

**JOINT MEETING OF THE EL SEGUNDO CITY COUNCIL
AND ECONOMIC DEVELOPMENT ADVISORY COUNCIL
July 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 4:33 p.m. on July 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
- Drew Boyles
- Morris Chernick
- Al Keahi

The following El Segundo City Council members were present:

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

The following staff members were present:

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

III. Presentations:

- Don Franken, made a presentation on the upcoming 2015 Method Fest to be held in El Segundo.
- Sam Lee, El Segundo's Director of Planning and Building Safety provided a quarterly update on citywide commercial development.

IV. Public Communications:

- Holly Crawford from El Segundo Museum of Arts (ESMoA) provided an overview of attendance at ESMoA. Holly also discussed arts programming for students 5-12 during the summer. The program is at no cost to students. Holly also discussed an art walk and mural project from the summer camp participants' work that will occur at the end of the summer.
- Antonio Mendez indicated that he visited Petros Kafe in the Downtown Corridor and the facility was packed. Antonio described Petros Kafe as a 'foodie' version of Rock n Brews and that many patrons didn't look familiar to him and were probably from outside of El Segundo.

V. New Business:

- Minutes were approved for June 18th, 2014. Unanimous approval.
- Chair Boyles asked about speakers for third party presenters, specifically confirming with CM Marie Fellhauer for a speaker from Culver City.
 - Richard Lundquist indicated that Alex Rose may be able to speak with someone from Newport Beach about speaking at a future EDAC meeting.
 - Erika Wolter from PCA indicated that Beyond Meat would be open to speaking later in the calendar year.
- Chair Boyles indicated that the formal business program would be tabled until new EDAC members have been appointed to take on the responsibility.
 - Mayor Fuentes indicated that a number of local level governments have recognized aerospace companies recently for Space Park in Redondo Beach.
- Chair Boyles indicated that this item should be tabled until after new members have been appointed to the EDAC.
 - Mayor Fuentes indicated that she may have some concerns about revenues decreasing to the city as a result of a learning institution or church replacing a standard commercial office business.
- Chair Boyles tabled areas of focus for EDAC members until additional EDAC members have been appointed.

VI. Unfinished Business:

- None

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.
- Ted Shove indicated that there was no update to the Sepulveda Blvd name change
 - CM Atkinson indicated that the City of Manhattan Beach was interested in this issue and could be in favor of the change in their city.
 - Mayor Fuentes indicated that she does not know how any Council Member would feel about this issue and that those comments by Council should be when the item is presented to Council for consideration.
- Erika Wolter from PCA provided an update on the overall effort to assemble a marketing plan including a September 10th campaign kick off event.
 - Al Keahi indicated that PCA has done a great job to date and has and continues to work well with the subcommittee of the creative elements.
 - Mayor Pro Tem Jacobson indicated his concern for the use of the logo currently in place by PCA (formerly used in previous campaigns).
 - Mayor Fuentes also expressed her concern with the logo.
 - CM Atkinson indicated that the logo appears confusing and hard to understand what it represents.
 - Greg Carpenter asked the Council if they wanted to see changes to the logo. The consensus by the Council was in favor of changes to the logo.
 - Mayor Pro Tem Jacobson indicated that west side real estate brokers should also be included into the target audience as well.

- Richard Lundquist inquired about the venue and how real estate brokers would be included and would all key brokers be invited.
- Erika Wolter clarified the details of the plan to include brokers being included to the press event and then attending a VIP type event/luncheon.
- Drew Boyles indicated that if the brokers show first for the event, both components of the event could be accomplished during the same day.
- Al Keahi, Drew Boyles and Erika Wolter's discussed details and refinements of who would be invited and from which regions for real estate brokers.
 - Drew Boyles suggested that a separate meeting be held with real estate professionals to flesh out invitation details with greater detail. Also indicated that the commercial real estate community would be involved in planning the event to ensure appropriate targeting.
 - Richard Lundquist discussed the importance of involving the commercial real estate community to ensure high attendance levels from that group of professionals.
- Daniel Martin addressed concerns from the group regarding the proximity of September 10th to September 11th. Daniel also indicated that usually only breaking news is aired in place of pre-planned media distribution which is what the event would be considered.
- Drew Boyles commended Erika Wolter and PCA for their efforts in putting together a quality marketing campaign of this scale in such a short time.
- Ted Shove indicated that there was no change in the Smoky Hollow development code changes project.
- Drew Boyles indicated that both the Economic Development Strategic Plan and By Laws were approved by the City Council on 7/15/14.

IX. Economic Development Advisory Council (EDAC) Comments:

The meeting adjourned at 6:34 p.m.

X. ADJOURNMENT:

PASSED ON THIS 20 DAY OF AUGUST 2014.