

***JOINT MEETING OF THE EL SEGUNDO CITY COUNCIL  
AND ECONOMIC DEVELOPMENT ADVISORY COUNCIL  
January 20th, 2016 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, January 20, 2016 at Bizhaus1730 Holly Ave. 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
- Lily Craig
- Sandy Jacobs
- Neal Perkey
- Lance Ralls
- Bob Healey

The following Economic Development Advisory Council members were absent:

- Vandad Espahbodi

The following El Segundo City Council members were present:

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

The following staff members were present:

- Greg Carpenter, City Manager
- Barbara Voss, ED Manager

- **PRESENTATIONS**

**Bizhaus – Welcome and Company Overview (Joe Tang, Bizhaus)**

Bizhaus is a co-working space primarily for entrepreneurs, freelancers, and other creative professionals. Bizhaus recently opened its second location in El Segundo. The other location is in Marina del Rey. The company culture is centered on “3 C’s” - Creativity, convenience and community.

Creativity - unique, creative office space to inspire and motivate members

Convenience - flexibility, month-to-month leases, and wide range of workspace options.

Community – collective intelligence of membership promotes creativity and innovation.

J. Tang stated that he was attracted to El Segundo because the city is “tremendously business friendly”. He said that working with the city has been fantastic and that the location is phenomenal.

**Digital Marketing Plan Recap** – PSM/EDAC Marketing Committee (Brittany Keohi, Al Keahi, and Barbara Voss)

Recap of 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.
- Continental Development will contribute \$15,000 towards marketing budget.

<b>Digital Media</b>		
<b>Target Audience</b>	<b>Actions</b>	<b>Budget</b>
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
	<b>Total Digital</b>	<b>\$40,000</b>
<b>Print Media</b>		
<b>Target Audience</b>	<b>Actions</b>	<b>Budget</b>
C-Level Executives/Business Professionals/ Commercial Brokerage Firms	LABJ Full Wrap	\$25,000
	Increased PR Strategy (included in PSM monthly fee)	included
	<b>Total Print</b>	<b>\$25,000</b>
	<b>Total Digital and Print</b>	<b>\$65,000</b>

- A. Keahi requested the additional \$20,000 needed for the LABJ Full Wrap.
- A. Keahi explained the concept of doing a co-op ad requesting \$5,000 each from newer developers in the community.
- G. Horwitz agreed that the co-op ad is a great idea, and offered to assist with contacting developers.
- A. Keahi stated that an overall budget is needed for future marketing efforts and invited G. Horwitz and B. Healey to participate in strategic planning.
- L. Craig supported requesting money from developers, but suggested with move forward with the LABJ ad regardless.
- L. Craig motioned that we commit to the LABJ ad and request funding from developers. Unanimous approval.

Marketing Update (B. Keohi, A. Milo)

- Updating the “inform” page on elsegundobusines.com and LinkedIn.com
- SOAR December e-blast focused on El Segundo Gives Back
- Public Relations summary of activities

• **APPROVAL OF MINUTES**

Corrections: two typos corrected, and the spelling of Neal Perkey was corrected.

Drew Boyles motioned to approve the minutes of the December 16, 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) A. Keahi reported that the Centennial Committee is working on resolving funding matters and developing 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. (G. Carpenter) G. Carpenter reported that Council took action to place the TOT item on the April ballot. G. Carpenter, B. Voss and A. Keahi met with hotel operators. The group wanted a lower increase to 10.5% or 11%. G. Carpenter requested that the hotelier provide a wish list of what they want from the city. G. Carpenter suggested adding a “Stay” section of the web-site, listing all the local hotels.
3. Discussion and update on the proposed commercial real estate broker reception to be held in 2016 (Drew Boyles). D. Boyles reported that 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. Instead PSM is considering a local El Segundo brokers event in conjunction with Bisnow. 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) B. Voss reported that the event committee had second meeting with Marsha Hansen in early December. The Aerospace Corporation is a potential venue, honoring Dr. Wanda Austin. D. Boyles requested that the group come up with a list of potential speakers. L. Craig recommended that EDAC work with the Chamber.
6. Discussion and possible action to identify third party presenter(s) to discuss/show economic development initiatives and industry and business trends. OneHope wine will present at a future meeting.
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) Subcommittee met and plans to move forward with working with Kilroy to discuss possible additional parking. L. Ralls or G. Horwitz will set up a

meeting with Kiroy. Overall Citywide parking will be handled as part of the specific planning efforts for downtown and Smoky Hollow.

- **NEW BUSINESS**

- Discussion of investment amount per square mile in El Segundo (capital and real estate) (D. Boyles) No further discussion.
- Discussion of California business climate and LA Times article “California Cranks out New Businesses and Jobs Despite Criticism” (D. Boyles) D. Boyles recommended EDAC members read the article.

- **REPORTS**

- New businesses to El Segundo and tracking towards 100 new businesses by 100th anniversary goal. Update – 59 new businesses to date.

- **PUBLIC COMMUNICATIONS**

- Michael Whalen from Residence Inn commented that he has been through a TOT increase in Florida and recommended that voters be educated on TOT.
- Mayor Fuentes recommended an article in the LA Times about improvements in the Inglewood real estate market since the announcement of the Rams.

- **COMMITTEE MEMBER COMMENTS**

The meeting adjourned at 6:04 PM.

- **ADJOURNMENT**

PASSED ON THIS 20th DAY JANUARY, 2016.