

**JOINT MEETING OF THE EL SEGUNDO CITY COUNCIL
AND ECONOMIC DEVELOPMENT ADVISORY COUNCIL
March 23, 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 March 23, 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
- Morris Chernick
- Neal Perky
- Jeffrey Lesker
- Gary Horwitz
- Alex Abad
- Lily Craig
- Robert Gray

The following El Segundo City Council members were present:

- Carl Jacobson
- Dave Atkinson
- Suzanne Fuentes
- Marie Fellhauer
- **Absent:** 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:

- Genevieve Sharrow of MIG and John Kaliski of Kaliski Architects gave a presentation regarding the Smoky Hollow development code changes (see attachment) and solicited comments from EDAC members regarding issues and concerns relating to Smoky Hollow. Ms. Sharrow, Mr. Kaliski, and Planning Manager Kim Christensen answered questions.

IV. Approval of Minutes

- Chair motioned to approve the minutes of the February 25th, 2015 meeting. Unanimous approval.

V. Public Communications

- Kyle Ransford owner of Chef'd at 291 Coral Circle invites all to the Chef'd launch party scheduled for Friday, March 27th at 4 p.m. and presented information about his company.
- Chris Cagle of the South Bay Workforce Investment Board gave an update.
- Rae Davito of Cyber City 3D gave an overview of her work with 3-D software that builds city models.

VI. Unfinished Business

- Business License waiver or other incentive program or new businesses meeting certain criteria. Chair Boyles to present on this at April 15th meeting.
- Calendar for marketing events- annual meeting, speaker series, etc.- Daniel Martin introduces Brittany Keahi to the group. Daniel Martin gave an update on the following recent activities:

Sent out second edition of the SOAR newsletter

Main Story: Kite Pharma moves to El Segundo

Neighborhood Highlight: Smoky Hollow

Business News: Beyond Meat Video

Broker FTP Site Launch (www.elsegundobusiness.com/brokerftp)

Continuous web updates

News Section: Sanrio, Chef'd, Wiseburn School, Rubicon, Fuhu

Media plan approved

LA Times 1/6 page ads

BisNow Newsletter Takeover: Month of April, Monday-Friday at 8:30am to 15,000 in LA and OC

GlobeSt Digital Campaign: Month of April in LA and OC

LABJ Wrap: April 20

Specific Media behavioral targeted digital ads: April-Nov

Met with the following businesses

Lakers 3/26

The Point 3/26

Leadership El Segundo 3/18

Government & Military Affairs 3/16

Going to reach out to businesses for video testimonials to be included on site

We are working with EDAC to Create a Welcome Package for New Business that will include a letter from the Mayor to new businesses

- Discussion and possible action to develop a formal business recognition program. No discussion. Neal Perky and Robert Gray volunteered to assist Sandy Jacobs
 - Discussion and possible action to plan annual meeting. Morris Chernick and Jeffrey Lesker volunteered to assist with annual meeting planning.
- Renaming Sepulveda to Pacific Coast Highway. The City Manager recently sent a formal letter to the City of Manhattan Beach on this matter and is waiting for a formal response.

Mr. Healey and Mr. Lundquist to conduct business outreach. Mr. Perky to report on number of tenants.

- Discussion and possible action to identify third party presenters to discuss/show economic development initiatives and industry and business trends. No discussion.

VII. New Business

- Discussion and possible action to amend bylaws to increase number of EDAC Members. Mr. Keahi made a motion recommending that the City Council amend the bylaws to increase the number of members to a range of 12 to 18. Motion passed, unanimous.
- EDAC new member interviews. There are 2 remaining interviews. The City Manager stated that these interviews will take place on April 7th or April 21st.
- Top Golf Study by consultant- preliminary review of findings by EDAC subcommittee. City Manager will ask consultant to present at next EDAC meeting scheduled for April 15th.

VIII. Reports

- 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. Gary Horwitz indicated that he would have some preliminary information available at our next meeting.
- New Businesses to El Segundo and tracking towards 100 at 100 goal. Mr. Horwitz, Mr. Healey, Mr. Lee and Daniel of PSM to re-package the “welcome program” (timing, site visit, collaterals, etc.). Bob Healey and Gary Horwitz to come back with report on what they are aware of in the deal pipeline. Also, Daniel and Sam to review the 13 new businesses to date.
- Communications updates. PSM. See above.
- 2014 Otis Report on the Creative Economy. Chair Boyles mentioned the availability of this report and that it has a lot of useful information.

IX. Public Communications

- City Manager tells the group that the State of the City is coming up on Wednesday, March 25, 2015 to be held at the Dockweiler Community Center.
- Chair Boyles thanks Mr. Lee for ordering and supplying EDAC members with their new business cards. He would like to pursue social media such as creating an EDAC group on LinkedIn. Mr. Lee to arrange headshots for EDAC members with City Cable (Recreation & Parks Department).
- Chair Boyles mentioned that SVM, a production company that is currently in Santa Monica looking to purchase 10,000-20,000 square feet property, possibly in El Segundo. He did suggest Elevon. Daniel of PSM mentions “Aerospace incubators” and the process of selecting these businesses. Potential Social media-based aerospace incubation zone does exist.
- Chair Boyles discusses the need for a future Orientation meeting for new EDAC members with possible cocktail reception.

X. Committee Member Comments

- None

The meeting adjourned at 6:23 p.m.

XI. ADJOURNMENT:

PASSED ON THIS 23rd DAY MARCH, 2015.