

**JOINT MEETING OF THE EL SEGUNDO CITY COUNCIL  
AND ECONOMIC DEVELOPMENT ADVISORY COUNCIL  
June 18, 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 June 18, 2014 at El Segundo Library located at 111 W. Mariposa Avenue El Segundo, CA 90245.

**II. Roll Call:**

The following Economic Development Advisory Council members were present:

- Richard Lundquist
- Bill Goodglick
- Drew Boyles
- Morris Chernick
- Al Keahi

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
- Kim Christensen, Planning Manager
- Ted Shove, Economic Development Analyst

**III. Presentations:**

- Nelson Algaze, Principal and CEO for Shlemmer Algaze Associates, made a presentation on defining shifts in commercial office space and characteristics of creative office space

**IV. Public Communications:**

- None

**V. New Business:**

- Minutes were approved for April 16<sup>th</sup>, 2014. Unanimous approval.
- Minutes for May 21<sup>st</sup>, 2014 were approved with the following comments:
  - Added Council Member Michael Dugan to the minutes
  - Ernst and Young Entrepreneur program is not new, but has been in place for approximately several years

- Mayor Suzanne Fuentes indicated that the City should be reaching out to businesses within El Segundo to recognize their accomplishments much like City of Lancaster has done in the example provided.
- Chair Boyles asked about speakers for third party presenters, specifically from Newport Beach
  - Richard Lundquist indicated that he may be able to speak with someone from Newport Beach about their rezoning of specific areas within their community.
  - Marie Fellhauer indicated that she may be able to reach out to staff from Culver City.
  - Drew Boyles indicated that a Dean from the Business School at USC would be good to get them engaged with El Segundo. Additionally, a list of communities/organizations such as:
    - i. Culver City
    - ii. Los Feliz
    - iii. Glendale
    - iv. Newport Beach
    - v. Universities
    - vi. Swagbucks
    - vii. Beyond Meat
  - Chair Boyles introduced the consideration and possible action to formalize a business recognition program.
    - i. Mayor Fuentes suggested that the EDAC channel any businesses worthy of recognition to Ted Shove or Greg Carpenter.
    - ii. Greg Carpenter posed the question to see if there would potentially be any value to a local business in the City recognizing their accomplishments.
    - iii. Bill Goodglick suggested that the recognition should be for something more than just being awarded a contract as a matter of conducting daily business operations.
    - iv. Mayor Fuentes suggested that by formally recognizing business accomplishments, good publicity would potentially come back to the City. Mayor Fuentes previously discussed this with the City of Lancaster and Northrop example as a way to gain good publicity as a City from recognizing local business accomplishments.
    - v. Al Keahi suggested that the EDAC not take action on the item until after additional EDAC members have been appointed.
    - vi. Chair concluded with indicating that the consensus for this item would be to table the item until more appointed members have been added to the EDAC and then one or some of the new members could be tasked to work on the item.

## **VI. Unfinished Business:**

- Chairman Boyles discussed the 2013-14 Economic Development Strategic Plan and moved to approve the document with artwork to be added by Paolucci Communication Arts. Unanimously approved.

## **VII. Continued Business:**

## **VIII. Reports:**

- Chairman Boyles suggested that the development code changes study be tabled until By Laws have been vetted and approved so that a designated member for ‘real estate development’ could head up the study.
- Chair Boyles indicated that the By Laws item had an update from Al Keahi.
- Al Keahi briefly described the process behind putting together the By Laws including EDAC members that were involved in the process: Drew Boyles and Sandy Jacobs.
  - Greg Carpenter suggested changing the word from ‘direction’ to ‘guidance’. ‘Direction’ to be changed to ‘guidance’.
  - Marie Fellhauer inquired about the necessity to using the word unexcused when describing absences. Unexcused will be removed from the By Laws.
  - Motion made, with a second. Unanimous approval to advance By Laws to City Council with corrections noted (above).
- Erika Wolter of Paolucci Communication Arts provided an update on marketing efforts and included a summary of relevant articles on local businesses that have been in the media recently.
  - Mayor Fuentes inquired about why something didn’t go out to the local media for El Segundo in conjunction with the L.A. Kings’ recent success.
- Mayor Fuentes indicated that this weekend was Silicon Beach Fest and it would be a good event for the City to attend.
- Chair Boyles indicated there would be an update on the Sepulveda Blvd name change to Pacific Coast Highway by Ted Shove.
  - Ted Shove indicated that the item went to City Council but the item was pulled from the agenda. But that it is expected to be put back onto the agenda in the future.
- Chair Boyles indicated that there was an update on Smoky Hollow development code changes by Ted Shove.
  - Ted Shove indicated that staff has floated an RFP and the evaluation process is underway. The staff recommendation is expected to go to City Council for consideration and approval in the near future with an 18-24 month process timeframe.
- Chair Boyles indicated that the EDAC asked from staff for a periodic update on development within the City.
  - Ted Shove indicated that the next meeting should be an update by staff to close out the second quarter of the calendar year.

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

The meeting adjourned at 5:57 p.m.

## **X. ADJOURNMENT:**

PASSED ON THIS 16 DAY OF JULY 2014.