

**JOINT MEETING OF THE EL SEGUNDO CITY COUNCIL
AND ECONOMIC DEVELOPMENT ADVISORY COUNCIL
May 20, 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 May 20, 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
- Lance Ralls
- Michael Mothner

The following Economic Development Advisory Council members were absent:

- 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

III. Public Communications:

- Chair Boyles announces that Martin Skredsvig has resigned. There is now a vacancy on EDAC representing Aerospace Industry.
- Chair Boyles asks the group if anyone objects to still photos being taken at this meeting. No objections.

IV. Approval of Minutes

- Chair motioned to approve the minutes of the April 15, 2015 meeting. Unanimous approval.

V. **Presentations:**

- John Ollen of Tishman Speyer gives a presentation on Playa Vista and its successful transformation. Playa Vista has embraced the “live/work/play” idea by implementing strategies in the areas of:
 - Master Plan community
 - Parking
 - Taxes
 - Residential
 - Retail
 - Infrastructure
 - Architecture Emphasis
 - In 2017, Playa Vista is completely filled.
 - El Segundo, Hollywood and Downtown could be the next Playa Vista. El Segundo is well situated. Especially with company executives that live in the southbay.
- Daniel of Paolucci Sailing & Martin provides an update on:
 - Q1 Performance review
 - Online Ad results
 - Marketing strategy
 - Video testimonials
 - Q2, Q3, Q4 plan

VI. **Unfinished Business**

- Calendar for marketing events- annual meeting, speaker series, etc.- No discussion.
- Discussion and possible action to develop a formal business recognition program. Sandy Jacobs emphasizes the need for criteria. Chair Boyles will create a Survey Monkey for this.

VII. **New Business**

- Rose Bowl Parade-100 year Anniversary Float. Meredith Petit assigned to Manage project. \$6,000.00 due with application. Chair Boyles instructs Sam Lee to add this to agenda for June 17th EDAC agenda. Overall cost for float is \$250,000.00 to start. The Group discusses co-op funding. Mr. Keahi volunteers to head a Co-op Committee to potentially fund the float along with future public arts projects.

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 provided preliminary information on this topic. Group met and discussed analyzing the difference between a residential mixed use and commercial projects. The comparison will look at tax revenue and city services on a short and long term perspectives.
- Business Tax incentives or other incentive programs to attract new businesses. The Economic development manager will be coming on board soon. This will be one of their

first tasks. To analyze overall tax burden and compare it to other cities and report back to EDAC.

- New Biz to El Segundo. Bob Healey and Gary Horwitz provide a report. Guthy Renker may be taking over 90,000 sq ft in Pacific Corp Towers.
- Field parking update (signage and street parking). Signage and maps will be posted. Street parking will be striped end of this week and field parking lot will be closed on May 29th.
- New Businesses to El Segundo and tracking towards 100 at 100 goal. 1 new business in May – Way Better Bowls. We're at 16 new businesses.

IX. Public Communications

- Michael Strauss of The Point invites the Group to the Grand opening on July 30th. He reminded the Group that they will be hosting the next EDAC meeting on June 17th which will include a tour. Daniel of Paolucci will provide a camera to that meeting.

X. Committee Member Comments

- Reminder – New member orientation on June 8th

ADJOURNMENT