

**JOINT MEETING OF THE EL SEGUNDO CITY COUNCIL
AND ECONOMIC DEVELOPMENT ADVISORY COUNCIL
January 21st, 2015 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 January 21, 2015 at 2261 E. Mariposa Ave. El Segundo, CA 90245.

II. Roll Call:

The following Economic Development Advisory Council members were present:

- Richard Lundquist
- Drew Boyles
- Al Keahi
- Bob Healey
- Sandra Jacobs
- Morris Chernick
- **Absent:** Bob Gray

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

- Dr. Mendoza gave an update relating to his comments from last month regarding revitalization of Main Street and that he spoke to the new owner of the Blue Butterfly Mr. Ingram regarding speaking to EDAC
- Chris Cagle of South Bay Workforce gives update on current happenings.
- David Lampson (El Segundo resident) gives overview of proposed special event series “South Bay Comedy Festival” scheduled for week of May 13th-17th.

V. Approval of minutes:

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

VI. Unfinished business

1. Discussion and possible action to define businesses that will be included in the 100 new businesses by 2017 and city tracking methods.
 - Sam Lee proposes the criteria of new businesses with more than 10 employees and 5,000 sq. ft. Begin tracking at September 2014.
2. Discussion and possible action to develop a formal business recognition program. (Sandy and Drew to start).
3. Discussion and possible action to conduct a study of businesses that have been turned away due to zoning/code challenges. Internal process for addressing.
 - The group asks, “*how can we track rejections?*”
 - The most common reason for rejection is zoning not allowed or zoning allowed but requires change of use (parking).
 - Mr. Lundquist asks Staff if a simple form could be created for use at the Counter to track types of businesses coming in to inquire about coming to the City.
 - Mr. Lee to meet with his Staff (Planners) each week and obtain detail on types of businesses that are inquiring.
4. Discussion and possible action to assign EDAC members by Areas of Focus/Recruiting Efforts.
 - 11 members/Diverse cross section. Mr. Keahi suggests Lily Craig from Chevron and the GM at the Hacienda. Any interested parties contact Mishia for application.
5. Discussion and possible action to plan Annual meeting.
 - Mr. Keahi explains that this would be an opportunity to get the message out and get more people to “talk the story”. Venue- ESMOA, street closure, luncheon, “celebration”- possibly May or June.
6. General Plan changes
 - Postpone to next meeting. First step is to determine what type of businesses are being turned away. Mr. Lundquist mentions Aviation- a lot of empty Xerox space. Chair Boyles recommends formation of Subcommittee to tackle this. Mixed use/residential comes at a high service cost but we must look at the entire picture. Young people want to live where they work.
7. Development of internal process for accommodating new businesses, i.e. if cannot operate where interested, where and how can they?
 - Covered earlier.

See Excerpt from Bylaws:

ARTICLE VI- OFFICERS

- Revisit when Ted’s position is filled.
8. Discussion and possible action to identify third party presenters to discuss/show economic development initiatives and industry and business trends.
 - Revisit this later in the year. Chair Boyles explains that there have been too many New Business matters coming back after the New Year.

VII. New Business

- 1. Business License waiver or other incentive program or new businesses meeting certain criteria. Assign someone to conduct a cost benefit analysis. Per City Manager, Staff will research technical issues. City Attorney will need to weigh in.
- 2. Richmond Street disruption in 2016.- 3 blocks. Sidewalk will be made smaller.
- 3. Co-op outreach for marketing activities.- PCA

- 4. One pager/ toolkit for new business prospects. Contact information, key stats, business ambassadors, etc. – PCA
- 5. Calendar for marketing events- annual meeting, speaker series, etc.- PCA

VIII. Reports

1. Update on formation of committee to study development code changes to allow mixed use zoning that would not create an overall net loss financially to the City.
 - Chair states, “*Bob Healey is going to own that and report back to EDAC.*”
2. Update on progress of potential name change of Sepulveda Blvd. to Pacific Coast Highway.
 - Motion by Chair Boyles to make recommendation to City Council to direct Staff to file Caltrans Application. Unanimous approval.
3. Update on Paolucci Communications Arts’ marketing efforts, Broker Event and Performance review.
 - Daniel presented the 2015 Economic Development and Placemaking Marketing Strategy
4. Update on progress of proposed Smoky Hollow development code changes.
 - Contract executed with Consultant. Completed a walk through and background analysis. Stakeholder community meetings to take place in March. Chair Boyles asks if Paolucci can assist.
5. Review of goals from the 2014-15 Economic Development Strategic plan.
 - Daniel from Paolucci speaks about Marketing Strategy 2015. Lower vacancy rate. Multiple audiences: brokerage, business executives. Measurable results- quality measurement system. Big “story telling” aspects. We want to do takeovers- see El Segundo on our terms. Digital campaign- 100% video content. Reaching out to LAX signage. Spectacular opportunities. Kiosk programs. Monthly broker blast. Everything pushes into website. Poll process- longer term. Takes faith. It’s a brand process. PR- 2 key areas. **#1 Point Grand Opening** “Champion of Business”. Mayor to play large role. Work with Federal Realty (Point) and Elevon (Lakers) groundbreaking. **#2 Launch Centennial Celebration**, ESMOA, Innovation, speaker series, bring top minds of California (Bill Gates, Ted Turner). “Innovation Airplane”- 100 massive paper airplanes, longer term big value brand. Social media. Mayor Fuentes suggests hosting a float at Rose Parade (as part of Centennial celebration).

IX. Public Communications

- None

X. Committee Member Comments

- Chair Boyles mentions City Council meeting of Jan. 20, 2015. Top Golf vote. Thinking forward, if study results show do not proceed- what message are we sending to the business community? City Manager answers, “*not everything is about money*”.
- Special Olympics Host City opportunity. Athletes arrive 3 days prior to event. Host City entertains athletes, maintains them within community. Potential activities: refinery tour, high school workout.

The meeting adjourned at 6:44 p.m.

XI. ADJOURNMENT:

PASSED ON THIS 21st DAY JANUARY, 2015.