

**JOINT MEETING OF THE EL SEGUNDO CITY COUNCIL
AND ECONOMIC DEVELOPMENT ADVISORY COUNCIL
November 18th, 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 November 18th, 2015 at the Automobile Driving Museum, 610 Lairport Street. El Segundo, CA 90245

- **ROLL CALL**

The following Economic Development Advisory Council members were present:

Drew Boyles (Chair)	Morris Chernick	Robert Gray	Richard Lundquist
Al Keahi (Co-Chair)	Lily Craig	Bob Healey	Neal Perky
Alex Abad	Rob Croxall	Gary Horwitz	
Spencer Bauer	Shar Franklin	Sandy Jacobs	

The following Economic Development Advisory Council members were absent:

- Michael Mothner

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
- Sam Lee, Director of Planning and Building Safety
- Barbara Voss, Economic Development Manager

- **PRESENTATIONS**

Economic Development Authority of Western Nevada (EDAWN) – Doug Erwin

- EDAWN is one of nine Regional Development Authorities in the State of Nevada.
- 70% revenue from investors (community stakeholders)/30% government.
- Focused on creating, growing and attracting quality jobs through entrepreneurial development.
- Why entrepreneurs are important:
 - Kaufman Foundation – Entrepreneurs are the only source of new net job growth.
 - “Entrepreneurs are engines for economic diversification and community transformation”

- Support entrepreneurs from initial idea to exit
- Offer co-working spaces, attend TEDx and other events, incubators, media coverage, and connect entrepreneurs to resources.
- Used \$500K in CDBG funding to fund start ups
- Key lessons: entrepreneurial support is a long term effort, activate the community, more about culture than infrastructure, and be creative.

City of El Segundo Development Update – Sam Lee

Project Updates:

Company or Project Name	Address	Square Feet	Description	Status
L'Oreal	2201 E El Segundo	53,788 sf	Remodel: Office	Complete
In-N-Out	600 N. Sepulveda	3,714 sf with 1,921 sf outdoor dining	Remodel: Restaurant	Open early Dec.
Smoky Hollow – Oregon St.	235/239 Oregon St.	16,509 sf	Remodel: Office/R&D Warehouse	Complete
The Landing	2040 Mariposa	90,000 sf	Remodel: Creative Office	Q1 2016
Insite	2030 Maple	80,327 sf	Remodel: Creative Office	In Progress
Aloft	525 N. Sepulveda	6,640 sf addition- 114,684 sf total - 247 rooms	Remodel/Expansion: Hotel	January 2016
Fairfield Inn	525 N. Sepulveda	83,496 sf - 356 rooms	New Construction: Hotel	Q4 2016
Lakers	Mariposa/Douglas	133,000 sf	New Construction: Sports/Entertainment	In Progress Q1 2017
Trisonic	400 Duley	68,997 sf	New Construction: Office – 5 buildings with underground parking	In Progress Q3 2016
Hampton Inn	888-898 N. Sepulveda	111,350 sf - 170 rooms	New Construction: Hotel	In Progress Q1 2017
Cambria	199 N. Continental Blvd.	71,005 sf; 154 rooms	New Construction: Hotel	In Progress Q1 2017
Bizhous	1730 E Holly		Remodel: Office, co-working, incubator	In Progress
777 Aviation	711 (now 777) Aviation	309,900 sf	Remodel: Office 1/3 likely will be leased by the FAA	In Planning Review
605 S. Douglas	605 Douglas	9,821 Office / 15,360 sf Warehouse	Remodel: Office / Warehouse	In Planning Review
711 Hawaii	711 Hawaii	16, 247	Remodel: Office	In Progress – may be leased to Kreate and 11 th Hour
DaVita	2120 Park Place	185,000sf	Remodel: Office	In Progress
EVA Airways		165,000 sf	New Construction: Office and “Dormitory”	Planning Commission Q2 2016 3- year construction
Springhill Suites	2130 E. Maple	98,945 sf – 178 rooms	New Construction: Hotel	Planning Commission Q1 2016 Complete Q2 2018
Boeing S50	1700 E. Imperial	96,855 sf	Addition to Existing Bldg.	In Planning Review
Utah/Douglas	Two buildings: 2330 Utah Ave. 500 S. Douglas	78,772 sf	Demo and New Construction	In process of getting demo permits Q1/Q2 2017

