

**JOINT MEETING OF THE EL SEGUNDO CITY COUNCIL
AND ECONOMIC DEVELOPMENT ADVISORY COUNCIL
February 17th, 2016 Meeting Minutes**

1. 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 February 17th, 2016 at Beyond Meat, 111 Main Street El Segundo, CA 90245.

2. ROLL CALL

The following Economic Development Advisory Council members were present:

- Drew Boyles (Chair)
- Morris Chernick
- Robert Gray
- Vandad Espahbodi
- Richard Lundquist
- Gary Horwitz
- Lance Ralls
- Sandy Jacobs
- Lily Craig
- Rob Croxall
- Bob Healey
- Alex Abad
- Spencer Bauer

The following Economic Development Advisory Council members were absent:

- Michael Mothner
- Shar Franklin
- Neal Perkey
- Al Keahi (Co-Chair)

The following El Segundo City Council members were present:

- Carl Jacobson
- Mike Dugan
- Dave Atkinson

The following staff members were present:

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

3. PRESENTATIONS

- StartEngine – Ron Miller & Beyond Meat – Brent Taylor
 - Ron Miller from StartEngine and Brent Taylor from Beyond Meat were the guest speakers. Start Engine is an equity crowd funding platform that enables companies to raise capital by offering investment opportunities and gives investors early-stage access to companies they wish to support. Brent Taylor from Beyond Meat presented an overview of his innovative company that has been in El Segundo since 2012, and continues to grow in the City. Beyond Meat is developing alternative protein sources, or “meat from plants”. Both Ron and Brent recommended that the economic development team create stronger relationships with venture capitalists locally and in the Silicon Valley.

4. APPROVAL OF MINUTES

Alex Abad motioned to approve the minutes of the January 20, 2015 meeting. Unanimous approval.

5. 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. L. Craig provided requested an opinion for EDAC on whether or not the committee would support an El Segundo Rose Parade float. If the Centennial Committee is able to raise the needed funds to have a float in the Rose Parade, EDAC would not oppose the float.
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) G. Carpenter reported that the hoteliers group is considering whether or not to take a position on the TOT increase.
3. Discussion and update on 2016 economic development events.
 - Proposed commercial real estate broker reception to be held in 2016 (D. Martin/PSM, D. Boyles, B. Healey, G. Horwitz). D. Martin reported that Bisnow will be hosting their quarterly conference in El Segundo. Committee recommended planning an event in conjunction with the conference, possibly a VIP tour.
 - Annual Economic Development event and formal business recognition program. (D. Martin/PSM, S. Jacobs, D. Boyles, B. Gray, M. Chernick). B. Voss reported that Dr. Austin is willing to speak at an event, but the venue is still to be determined. The event will include awards in categories such as: Big Idea, Philanthropy, Ambassador, Investment, etc.
4. Marketing Progress Update and PR Brainstorming.
 - Marketing (B. Keohi) PSM continues their efforts to promote the City of El Segundo, including: monthly SOAR e-newsletter, updates to the “Inform” section of the web-site, business testimonials, and ongoing updates and maintenance of elsegundobusiness.com. PSM has developed new digital, dynamic banners ads and pre-roll videos targeted to the brokerage community and C-level executives. Dynamic ads will allow the viewer to select various options through links within the ad. Google AdWords are now live. Google analytics will be evaluated on an ongoing basis to further hone in on the targeted audience. The marketing team also created a developer sponsor packet to request support from the local development community for the LABJ ad.
 - PR (A. Milo) The Japanese External Trade Organization (JETRO) is working on an article aimed at attracting Japanese businesses to El Segundo. The marketing team provided the reporter with general information and statistics on the City, as well as a list of Japanese companies that are currently located in El Segundo. The PBS SoCAL series, The Drive-By Economist, featured the City of El Segundo.
 - G. Carpenter reporter that the Beach Reporter met with Mayor Fuentes in February and plans to begin covering El Segundo again. Simon Grieve, publisher of the

Beach Reporter, will meet with the City Manager to tour the City and Staff will prepare information on notable activities and events of interest in the City.

5. Discussion and possible action to identify third party presenter(s) to discuss/show economic development initiatives and industry and business trends. Suggestions included: DaVita/Healthcare Partners, SatCo., Dani Brubaker's new facility, T5 Data Center.
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) G. Horwitz is working on setting up a meeting with Kilroy. V. Espahbodi suggested a startup firm called Valux as a potential alternative.

6. NEW BUSINESS

- Recap of Economic Development Strategy Workshop (D. Boyles, A. Keahi, G. Horwitz, PSM)
- Discussion of investment amount per square mile in El Segundo (capital and real estate) (D. Boyles) No further discussion.

7. REPORTS

- New businesses to El Segundo and tracking towards 100 new businesses by 100th anniversary goal. Update – 62 new businesses to date. D. Boyles suggested that we extend an offer to new businesses to introduce themselves to EDAC.

8. PUBLIC COMMUNICATIONS

- Chris Helm, T5 Data Centers and Antonio Mendez attended the meeting.
- Chris Cagle announced that the South Bay WIB can help with finding employees, training and workforce policy. El Segundo High School has an upcoming event on 2/26/16 with SBWIB Career Pathways to provide students with a tour of the Los Angeles Air Force Base. The SBWIB is also organizing a career guest speaker series.

9. CITY COUNCIL MEMBER/ EDAC// COMMENTS

- G. Carpenter acknowledged and thanked Chevron for the \$200,000 donation to support economic development.
- G. Carpenter announced the Smoky Hollow Specific Plan Workshop March 8th at the Joslyn Center and provided flyers for the event.
- G. Carpenter announced the City has a new Fire Chief, Chris Donovan, who will join us at a future meeting.

The meeting adjourned at 6:23 PM.

10. ADJOURNMENT

PASSED ON THIS 17th DAY FEBRUARY, 2016.