

**JOINT MEETING OF THE EL SEGUNDO CITY COUNCIL  
AND ECONOMIC DEVELOPMENT ADVISORY COUNCIL  
October 21, 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 October 21, 2015 at Fire Station 2, 2261 E. Mariposa Ave. El Segundo, CA 90245

• **ROLL CALL**

The following Economic Development Advisory Council members were present:

Drew Boyles	Sandy Jacobs	Alex Abad	Neal Perky
Al Keahi	Bob Healey	Morris Chernick	Lily Craig
Richard Lundquist	Gary Horwitz	Robert Gray	Rob Croxall

The following Economic Development Advisory Council members were absent:

- Lance Ralls

The following El Segundo City Council members were present:

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

The following staff members were present:

- Greg Carpenter, City Manager
- Barbara Voss, Economic Development Manager

• **PRESENTATIONS**

**Paolucci Salling & Martin – Brittany Keohi**

- Introduction of Anne Milo, new to PSM, will assist with Public Relations initiatives for El Segundo and EDAC.
- 2015 Performance Review Recap
  - Recent Activity: Took photos and created a photo gallery for the Innovation Week kickoff event. Sent out e-blasts.
  - Completed Tishman Speyer testimonial.
  - Continuous news updates on the “Inform” page.
- Have successfully extended reach beyond El Segundo.
- Advertising highlights
  - Bisnow e-blast to 15,000 Southern California subscribers.

- GlobeSt.com – 5 different ads.
- 15 second pre roll targeted to C-level executives.
- LA Business Journal 4 page cover wrap in April
- Incentive ad in LA Times, LA BJ, SF BJ in August
- Web-site Activity/Updates
- SOAR e-newsletter – 31% open rate, 4.3% click through rate. 9% increase in contacts
- Overview of 2015/16 plan:
  - Objective: Further grow, define and share with the world El Segundo’s positioning a leader in Southern California business for the last century. Key business acquisition and relationship development for the city. Creation and maintenance of marketing tools: web-site, editorials PR and targeting advertising. Concept and production of two key events: Broker’s event and economic development annual event. Preliminary countdown to the centennial.
- Budget review. Nov. – July 9,600/month
- Two new collateral pieces and new digital and video campaign, photo shoots, testimonials, etc.
- Potential Bisnow email takeover correlated with elevon event in March.
- Public relations – articles, media alerts, grand openings, etc.
  
- Drew Boyles asked what medium is recommended for targeted ads. Brittany Keahi recommended pre-roll video/pay per view model.
- Al Keahi recommended “hitting while the fire is hot” and continuing to ramp up starting in January 2016. Recommended meeting with the sub-committee and prepare a recommendation for a budget moving forward. Broker outreach is key.
- Mike Mothner proposed that the EDAC set defined benchmarks and insert a mix of search advertising.
- Drew Boyles explained that the goal to date has been branding first, followed by a call to action. Need to develop a compelling call to action. Need to step back and recommend a budget for EDAC and possibly request additional funds.
- Mayor Fuentes suggested that the centennial efforts may be better handled by the centennial committee and not as part of the EDAC/PSM effort.
- Mike Mothner recommended a digital approach over print because it is more targeted and yields maximum value. Print can be effective in some cases.
- Drew Boyles recommended revisiting the city’s economic development strategic plan and develop a strategy moving forward. And suggested a strategic planning sub-committee meeting. Mike Mothner and Drew Boyles will participate.

### **CyberCity 3D – Kevin DeVito**

- CyberCity 3D models 3D buildings and streams 3D content over the web.
- Demonstrated a 3D model of El Segundo.
- Mapping device can be utilized to show available properties, parking locations, other data.
  
- **PUBLIC COMMUNICATIONS**

None

- **APPROVAL OF MINUTES**

Alex Abad motioned to approve the minutes of the September 16th meeting. Unanimous approval.

