

**JOINT MEETING OF THE EL SEGUNDO CITY COUNCIL
AND ECONOMIC DEVELOPMENT ADVISORY COUNCIL
May 21, 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 May 21, 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
- Sandy Jacobs
- Drew Boyles
- Morris Chernick

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
- Ted Shove, Economic Development Analyst

III. Presentations:

- Arash Ateshkadi, Ph.D., A.T. Kearney Public Sector & Defense Services provided an overview based upon a recently completed study by his firm covering the Aerospace and Defense Economic Impact on California.
- Erika Wolter and Daniel Martin, Paolucci Communication Arts – Brand Identity Platform and Strategic Marketing Plan.
 - Richard Lundquist commented on the physical barriers for real estate brokers outside of the area. However, Jones, Lang, LaSalle, CB Richard Ellis and Colliers' regional offices are located in El Segundo.
 - Sandy Jacobs commented on the favorable business climate and general lack of serious consideration by contemporary office tenants.
 - Marie Fellhauer discussed the importance and appeal of the relevance and need for the type and theme of campaign PCA is about to undergo.
 - Morris Chernick indicated that the new approach is different but should be embraced for its sophistication.
 - Michael Dugan described the importance of including the quality of life aspects, not just the business climate when launching the campaign.

- Carl Jacobson indicated in a previous meeting that a decision had been made to not use the existing marketing logo for the city. Also, the cultural amenities should be highlighted as well such as the Automobile Driving Museum.

IV. Public Communications:

- Antonio Mendez commented on the marketing presentation and how nicely it would fit in the L.A. Business Journal.
- Antonio Mendez suggested that the group consider using the lists developed by the L.A. Business Journal for market intelligence.
- Liz Garnholz asked why El Segundo residents were not surveyed in regards to the potential Sepulveda Blvd to Pacific Coast Highway name change.
 - Ted Shove responded and indicated that CalTrans requires local municipalities to conduct outreach and survey those directly affected by the potential change. Those individuals or entities would include property owners and business tenants along Sepulveda Blvd and that there are currently no residential dwellings on Sepulveda Blvd in El Segundo.

V. New Business:

- 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. Drew also suggested to the EDAC that if a specific presenter or presentation would add value to the group to please advance the information to get it on the agenda

VI. Unfinished Business:

- Chairman Boyles discussed the 2013-14 Economic Development Strategic Plan and suggested that the EDAC move forward as a draft (no vote).

VII. Continued Business:

VIII. Reports:

- Drew Boyles discussed the action item from the last meeting of mixed use development to accommodate the high technology sector workforce. Drew Boyles suggested we table forming a subcommittee until next meeting due to lack of quorum.
- Chairman Drew Boyles briefly discussed the action item of forming a subcommittee to develop a series of bylaws for the Economic Development Advisory Council.
 - Sandy Jacobs added that the subcommittee was evaluating the Library Subcommittee bylaws along with other Economic Development Committees in other communities.
- Ted Shove provided an update on the potential name change of Sepulveda Blvd to Pacific Coast Highway. Shove provided survey results from the 509 surveys sent out to the required stakeholders (i.e. property owners and tenants) including input provided during a community outreach meeting.
 - Richard Lundquist suggested that as a result of the majority of entities that chose not to respond, that it was most likely due to the issue not being considered to have a significant impact on their operations. He also suggested

that by changing the street name, it will be a good start to changing the perception of the city and in line with the ongoing public relations efforts.

IX. Economic Development Advisory Council (EDAC) Comments:

- Drew Boyles indicated that Ernst and Young recently branded an Entrepreneur of the Year program and a number of finalists were located in El Segundo.
 - Ted Shove indicated that the Mayor signed congratulatory letters to the six companies named that were located in El Segundo.
- Drew Boyles indicated that Katherine Hatzikian resigned the Economic Development Advisory Council for personal reasons and thanked her for her services.
- Greg Carpenter indicated that new EDAC member interviews would be held by the City Council at the June 3rd Regular Meeting.
- Drew Boyles discussed local businesses hosting EDAC meetings in the future as opportunities become available.
- Mayor Suzanne Fuentes mentioned the possible acquisition of DirecTV by AT&T. Suzanne also discussed the importance of secondary marketing between Northrop and the City of Palmdale.
- Greg Carpenter discussed the Method Fest potentially coming to El Segundo in 2015 and potentially involving the EDAC with preliminary planning.
- Drew Boyles discussed the importance of the city providing a quarterly update on development activity.

The meeting adjourned at 6:19 p.m.

X. ADJOURNMENT:

PASSED ON THIS 18 DAY OF JUNE 2014.