

**JOINT MEETING OF THE EL SEGUNDO CITY COUNCIL
AND ECONOMIC DEVELOPMENT ADVISORY COUNCIL
October 15, 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 4:30 p.m. on October 15, 2014 at El Segundo Fire Station #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
- Al Keahi
- Sandra Jacobs
- Bob Gray
- Bob Healey
- **Absences – Morris Chernick**

The following El Segundo City Council members were present:

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

The following staff members were present:

- Greg Carpenter, City Manager
- Sam Lee, Planning and Building Safety Director
- Kim Christensen, Planning Manager

III. Presentations:

- None

IV. Public Communications

- Chair Boyles attended Biznow in Culver City. With creative space they are attracting many tech companies. He also attended CDC/Marventures ULI which was a great event and created much publicity.

V. Approval of minutes:

- Chair motioned to approve the minutes of the September 17, 2014 meeting. Unanimous approval.

VI. Reports

- Daniel of PCA spoke about the broker event scheduled for October 22nd. Thank you to Al for putting together the sponsors in short time. 100 RSVP's to date from high level officials from throughout L.A.. Greg Carpenter to research the process of the funds/accounting for sponsor money being managed by PCA- is this ok with the City?
 - Mayor Fuentes asked Daniel to prepare a PDF invitation which Council can forward as a personal message to be followed up with a phone call. This is to be sent to pre-designated list of top CEOs and Executives of businesses based in El Segundo.
- Daniel of PCA gave a presentation on accomplishments from last year.
- How do we measure success? Space Cost report. Website tracking- to date 1,000 visits to site.
 - Overview- Scope year One exceeded expectations. Pressure to keep ES on everyone's radar. We have two options now, 1. Keep moving forward or 2. Accelerate Year Two budget.
 - Daniel recommends accelerate Year Two budget with very thoughtfully placed advertising.
 - Mr. Keahi states he is an advocate to move this plan forward. Chair Boyles agrees, it would be foolish to not move forward.
 - Chair Boyles motioned to instruct PCA to present a detailed plan to EDAC. Unanimous approval of this motion.

VII. Unfinished Business

- Discussion and possible action to define businesses that will be included in the 100 new businesses by 2017.
 - City Manager will develop and present some options and bring back to the group at the next meeting. (example, headcount of 5 and sq. footage of greater than 1,000). Chair Boyles mentions establishing an interactive chart on the website.
- Discussion and possible action to develop a formal business recognition program.
 - Mrs. Jacobs provides a handout. The EDAC decides to postpone any decisions until the January meeting.
- Discussion and possible action to conduct a study of businesses that have been turned away due to zoning/code challenges.
 - Chair decides to postpone for now. Is there an internal mechanism to capture the inquiries? Can we track the projects which are rejected or turned away? City Manager to report on this.
- Discussion and possible action to assign EDAC members by Areas of focus. **See excerpt from Bylaws.**
 - Chair Boyles asks EDAC members and City Council to please approach any experts you may know in the specific field (example Hotel, Fortune 100 etc.) and invite them to future EDAC meetings. Please gather responses by November meeting.

VIII. New Business

- Discussion and possible action on EDAC Officer Positions.
 - **See excerpt from Bylaws:** Article VI- Officers
 - Chair Boyles nominates Al Keahi as Vice Chair. Motion passes, unanimous.
 - As former City Employee Ted Shove has resigned, we will decide on Secretary at future meeting.

- Discussion and possible action to identify third party presenter(s) to discuss/show economic development initiatives and industry business trends.
- General Plan changes
 - Kim Christensen reports that we are at approx. \$550k collected on General Plan surcharges. The cost to re-do the general plan is approx. \$1 million.
 - Chair Boyles asks the group, “*where is the biggest market demand for reinventing areas*”? Mr. Lundquist states that the demand is South of the airport, East of Sepulveda, North of Rosecrans and West of Aviation. People **are not looking** for 300k sq. ft buildings. If mixed use, some office, retail, residential and hospitality, the complexion of the area would change. Chair Boyles states that he would like to revisit this project after the New Year.

The meeting adjourned at 6:25 p.m.

IX. ADJOURNMENT:

PASSED ON THIS 17 DAY OF SEPTEMBER 2014.