- **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. Greg Carpenter reported that Council directed staff to allocate \$25,000 of seed money towards beginning the planning of the centennial events. Council created a committee with Mayor Fuentes and Councilmember Fellhauer to plan centennial efforts. Mayor Fuentes reported that Councilmember Jim Clarke from Culver City offered to come to the Centennial Committee meeting to talk about their recent centennial celebration.
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) In response to the suggestion from EDAC that EDAC recommend to City Council that some of the incremental TOT funds be directed towards marketing activities, Greg Carpenter and Barbara Voss presented a draft analysis of possibilities for allocating some of the TOT incremental revenue to the economic development program/economic development marketing efforts. Barbara Voss also presented a draft resolution to demonstrate possible language for a City Council Resolution. Sandy Jacobs reported that Marsha Hansen is working on setting up a meeting with hoteliers. Al Keahi suggested that we focus on marketing the city as a destination and increasing occupancy at hotels. Al Keahi suggested we determine who would manage tourism funds. Al Keahi suggested that we first determine the industry average allocated per room for marketing, then assess an overall budget for ED marketing & promotions and destination marketing. Drew Boyles recommended spending more on ED and marketing, and asked what other cities spend on marketing and economic development. General discussion of possible T.O.T. ballot measure. Al Keahi recommended that tourism/destination marketing be separate from economic development marketing, and the overall economic development program. Richard Lundquist recommend that EDAC drop the resolution pending the outcome of the ballot measure. Next step: EDAC to work with Chamber of Commerce to set up a meeting with hoteliers and report back at the next EDAC meeting.
3. Calendar for marketing events (Daniel Martin, Brittany Keohi) Daniel Martin of PSM provided a summary of the marketing efforts during Performance Review presentation. No Further discussion.
4. Discussion and possible action to develop an Annual Economic Development event and formal business recognition program. (Committee: Sandy Jacobs/Drew Boyles/Neal Perky/Robert Gray) Sub-committee met on 10/15 to discuss an annual economic development event. Barbara Voss presented a framework for the event including a format for the event. Business awards would be presented in four categories. Sandy Jacobs spoke

with the Chamber and they would like to be a supporting sponsor of the event. Michael Mothner suggesting changing the name of the event. Barbara Voss invited the council to suggest names for the event and the awards. Next step: Convene another meeting of the subcommittee, invite Marsha Hansen and develop a specific timeline and task list.

5. Discussion and possible action to identify third party presenter(s) to discuss/show economic development initiatives and industry and business trends.
6. 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) Impact that the two buildings at Imperial and Sepulveda are having on the nearby residential area. Permit parking has been implemented to address this. Gary Horwitz reported that Lance Ralls will be scheduling a meeting with Kilroy. Neal Perky suggested partnering with CyberCity to analyze parking in the city.
7. Discussion/Report of committee 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) Gary Horwitz reported the pros and cons of allowing mixed use zoning east of Sepulveda. Bob Healey provided an example site to illustrate a potential mixed use scenario. Reviewed mixed use developments in previously industrial areas in other cities including Anaheim, San Marcos, Milpitas and Irvine. Cons included: reduce opportunities for office development, residential will restrict uses on adjacent properties, impacts small town feel, less revenue to the city, burden on city resources. Pros included: attract new media tech companies that want housing near work, revenue opportunities, larger residential population generates more sales at local businesses, less traffic. Drew Boyles suggested that the market would support paying additional Mello Roos, fees etc. to offset the burden to the city. Mayor Fuentes suggested that high-end housing would be a better fit than other housing options. Alex Abad cited the example of the 360 South Bay development as an example of the type of development that may come to El Segundo if zone changes allowed. Michael Mothner shared that limited housing options is a challenge for employees.

- **NEW BUSINESS**

Discussion of business license tax study and analysis of potential business incentives

- **REPORTS**

- Economic Development Update:
  - Outreach to businesses in Smoky Hollow and key businesses east of Sepulveda to access broadband feasibility in El Segundo. Meetings will be held November 2-4 with Magellan and the city's IT manager.
  - City of El Segundo Mayor and City Council received an award and commendation for being selected as a finalist for the Most Business Friendly City award.

- Innovation Week kickoff event at elevon was a success with over 200 civic and business leaders from throughout LA County in attendance. Honored the City of El Segundo as the City of the Future.
  - Beach Magazine is doing another article on El Segundo and is looking for information on creative office developments in the city.
  - New Biz to El Segundo. Report on what they are aware of in the deal pipeline. (Bob Healey and Gary Horwitz) Office building on Walnut. High end wine warehouse signed a deal at 550 Nash. 605 Douglas sold to a confidential buyer. Significant leasing activity at Pacific Corporate Towers is underway. Alex Abad was asked to lease 128 Maryland Street – 140,000 sf) and has a couple of interested parties. International Rectifier has interviewed brokerage firms, but has not yet made a decision to take it to market.
  - New businesses to El Segundo and tracking towards 100 new businesses by 100th anniversary goal. Update – 49 new businesses to date.
- **PUBLIC COMMUNICATIONS**
    - Mike Rotolo suggested that additional TOT funds be used for capital improvements.
- **COMMITTEE MEMBER COMMENTS**
    - Mayor Fuentes mentioned the ICA event at elevon and the Internet Association Business crawl and invited all to attend.
    - Shar Franklin recommended that city staff research “Discover Torrance” and “Gateway LA”
    - Welcome newly appointed members: Spencer Bauer, Van Espahbodi and Shar Franklin.

The meeting adjourned at 6:41PM.

- **ADJOURNMENT**

PASSED ON THIS 21st DAY OCTOBER, 2015.