

**JOINT MEETING OF THE EL SEGUNDO CITY COUNCIL
AND ECONOMIC DEVELOPMENT ADVISORY COUNCIL
February 25th, 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 February 25, 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
- Sandy Jacobs
- Bob Healey
- **Absences – Morris Chernick, Robert 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:

- The City Manager explains that Kite Pharma, a biopharmaceutical company, has submitted T.I. plans and is expanding. Paolucci is working with Kite Pharma on a marketing piece.
- Vandad Eshpahbodi and Francois Chopard are friends of Chair Boyles. They are owners of Starburst Accelerator which is an aerospace centric incubator. They are looking for space close to the airport and aerospace industry, approximately 2,000 sq. ft. Ideally they will grow in the same location. Richard Lundquist offered to give them space for a few months.

IV. Approval of Minutes

- Chair motioned to approve the minutes of the January 21st, 2015 meeting. Unanimous approval.

V. Public Communications

- Mr. Lundquist discusses the Lakers/soccer parking lot. The City Manager states that we want to resolve this as quickly as we can. Perhaps place signage at the lot, “2009-2015 TEMPORARY PARKING LOT”. The Group discusses lack of staffing in both Planning & Building Safety as well as Public Works. The Plan checkers are bogged down. The Arclight resurface/stripping (parking lot) has taken months. Mr. Keahi states that he heard from a third party that El Segundo “does not want the Lakers”. The City Manager discusses Staff functions- perhaps there are some things we can do better/be more efficient. He is constantly surprised at how complex things have become when it comes to construction and code enforcement. Nelson Algaze speaks about aggressive Planning & Building Safety procedures at other cities such as New York (Manhattan). Being progressive is a function of business security. Mr. Healey is working with Sam Lee on this.
- Chris Cagle of the South Bay Workforce Investment Board gives an update on recent events.
- Councilmember Fellhauer introduces Martin Skredsvig, a Boeing employee and El Segundo resident.
- Daniel Martin of Paolucci gives a presentation on the following:

Interactive- Sent first edition of SOAR, Website updates (news section ongoing), Broker FTP Launch, El Segundo Inform section (ongoing), Photo Gallery Live, Smart Business eGuide updated

2015 Media- 2015 Media plan approved and creative placed

VI. Unfinished Business

- Business License waiver or other incentive program or new businesses meeting certain criteria. Greg Carpenter mentions that the City Attorney is looking at this. Chair Boyles asks if we can waive this entirely? Mr. Lundquist states that it is the “small guy” that needs the help.
- Richmond Street disruption in 2016.- The City is hiring a design firm. Work will begin in the first part of 2016.
- Co-op outreach for marketing activities.- Mr. Keahi reminds the group that the idea is to get companies behind funding EDAC initiatives. Mr. Keahi to work with Daniel of Paolucci on this.
- One pager/ toolkit for new business prospects. Contact information, key stats, business ambassadors, etc. – Completed. See “Broker FTP” elsegundobusiness.com/brokerftp
- Calendar for marketing events- annual meeting, speaker series, etc.- Paolucci
- Discussion and possible action to define businesses that will be included in the 100 new businesses by 2017 and city tracking methods. Sam Lee gives a presentation- looking at the numbers for years past and projecting ahead, we would need to see at least 4 or more per month to reach the goal of 100. See attached chart. Mr. Lee to continue charting data monthly. (These are businesses that meet criteria of more than 10 employees, more than 5,000 sq. ft., **or** any retail business with sales tax.)
- Discussion and possible action to develop a formal business recognition program. Defer until we recruit additional EDAC members. Hopeful to make announcement at State of the City 2016.

- Discussion and possible action to assign EDAC members by Areas of Focus/Recruiting Efforts. The Group discusses amending the Bylaws to increase the number of EDAC members. Chair Boyles, Mr. Keahi, and Mr. Lundquist form a subcommittee to review resumes. Agree to send recommendation(s) to City Council a few days prior to interviews.
- Discussion and possible action to plan Annual meeting- Mrs. Jacobs will organize. Defer until we recruit additional EDAC members. Paolucci is also working on this but we require more members to do the work.
- General Plan changes- The City Manager reiterates that this is a huge undertaking. He would prefer if individual properties are selected. The Group discusses Aviation Blvd. and the need for mixed use with possibly some residential. Bob Healey to work with Sam Lee.
- Development of internal process for accommodating new businesses, i.e. if cannot operate where interested, where and how can they?- No discussion.
- Discussion and possible action to identify third party presenters to discuss/show economic development initiatives and industry and business trends. We will get them in here.
- Smoky Hollow Kim Christensen stated that the City's consultant is working on background data and analysis and a report will be generated in the next couple of months. She stated that concurrent the consultant team is beginning the community outreach process with a day of stakeholder interviews including the Economic Development Advisory Council. She inquired if EDAC could convene a Special Meeting date of March 25th instead of the regularly scheduled March 18 meeting date. After discussion amongst the group regarding schedules, the Special Meeting was set for Monday, March 23rd at 4:30 p.m. subject to confirmation with the City's consultant team. Ms. Christensen stated that additional community outreach would occur in June with a community meeting open to everyone and that results of the background reports and stakeholders meetings would be available and shared at that time.

VII. New Business

- Review applications for new EDAC members. (see above Unfinished Business #8)

VIII. Reports

- None

IX. Public Communications

- None

X. Committee Member Comments

- None

The meeting adjourned at 6:06 p.m.

XI. ADJOURNMENT:

PASSED ON THIS 25th DAY FEBRUARY, 2015.