

**JOINT MEETING OF THE EL SEGUNDO CITY COUNCIL
AND ECONOMIC DEVELOPMENT ADVISORY COUNCIL
December 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 4:30 p.m. on December 17, 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

III. Presentations:

- None.

IV. Public Communications

- Dr. Mendez mentioned the idea of Business Recognition, saying that the Blue Butterfly coffee shop deserves recognition for their recent remodel.

V. Approval of minutes:

- Chair motioned to approve the minutes of the November 19, 2014 meeting. Unanimous approval.

VI. Unfinished Business

- None.

VII. New Business

- Consideration and possible action regarding the City Council providing direction to the City Manager regarding Phase I Report, and provide direction to exercise an option for an additional one (1) year term for Consultant (PCA Enterprises, Inc.) to implement Phase II. Fiscal Impact: \$280,500 (PCA- \$185,500 and Media ad buys and event costs-\$95,000)
- Chair Boyles makes a motion to recommend to City Council to give City Manager authority to continue with Phase II implementation as described above. Unanimous approval from EDAC members in attendance (6).
- Council member Atkinson makes a motion to give authority to the City Manager to continue with Phase II implementation as described above. Council member Fellhauer seconds. Unanimous approval (5).
- Daniel of PCA discusses the need to establish a program/tactical approach to be implemented in concurrence with Phase II funding. Mayor Fuentes agrees and wishes to go outside the City and continue to look for new businesses. Council member Atkinson made a suggestion on looking into tax credits, i.e. year one, no business license fee. Create a unique incentive because our City is unique. The group is in agreement- Daniel of PCA says this is good “ammo” and something we can creatively work with.

VIII. Reports

- Update on Bisnow event at Elevon on December 11, 2014. Great event and great PR for El Segundo.
- Chair Boyles mentions the “Annual Meeting”- what’s to come for the New year.
- The next EDAC meeting is scheduled for January 17th.
- Greg Carpenter discusses the proposed Land Use changes to Raytheon property going to Planning Commission in February.
- Mr. Lee to order business cards and name tags for EDAC members.

IX. Public Communications

None.

X. ADJOURNMENT:

- The meeting adjourned at 5:48p.m.