



SPECIAL JOINT MEETING CITY OF EL SEGUNDO CITY COUNCIL AND ECONOMIC DEVELOPMENT ADVISORY COUNCIL AGENDA

MEETING DATE: Wednesday September 16, 2015

MEETING TIME: 4:30 p.m.

MEETING PLACE: Fire Station 2
2261 E. Mariposa Ave
El Segundo, CA 90245

The **Economic Development Advisory Council**, with certain statutory exceptions, can only take action upon properly posted and listed agenda items. Unless otherwise noted in the Agenda, the public can only comment on City-related business that is within the subject matter jurisdiction of the **Economic Development Advisory Council**, and items listed on the Agenda during the **Public Communications** portion of the meeting. The time limit for comments is five minutes per person.

Unless otherwise noted in the Agenda, the Public can only comment on City-related business that is within the jurisdiction of the City Council and/or items listed on the Agenda during **Public Communications** portions of the Meeting. Additionally, the Public can comment on any Public Hearing item during the Public Hearing portion of such item. The time limit for comments is five (5) minutes per person.

Before speaking to the Economic Development Advisory Council and City Council, please come to the podium and state: Your name and residence and the organization you represent, if desired. Please respect the time limits.

Members of the Public may place items on the Agenda by submitting a **Written Request** to the City Clerk or City Manager's Office at least six days prior to the joint meeting of the Economic Development Advisory Council and City Council. The request may include a brief general description of the business to be transacted or discussed at the meeting. Plating of video tapes or use of visual aids may be permitted during meetings if they are submitted to the City Clerk two (2) working days prior to the meeting and do not exceed five (5) minutes in length.

Before speaking to the Economic Development Advisory Council, please state your name and residence and the organization you represent.

In compliance with the Americans with Disabilities Act, if you need assistance to participate in this meeting, please contact the City Clerk (310) 524-2305. Notification 48 hours before the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting.

A. CALL TO ORDER

B. ROLL CALL

- | | | |
|--|--|---------------------------------------|
| <input type="checkbox"/> Drew Boyles | <input type="checkbox"/> Bob Healey | <input type="checkbox"/> Gary Horwitz |
| <input type="checkbox"/> Al Keahi | <input type="checkbox"/> Morris Chernick | <input type="checkbox"/> Alex Abad |
| <input type="checkbox"/> Richard Lundquist | <input type="checkbox"/> Neal Perky | <input type="checkbox"/> Lily Craig |
| <input type="checkbox"/> Sandy Jacobs | <input type="checkbox"/> Jeffrey Lesker | <input type="checkbox"/> Lance Ralls |
| <input type="checkbox"/> Michael Mothner | <input type="checkbox"/> Robert Gray | <input type="checkbox"/> Rob Croxall |

C. PRESENTATIONS

Paolucci Salling & Martin - 2015 Performance Review (Daniel Martin, Brittany Keohi)

D. PUBLIC COMMUNICATIONS (Related to City Business only and for which the **City Council and Advisory Council** are responsible – 5 minutes per person; 30 minutes total).

E. APPROVAL OF MINUTES for August 19, 2015

F. 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)
2. Discussion and possible action to recommend to the City Council to add a Destination Marketing Fund as part of the change to the T.O.T. that would be a consumer pass through at the hotel level. (Al Keahi)
3. Calendar for marketing events. (Daniel Martin, Brittany Keohi)
4. Discussion and possible action to develop a formal business recognition program. (Sandy Jacobs /Drew Boyles /Neal Perky /Robert Gray)
5. Discussion and possible action to plan annual meeting. (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.
 - i. Scan Digital - to be confirmed
 - ii. Petros Café – to be confirmed
 - iii. Millennium Space Systems – Jeff open to it
 - iv. Otis / Larry Kosmont
 - v. Beyond Meat
 - vi. Stamps.com
 - vii. Start Engine / Ron Miller – expressed interest
 - viii. Federated / The Point
 - ix. Karl Storz
 - x. DirectTV
 - xi. CDC at elevon (Q1)
 - xii. JumpStartFund
 - xiii. Quest Nutrition
 - xiv. PK4 Media (Speaker and Host)
 - xv. Candy Club
 - xvi. Cooking.com
 - xvii. DaVita Healthcare
 - xviii. Manduka
 - xix. Big Block
 - xx. Mattel
 - xxi. Guthy-Renker

7. Discussion and possible action to reach out to the business community regarding building owners/tenants provide additional parking on-site so that employee/customer parking has less impact on nearby residential streets. (Lance Ralls, Gary Horwitz, Neal Perky, Bob Healey, and Michael Mothner)
8. Update on LAEDC annual county-wide Innovation Week kick-off event at Elevon - (Drew Boyles/Barbara Voss)

G. NEW BUSINESS

H. REPORTS

1. Economic Development Manager Update
2. New Biz to El Segundo. Report on what they are aware of in the deal pipeline. (Bob Healey/Gary Horwitz)
3. New businesses to El Segundo and tracking towards 100 new businesses by 100th anniversary goal.
 - Businesses that fit into one or more of the following criteria:
 - Greater than 10 employees and/or
 - Greater than 5,000 square feet and/or
 - Generates Sales Tax



8 new business licenses in August:

1. Hopdoddy – Restaurant – The Point
2. Prana – Retail – The Point
3. Matthews Retail Group – Real Estate – 841 Apollo Street, Suite 150
4. Mendocino Farms – Restaurant – 840 Apollo Street, Suite 100
5. Sausal – Restaurant – 219 Main Street
6. Paper Source – Retail – 2008 Park Place
7. Lou & Grey – Retail – The Point
8. Tempus – Temporary Service – 999 N. Sepulveda Blvd.

I. PUBLIC COMMUNICATIONS (Related to City Business only and for which the **City Council and Advisory Council** are responsible – 5 minutes per person; 30 minutes total).

J. COMMITTEE MEMBER COMMENTS

- a. **Chairman Drew Boyles** - Open discussion for ideas and/or suggestions to consider for the EDAC and Council for the good of the City. ***No action to be taken on open discussions.***

K. Next EDAC meeting:

- a. Location: Fire Station 2
- b. Date: October 21, 2015

L. ADJOURNMENT