

***JOINT MEETING OF THE EL SEGUNDO CITY COUNCIL  
AND ECONOMIC DEVELOPMENT ADVISORY COUNCIL  
July 15, 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 July 15, 2015 at Fire Station 2, 2261 E. Mariposa Ave. 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
- Lily Craig
- Lance Ralls
- Morris Chernick
- Robert Gray
- Rob Croxall

The following Economic Development Advisory Council members were absent:

- Drew Boyles
- Michael Mothner
- Alex Abad

The following El Segundo City Council members were present:

- Carl Jacobson
- Dave Atkinson
- Suzanne Fuentes
- Marie Fellhauer

The following City Council member was absent:

- Mike Dugan

The following staff members were present:

- Greg Carpenter, City Manager
- Sam Lee, Planning and Building Safety Director
- Kimberly Christensen, Planning Manager
- Meredith Petit, Recreation and Parks Director

### **III. Public Communications:**

- None.

### **IV. Approval of Minutes**

Correction to minutes of the June 17<sup>th</sup> 2015 meeting as Marie Fellhauer was not in attendance at previous EDAC meeting. Following this Amendment Vice-Chair Keahi moved to accept minutes as corrected. All in favor.

### **V. Presentations:**

- None.

### **VI. Unfinished Business**

1. Discussion and possible action to recommend to the City Council that funds should be raised for the entire Centennial effort and the need of the Centennial Committee to develop an overall calendar of events. (Al Keahi) The Vice Chair provided comments re: The Centennial overview provided at the previous EDAC meeting. In follow up to those remarks, the Vice Chair reached out to Paolucci, Sallings and Martin (PSM) and requested they provided a Research and Development report on other Beach cities centennial activities within the past 3-4 years. Following the report, the Vice Chair recommended that a sub- committee be appointed by City Council and working with a 3<sup>rd</sup> party firm to head the centennial process. EDAC sees the centennial as an opportunity to further the branding opportunities of El Segundo in reaching far beyond our borders. Further discussion by the City Council is planned at their upcoming meetings as to a direction and scope.
2. Discussion and possible action to recommend to the City Council to add a Destination Marketing Fund as part of the change to the Transient Occupancy Tax (TOT) that would be a consumer pass through at the hotel level. (Al Keahi) A discussion ensued regarding increasing the TOT and what it could bring to the city. Hotelier and EDAC member Jeff Lesker provided input for a couple scenarios and that the TOT is a pass through that wouldn't be felt by the local residents. He stated that he felt that a TOT increase would be supported by the hoteliers if it meant marketing and promoting business in the city. Following the discussion with the City Manager and the Council, it was stated that the residents of El Segundo are very conservative and that the approval of the TOT increase could be a challenge. Further discussion by the City Council and the City Manager is being planned for the near future.
3. Calendar for marketing events (Daniel Martin, Brittany Keohi)  
Daniel Martin of PSM provided a rundown of all the marketing and promotional activities occurring with their scope of work for the city. The Economic Development website is updated with the same information.
4. Discussion and possible action to develop a formal business recognition program. (Committee: Sandy Jacobs/Drew Boyles/Neal Perky/Robert Gray)  
Committee continues to review and research with other consultants.

5. Discussion and possible action to plan the annual meeting. (Committee: Sandy Jacobs/Drew Boyles/Morris Chernick/Jeffrey Lesker)
6. Discussion and possible action to identify third party presenter(s) to discuss/show economic development initiatives and industry and business trends. Nothing to report.

## **VII. New Business**

- Discussion and possible action to reach out to the business community regarding building owners/tenants providing additional parking on-site so that employee/customer parking has less impact on nearby residential streets. (Mike Dugan) The City Manager introduced the situation regarding the permit parking occurring especially in the NE corridor of the city. It was decided that a committee would be formed to look into the entire parking situation and look into various opportunities especially in that particular area of the city. Most of the members are made up of the commercial brokers and FUHU.
- Discussion and possible action regarding a request from the El Segundo Chamber of Commerce for the City Council to authorize the use of a City shuttle bus in conjunction with the El Segundo Art Walk events on July 16<sup>th</sup> and August 20<sup>th</sup> from 5:00 pm-9:00 pm, at a reimbursable cost of \$101.77 per event, totaling \$203.54. Marsha Hansen from the Chamber and Recreation and Parks Director Meredith Petit answered EDAC and Council members questions. Council voted to support this effort.
- Discussion and possible action regarding a request from El Segundo Museum of Arts (ESMOA) for the City Council to permit directional signage on city streets. (Greg) It was suggested that a further review of signage be conducted by the City.

## **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. (Committee: Bob Healey/Gary Howitz/Alex Abad/Sam Lee) Committee continues to review and research issues with consultants.
- New Biz to El Segundo. Bob Healey and Gary Horwitz will report on what they are aware of in the deal pipeline. New Marketing firm signed lease in Pacific Corporate Towers (PCT) with 300-400 employees.
- New businesses to El Segundo and tracking towards 100 new businesses by 100<sup>th</sup> anniversary goal.

Businesses that fit into one or more of the following criteria:

- Greater than 10 employees and/or
- Greater than 5000 sq ft and/or
- Generates Sales Tax

This month the new businesses included Pariveda Solutions Inc. and Candy Club LLC.

## **IX. Public Communications**

None

## **X. Committee Member Comments**

None

The meeting adjourned at 6:25 p.m.

**XI. ADJOURNMENT:**

PASSED ON THIS 15<sup>TH</sup> DAY JULY, 2015.