

**JOINT MEETING OF THE EL SEGUNDO CITY COUNCIL
AND ECONOMIC DEVELOPMENT ADVISORY COUNCIL
June 17, 2015 Meeting Minutes**

I. Call to Order

Vice Chair Al Keahi called to order the Joint Meeting of the El Segundo City Council and Economic Development Advisory Council at 4:30 p.m. on Wednesday June 17, 2015 at The Point, 850 S. Sepulveda Blvd. El Segundo, CA 90245.

II. Roll Call:

The following Economic Development Advisory Council members were present:

- Richard Lundquist
- Al Keahi
- Sandy Jacobs
- Bob Healey
- Neal Perky
- Jeffrey Lesker
- Gary Horwitz
- Alex Abad
- Lily Craig
- Lance Ralls
- Robert Gray

The following Economic Development Advisory Council members were absent:

- Rob Croxall
- Drew Boyles
- Michael Mothner
- Morris Chernick

The following El Segundo City Council members were present:

- Carl Jacobson
- Dave Atkinson
- Suzanne Fuentes
- Mike Dugan

The following City Council member was absent:

- Marie Fellhauer

The following staff members were present:

- Greg Carpenter, City Manager
- Kim Christensen, Planning Manager

III. Public Communications:

None.

IV. Approval of Minutes

- Vice Chair motioned to approve the minutes of the May 20, 2015 meeting. Unanimous approval.

V. Presentations:

- Michael Strahs provides project overview of The Point and gives group Tour.

VI. Unfinished Business

- Discussion and possible action to develop a formal business recognition program. Sandy Jacobs provides a presentation/handout. Staff to provide numbers for company sizes. Requesting a budget for awards and having flexibility in award categories.
- Discussion and possible action to identify third party presenter(s) to discuss/show economic development initiatives and industry and business trends. No discussion.
- Discussion and possible action to plan annual meeting. No discussion
- Rose Bowl Parade-100 year Anniversary Float. Vice Chair Keahi discusses important elements- suggests EDAC should speak to San Gabriel on how to raise funds. Mr. Keahi feels a successful effort would require \$350k and suggests using consultant to manage Centennial and Rose Parade efforts. Mr. Keahi recommends formation of committee to manage this marketing endeavor. Vice Chair Keahi requests item for next EDAC agenda, "Discuss and make recommendation to City Council the need to raise funds for the entire Centennial effort and the need of the Centennial Committee to develop overall calendar of events".

VII. New Business

- None.

VIII. Reports

- EDAC Orientation Meeting recap. Vice Chair Keahi thanked Richard Lundquist. Mayor Fuentes suggested that the City host a mixer (without alcohol).
- 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 H. provided outline of methodology. Neal and Sandy to continue with work.
- New Biz to El Segundo. Keller Williams took half of The Point office.
- New Businesses to El Segundo and tracking towards 100 new businesses by 100th anniversary goal. No discussion

IX. Public Communications

- Mike Rotolo commented on the Rose Parade Float, specifically the suggested funding amount of \$350k. Is this the biggest "bang for our buck"? An analysis should be conducted on how to best invest this sum of money.

- Michael Strahs provided background on The Point project. Mr. Strahs described the tenants and the \$80 million invested, gave thanks to City Staff, Chevron, and City of Manhattan Beach for assisting with project. Tour conducted.

X. Committee Member Comments

- Richard Lundquist invites everyone to the July 16th Elevon event.

The meeting adjourned at 5:54pm