what PCA turns up and presents at the next meeting.

IV. Public Communications:

- Antonio Mendez discussed the history of Hughes Aircraft.
- Council Member Marie Fellhauer announced that she would be in Sacramento for the day on May 7th advocating on behalf of the Independent Cities Association.

V. New Business:

- Minutes were approved from the previous regular Joint Meeting of the City Council and EDAC held on March 12, 2014. Boyles: motion, Keahi: Second; 6-0 approved
- Richard Lundquist discussed the importance of mixed use development to accommodate the high technology sector workforce. Drew Boyles made a motion, Al Keahi seconded. (6-0) all in favor of motion to: form a subcommittee to study mixed use within El Segundo and to also explore ways to create mixed use development so that there is no net loss to the city as a result of the development site(s).
- Drew Boyles discussed the item to possibly form a subcommittee to make changes to the filming ordinance. Item was tabled since the EDAC Member Katherine Hatzikian was not present to discuss the item.
- Chairman Drew Boyles made a motion to form a subcommittee to develop a series of bylaws for the Economic Development Advisory Council. Motion was seconded by Sandy Jacobs, approved (6-0). Al Keahi and Sandy Jacobs to head up the subcommittee.
- Chairman Drew Boyles discussed possibly meeting at alternate locations around El Segundo at local business locations.
 - Greg Carpenter discussed the necessity to abide by public posting/reporting requirements.
 - Richard Lundquist discussed the opportunity to learn about local businesses in town while participating in EDAC meetings at local business locations.
 - Motion: action to hold future EDAC meetings at different business locations in El Segundo approximately 3-4 times per year. Motion: D. Boyles, Second: D. Atkinson; approved (6-0).
- Chairman Drew Boyles discussed specific industry assignments for the Economic Development Advisory Council members. Consensus gained to add this task to the formation of bylaws for the EDAC.
- Chairman Drew Boyles discussed the importance of third party presentations for the joint meetings. Drew discussed a few leads on different topics that he has been in discussions with over the past few weeks.

VI. Unfinished Business:

- Chair Boyles discussed unfilled seats for Economic Development Advisory Council.
 - Ted Shove provided an update on the unfilled seats including applications received for open seats and possible timing for City Council interviews of applicants (May).
 - Council Member Marie Fellhauer discussed her concern with EDAC members that are not regularly attending meetings and potential consequences.
 - Chair Boyles inquired about Bill Fisher to be appointed to the EDAC.
 - a. Ted Shove indicated the process would require Bill Fisher to complete an application and go through the interview process.
 - b. Richard Lundquist expressed his concern for the EDAC to preserve the appointment process as it currently stands.
 - c. Mayor Pro Tem Jacobson indicated that the EDAC can recommend the industry sectors that are lacking currently on the EDAC, but not necessarily specific candidates.
 - d. Greg Carpenter described the general protocol regarding the EDAC recommending specific applicants.
- Chairman Boyles discussed the 2013-14 Economic Development Strategic Plan and suggested that the EDAC review the draft. Motion made by Drew Boyles: Economic Development Strategic Plan to be agendaized for next meeting under Unfinished Business. Approved (6-0)

VII. Continued Business:

VIII. Reports:

IX. Economic Development Advisory Council (EDAC) Comments:

- Al Keahi discussed the importance of keeping the EDAC routinely updated on the progress of the Sepulveda Blvd to Pacific Coast Highway name change.
- Drew Boyles discussed the Aerospace Economic Impact Report and a number of salient points drawn from the findings of the report.
- May 21st would be the next meeting for the EDAC. Consensus gained to establish monthly meetings of the EDAC on the third Wednesday of the month, every month.

The meeting adjourned at 6:57 p.m.

X. ADJOURNMENT:

PASSED ON THIS 18 DAY OF JUNE 2014.