

**JOINT MEETING OF THE EL SEGUNDO CITY COUNCIL  
AND ECONOMIC DEVELOPMENT ADVISORY COUNCIL  
September 17, 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 4:31 p.m. on September 17, 2014 at El Segundo Library – Friends Room located at 111 W. 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
- Sandra Jacobs
- Bob Gray
- **Absences - None**

The following El Segundo City Council members were present:

- Carl Jacobson
- Dave Atkinson
- Suzanne Fuentes
- **Absences - Marie Fellhauer and Mike 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:**

- Sol Blumenfeld, Director of Community Development, Culver City. Presentation on Redevelopment history. The community benefits of mixed use ordinance. Culver City tracks business expansion by using business licensing to track mapping with online system. This identifies key commercial districts/where a property is at in entitlement process.

**IV. New Business:**

- Minutes were approved for August 20, 2014. Unanimous approval. Chair notes one correction- item 2 Roll Call, Bob Gray & Sandy Jacobs were both absent.

- Chairman Boyles notes we have a list of approximately 7 potential speakers including the Cities of Irvine and Anaheim as well as private companies such as Beyond Meat.
- 1- Discussion and possible action to identify 3<sup>rd</sup> party presenters.
- 2- Quarterly business recognition program. (Similar to LA Kings)
  - Sandy Jacobs suggested only a handful are worthy of this award, therefore it should occur 2 times per year.
  - Chair asks if businesses need to apply? Criteria should be development, press, community contributions and innovation.
  - Sandy Jacobs volunteers to oversee the program creation. Chair will assist. Possibly involve the Chamber?
  - Goal is to present to EDAC at 10/15/14 meeting.
- 3- Discussion and possible action Study of businesses that have been turned away due to zoning challenges.
  - City Manager has asked Sam Lee to form customer service process/follow up.
  - Chair asks if there are zoning changes that need to happen now to accommodate a University? Councilman Atkinson states businesses need more latitude and we need to be able to accommodate. Revisit workforce housing/ East side of Sepulveda.
  - Chair asks how to move forward on this? City Manager mentions restrictions in Smoky Hollow. Sam Lee discusses making information more accessible in terms of identifying where uses are allowed. PCA is building Business website- can we combine these two projects as one user friendly information tool? Goal of 100 businesses by 2017. Mayor Fuentes states that our General Plan is ancient. City Manager talks about surcharges on plan check – approx. \$700K to re-do the General Plan. Kim Christensen to come back to EDAC next month with status on where the City is at with current surcharges. Chair Boyles asks Sam Lee if, in conjunction with his quarterly development updates, GIS project updates can be provided?
- 4- Recruit new EDAC members
  - An ideal candidate has already been interviewed. This is a commercial real estate person. City Manager to establish what is required next to appoint this person.

## V. Reports:

- Chairman Boyles indicated that Item 1 (formation of committee to study development code changes to allow mixed use zoning) would be tabled until additional EDAC members have been appointed.
- Renaming Sepulveda Blvd. to Pacific Coast Highway update: Greg Carpenter will keep pushing on MB City Manager. He asks that City Council and EDAC members continue the discussion with MB counterparts.
- Smoky Hollow/ULI update: Sam Lee reports that during October/November he is meeting with the consultant and conducting stakeholder interviews. December/April-workshops. June/October- CEQA. Goal is to take findings to Planning Commission by November 2015. City Manager asks the group, “*what is it about the current zoning that’s not working well?*” The Group agrees that big problem is parking.

- Chair Boyles indicated that item 5- Economic Development Strategic Plan and review of goals will be postponed until October meeting.
- PCA representatives gave explanation on how they will follow up with brokers (approx. 80) who left their business cards at last week's event. The contact details will be entered into a database. New website has had 350 new hits in one week, the Daily Breeze is the biggest referral site. For October 9<sup>th</sup> event, we've had a few commitments from the King's. When will the cup be in L.A.? We must have significant attendants so that co-sponsors receive value for sponsoring the event.
  - Mayor Fuentes gives feedback on last week's Brokers event. Talking points were sent to her last minute. She asks PCA Reps if Paolucci has a President and why he was not in attendance? Chair Boyles states that the speakers were excellent.

#### **VI. Public Communications**

- Chris Cagle from SB Workforce speaks about approaching El Segundo City Council in coming months requesting approval to allow Torrance and Lomita to join. Chris explains that having these cities in our "pool" helps us win grants from private business.
- Mayor Fuentes mentions that at the kickoff event, Chevron announced another \$175K grant to the City to continue Economic Development. Mayor Fuentes also discusses recent events where she has expressed opposition to minimum wage increase. El Segundo is business friendly and Council would most likely not support mandatory minimum wage increase legislation. The Mayor asked the group if EDAC can weigh in on the subject of minimum wage increase. Chair Boyles requests to add the item to next month's agenda.

The meeting adjourned at 6:25 p.m.

#### **VII. ADJOURNMENT:**

PASSED ON THIS 17 DAY OF SEPTEMBER 2014.