

***JOINT MEETING OF THE EL SEGUNDO CITY COUNCIL
AND ECONOMIC DEVELOPMENT ADVISORY COUNCIL
December 16th, 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 December 16th, 2015 at CBRE, 2221 Rosecrans Avenue. El Segundo, CA 90245.

• **ROLL CALL**

The following Economic Development Advisory Council members were present:

- Drew Boyles (Chair)
- Michael Mothner
- Robert Gray
- Rob Croxall
- Al Keahi (Co-Chair)
- Shar Franklin
- Gary Horwitz
- Spencer Bauer
- Richard Lundquist
- Morris Chernick
- Alex Abad
- Sandy Jacobs
- Neal Perkey
- Lance Ralls

The following Economic Development Advisory Council members were absent:

- Bob Healey
- Vandad Espahbodi
- Lily Craig

The following El Segundo City Council members were present:

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

The following staff members were present:

- Barbara Voss, ED Manager

• **PRESENTATIONS**

Digital Marketing Plan – PSM/EDAC Marketing Committee (Drew Boyles, Al Keahi, Barbara Voss)

Update on marketing efforts and budget to date (Al Keahi)

- Y1 - Development of strategy, research and development, identify brand pillars, and budget.
- Marketing committee meets every two weeks to review strategy and budget.
- Total budget over three years: \$450,000.
- Events – September 2014 at PCT and Bel Air event.
- Y2 - Web-site development, print media placement, etc.
- Current year Y3 – Ongoing marketing efforts along with additional efforts to continue to advance strategy.
- Marketing committee will meet in January 2016 to develop a marketing strategy for the next three years after July 2016.

Proposed Digital and Print Advertising Budget (Barbara Voss):

- Proposed utilization of existed economic development funds from Advertising and Publishing budget (\$30,000) towards digital marketing efforts.

Digital Media		
Target Audience	Actions	Budget
Commercial Brokerage Firms	Bisnow Email Takeover (daily M-F/1 month)	\$7,500
Commercial Brokerage Firms	Targeted Banner Ads	\$7,500
C-Level Executives	Targeted Banner Ads/Pre-Roll Video	\$4,000
Social Media/Professional Search	LinkedIn Ads	\$3,000
General Awareness/SEO	AdWords	\$18,000
	Total Digital	\$40,000
Print Media		
Target Audience	Actions	Budget
C-Level Executives/Business Professionals/ Commercial Brokerage Firms	LABJ Full Wrap	\$25,000
	Increased PR Strategy (included in PSM monthly fee)	included
	Total Print	\$25,000
	Total Digital and Print	\$65,000

- D. Boyles commented that most healthy businesses spend 5-20% on sales and marketing, and with all the new developments in the pipeline, additional funding should go towards marketing to fill vacancies.
- B.Voss mentioned additional new office space and new hotel space that needs to be promoted to reduce office vacancies and increase hotel occupancy.
- D. Martin commented that PSM will not charge any service fee for additional spend.
- L. Ralls suggested increasing our presence and activity on LinkedIn.
- B. Keohi announced the EDAC company page on LinkedIn and will add the members of EDAC as admins.
- D. Boyles was in favor of the proposed strategy, but suggested that we develop a marketing plan for future years in conjunction with updating the economic development strategic plan.
- D. Martin highlighted the ongoing activities of PSM, including: PR, Bringing EDAC to the forefront, SOAR, Web-site upkeep, etc.
- L. Ralls commented that the web-site needs to be improved to meet the new users visiting the site, to generate more business from the web-site.
- R. Lundquist committed that Continental Development would be willing to contribute \$15,000 towards additional marketing.
- D. Atkinson recommended thinking longer term; including planning and budgeting for future marketing efforts through 2018, and showing the benefits to the city.
- M. Fellhauer suggested that EDAC make a recommendation for a marketing plan and budget during the strategic planning process.
- D. Boyles recommended brainstorming on additional \$20,000 for marketing.
- R. Lundquist suggested EDAC raise additional funds.

- D. Boyles suggested forming an EDAC sub-committee (D. Boyles, A. Keahi, B.Voss, R. Croxall, M. Chernick, A. Abad, and L. Ralls) to update the economic development strategic plan and develop a long term marketing plan.
- B.Voss will coordinate a meeting to update the strategic plan and develop a marketing plan.

- **APPROVAL OF MINUTES**

Correction – L. Ralls attended the November 18th meeting.

Drew Boyles motioned to approve the minutes of the November 18, 2015 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) B. Voss reported that at the 12/1/15 City Council recommended ballot item to increase in TOT to 12% and suggested that a portion of the increase go to economic development and tourism marketing. G. Carpenter and B.Voss will meet with the hoteliers group on January 20th.
3. Discussion and update on the proposed commercial real estate broker reception to be held in 2016 (Drew Boyles). EDAC is considering holding the event in El Segundo with a keynote speaker, and attendees to include CEO's of businesses looking to move. The other option under consideration is to have an event in Downtown Los Angeles, as offered by PSM at the new towers under construction. Targeting Q2 2016. Event committee will include: A. Keahi, G. Horwitz, B. Healey, M. Mothner and B.Voss.
4. Marketing Progress Update and PR Brainstorming. No further discussion.
5. 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 had second meeting with Marsha Hansen in early December. The Aerospace Corporation is a potential venue, honoring Dr. Wanda Austin.
6. Discussion and possible action to identify third party presenter(s) to discuss/show economic development initiatives and industry and business trends. B. Voss stated the goal for 2016 is to have the EDAC meeting at a different business every month.

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) L. Ralls requested that B. Voss set up a sub-committee meeting in January.
8. 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) G. 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 on economic impact. R. Lundquist suggested getting proposals from consultants. N. Perky to ask S. Lee to provide guidance on the scope of the study.

- **NEW BUSINESS**

- Discussion of investment amount per square mile in El Segundo (capital and real estate) (D. Boyles) No further discussion.

- **REPORTS**

- New businesses to El Segundo and tracking towards 100 new businesses by 100th anniversary goal. Update – 56 new businesses to date.

- **PUBLIC COMMUNICATIONS**

- Antonio Mendez asked if EDAC should discuss IT (including broadband), and should Google Fiber be part of the discussion?

- **COMMITTEE MEMBER COMMENTS**

- G. Horwitz announced that DaVita has moved in.

The meeting adjourned at 6:11 PM.

- **ADJOURNMENT**

PASSED ON THIS 18th DAY NOVEMBER, 2015.