

**JOINT MEETING OF THE EL SEGUNDO CITY COUNCIL  
AND ECONOMIC DEVELOPMENT ADVISORY COUNCIL  
August 19, 2015 Meeting Minutes**

- **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 Wednesday August 19, 2015 at the WPromote offices located at 2100 East Grand Ave., Suite 100 El Segundo, CA 90245.

Welcome and introduction of Barbara Voss, new Economic Development Manager for the City of El Segundo.

- **Roll Call:**

The following Economic Development Advisory Council members were present:

- Drew Boyles
- Richard Lundquist
- Sandy Jacobs
- Bob Healey
- Jeffrey Lesker
- Gary Horwitz
- Michael Mothner
- Alex Abad
- Morris Chernick
- Robert Gray

The following Economic Development Advisory Council members were absent:

- Al Keahi
- Neal Perky
- Lily Craig
- Lance Ralls
- Rob Croxall

The following El Segundo City Council members were present:

- Carl Jacobson
- Dave Atkinson
- Mike Dugan

The following City Council members were absent:

- Suzanne Fuentes
- Marie Fellhauer

The following staff members were present:

- Greg Carpenter, City Manager
- Sam Lee, Planning and Building Safety Director
- Barbara Voss, Economic Development Manager

- **Public Communications:**
  - Jeff Lesker announced his resignation from the Economic Development Advisory Council due to relocation. He is actively searching for a successor.
  - Michael Mothner provided an overview of the WPromote’s new office space. Moved in six weeks ago, his fourth facility in El Segundo.
  - Introduction of guests Peter Zander and Adam Lentz. Antonio Mendez, Lyle Maul, and Chris Cagle were also present.
  
- **Approval of Minutes**
  - Robert Gray motioned to approve the minutes of the July 15th meeting. Unanimous approval.
  
- **Presentations:**
  - Tiffany Jones provided an overview of Dare to Golf.
    - Recently relocated her offices from Santa Monica to El Segundo.
    - Dare to Golf provides corporate training and leadership development for women through golf.
    - Dare to Golf addresses a concern that women are not well represented in corporate golf outings and are potentially missing out on business opportunities and excluded from informal networks.
  - Marketing update: Daniel Martin from Paolucci Salling & Martin (PSM) provided a summary of marketing activities, including:
    - Q2 Performance review – 78% increase in web traffic over Q1
    - Online ad results
    - Print media development and placement – “Benefits Ad” highlighting what El Segundo offers businesses.
    - SOAR e-newsletter – featured The Point
    - The Point grand opening publicity over the last 30 days
    - 31 new businesses towards 100 at 100 goal
    - New gallery of images on the elsegundobusiness.com
    - LinkedIn EDAC group
    - Video testimonials – Federal Realty
    - Starburst Accelerator Update
    - Q3, Q4 plan
    - End of fiscal year summary at next meeting
  
- **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. No Discussion
  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) Greg Carpenter had preliminary discussion regarding change in TOT with Council and will discuss at 8/31 strategic planning session. Greg Carpenter has not discussed the component of linking increased TOT to marketing tourism with City Council.

Barbara Voss suggested raising it to be comparable to surrounding cities. Jeffrey Lesker expressed support for the increase in TOT and suggested that the funds not be earmarked for any particular purpose. Greg Carpenter stated that Council could decide to pass a resolution that it is their intent to utilize funds for tourism marketing efforts. Chris Cagle served on City Council in Redondo Beach, and TOT was increased there from 10-12% during his tenure. Some of the money went to establishing a visitor's bureau and created a three year contract with the Chamber of Commerce to utilize 1% of funding to market the city.

3. Calendar for marketing events (Daniel Martin, Brittany Keohi)  
Daniel Martin of PSM provided a summary of the marketing efforts during the marketing update. No Further discussion.
4. Discussion and possible action to develop a formal business recognition program. (Committee: Sandy Jacobs/Drew Boyles/Neal Perky/Robert Gray)  
Committee to meet with Barbara Voss in the next few weeks to discuss.
5. Discussion and possible action to plan the annual meeting. (Committee: Sandy Jacobs/Drew Boyles/Morris Chernick/Jeffrey Lesker)  
Committee to meet with Barbara Voss in the next few weeks to discuss.
6. Discussion and possible action to identify third party presenter(s) to discuss/show economic development initiatives and industry and business trends. Discussed potential future presenters including: Scan Digital, Stamps.com, Cooking.com, Start Engine, DaVita Healthcare, Big Block, PK4 Media, Mattel, Beyond Meat, Quest Nutrition, PSM, Manduka, Guthy-Renker etc. Drew Boyles to follow up with Scan Digital and Start Engine. Barbara Voss to follow up with Stamps.com. Mike Mothner to follow up with DaVita Healthcare and PK4. Gary Horwitz to follow up with Candy Club.
7. 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. (Lance Ralls, Gary Horwitz, Neal Perky and Bob Healey) Mike Mothner to be added to the committee. Committee to meet to develop a strategy and report back. Look at feasibility of having parking at that location. Mike Mothner suggested adding general discussion of office parking limitations in El Segundo.

- **New Business**

- Discussion and possible action to participate in the LAEDC Annual County-Wide Innovation Week(s) Opportunity to host Innovation Week kickoff event Elevon on 10/1/15 for approximately 200 civic and business leaders. EDAC supported moving forward with the event.

- **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 Horwitz/Alex Abad/Sam Lee) Committee continues to review and research issues with consultants. Will possibly have pros and cons to discuss at the next EDAC meeting.
- New Biz to El Segundo. Report on what they are aware of in the deal pipeline. (Bob Healey and Gary Horwitz) Motion Media (not finalized), Manduka expansion to

new office space at Apollo, Guthy Renker, One Stop relocated from Santa Monica, Cooking.com is expanding, Keller Williams leasing at The Point (not finalized), Evolve Media (not finalized). Rents for creative office products are approaching \$4/psf. Drew Boyles suggested tracking psf lease rates.

- New businesses to El Segundo and tracking towards 100 new businesses by 100<sup>th</sup> anniversary goal. Update – 31 new businesses to date.
  
- **Public Communications**
  - Antonio Mendez – Met with the owner of Blue Butterfly Cafe, and he is interested in being a speaker on the topic of downtown revitalization.
  
- **Committee Member Comments**
  - Sandy Jacobs suggested giving the Artwalk a “Champion of Business” award. PSM to create a video of the Artwalk. Greg Carpenter suggested presenting the Artwalk with a commendation at City Council Meeting on September 15, 2015.
  - Drew Boyles recommended forming a Smoky Hollow task force.
  - Drew Boyles suggested revisiting downtown businesses north of Grand Avenue.
  - Sam Lee is organizing downtown sub-committee with the Planning Commission to study the elements of the Downtown Specific Plan and make recommendations for opportunities to improve downtown.

The meeting adjourned at 6:14 p.m.

- **ADJOURNMENT:**

PASSED ON THIS 19<sup>TH</sup> DAY AUGUST, 2015.