- **APPROVAL OF MINUTES**

Lily Craig motioned to approve the minutes of the October 21st 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. (Al Keahi) Centennial Committee is working on overall plans for the 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) Greg Carpenter reported that the hotelier group met. The hotels need more business, particularly on the weekends, and are interested in supporting increase, up to 10.5% with .5% going towards tourism related marketing. Scheduled for 12/1/15 City Council meeting to discuss increase in TOT.
3. Calendar for marketing events (Daniel Martin) Daniel Martin of PSM provided a summary of the marketing efforts.
 - 100 @ 100 – Promote that we are beyond the ½ way mark
 - Potential Media Buys – Met with Mike Mothner and 2 other firms about digital strategy
 - Eddy Banner across Sepulveda
 - SOAR – monthly
 - Editorial Outreach - Mark McDermott writing another article for January, Most Business-Friendly City pitches.
 - Will present a final media presentation/proposal, final LA Broker Event Proposal
 - December: El Segundo Businesses Give Back – For example, more dollars are given to charity per square mile by El Segundo businesses than any city in the US.
 - Brainstorming Public Relations Ideas (Drew Boyles)
 - Stone Cold Steve Austin Launches new beer with El Segundo Brewing Co.
 - Investment dollars flowing into El Segundo businesses per square mile
 - 2.2 million square feet of new and repurposed construction activity
 - Awards: Eddy, BOMA (Building of the Year – TOBY)
 - Increase of new hotel rooms
 - Green City LEED Awards, EnergyStar
 - Entrepreneurs, new business start ups
 - Running narrative of new development projects
 - Schools: Apple Distinguished School award, International Baccalaureate Program, New Wiseburn High School
 - Aquatic Center
 - Championship Awards (NBA/NHL)
 - New Restaurants/Dining
 - \$7 billion in DoD acquisition at the LA AFB

- Quality of architecture
 - Quality of life – Community, Livability, Main St. USA
 - TopGolf
 - Film Friendliness
 - Art Walk
 - Lunch Shuttle
 - Airline HQs
 - Industry Diversification
 - Quality Workforce (PhDs, Highly-Skilled, Technical Workforce)
 - Beach Community
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 will set up a meeting with Marsha Hansen in early December.
 5. Discussion and possible action to identify third party presenter(s) to discuss/show economic development initiatives and industry and business trends. No Further Discussion.
 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) Neal Perky suggested a parking and mobility study. Gary Horwitz recommended setting up a meeting with the parking sub-committee to discuss parking for 999 Sepulveda and overall parking challenges.
 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 suggested council explore further to potentially bring in an outside consultant. Sub-committee will come back to EDAC with a specific recommendation for further study.
- **NEW BUSINESS**
 - FY 15/16 Economic Development Baseline (Barbara Voss) - Presentation of baseline for economic development progress: general economic indicators, applicable revenues, and programmatic activities. Lily Craig recommended that a member of EDAC attend conferences and trade shows.
 - **REPORTS**
 - New Biz to El Segundo. Report on what they are aware of in the deal pipeline. (Bob Healey and Gary Horwitz) Nothing new to report.
 - New businesses to El Segundo and tracking towards 100 new businesses by 100th anniversary goal. Update – 53 new businesses to date.

- **PUBLIC COMMUNICATIONS**

- None.

- **COMMITTEE MEMBER COMMENTS**

- West Basin Water District tour.
- Mayor Fuentes announced Most Business Friendly City award and thanked EDAC, Planning Commission and City Staff.

The meeting adjourned at 6:06PM.

- **ADJOURNMENT**

PASSED ON THIS 18th DAY NOVEMBER, 2015.