

***JOINT MEETING OF THE EL SEGUNDO CITY COUNCIL
AND ECONOMIC DEVELOPMENT ADVISORY COUNCIL
March 16th, 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 March 16th, 2016 at West Basin Water Recycling Facility, 1935 S. Hughes Way, El Segundo, CA 90245.

2. ROLL CALL

The following Economic Development Advisory Council members were present:

- Drew Boyles (Chair)
- Al Keahi
- Richard Lundquist
- Sandy Jacobs
- Alex Abad
- Vandad Espahbodi
- Lily Craig
- Robert Gray
- Rob Croxall
- Spencer Bauer
- Shar Franklin

The following Economic Development Advisory Council members were absent:

- Michael Mothner
- Bob Healey
- Lance Ralls
- Morris Chernick
- Gary Horwitz

The following El Segundo City Council members were present:

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

The following staff members were present:

- Greg Carpenter, City Manager
- Joe Lillio, Finance Director
- Barbara Voss, ED Manager
- Chris Donovan, Fire Chief

3. PUBLIC COMMENTS

- Rick Reasor, introduced the El Segundo Run for Education and provided information on registration and sponsorship opportunities.
- Chris Cagle – SBWIB is working on a community partnership program with LAAFB, enhanced transition services. New web-site southbaytraining.org to provide online education opportunities.

4. PRESENTATIONS

- Scott Houston West Basin Water Board District 4 Director – Overview of West Basin District 4.
 - Office located in Carson, with 50 employees.
 - Large district serves over 1 million people across 17 cities.
 - Wholesale water agency.
 - 5-Member Board.

- Conservation, recycling and desalination efforts for future.
- Lower dependence on imported water.
- Recycling facility produces 33 to 34 million gallons of recycled water per day.
- Have conserved a total of 3 billion gallons of imported water.
- Ocean water desalination – West Basin is conducting an EIR on the feasibility of building a desalination plant.
- Requested letter of support to West Basin saying we believe you should look at desalination.
- Greg Carpenter recommended that Council review the findings of the EIR, then ask EDAC to take an action.

5. APPROVAL OF MINUTES

Al Keahi motioned to approve the minutes of the February 17, 2016 meeting. Unanimous approval.

6. 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. Application has been filed for the float, but there are many applications this year and our application may not be accepted.
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 we are waiting for the results of the election (Measure B).
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). S. Jacobs/B. Voss reported that the event is tentatively planned for late August, early September. The group discussed potential locations, including Northrop Grumman, the parking lot at the ArcLight theaters and the performing arts center.
4. Marketing Progress Update and PR Brainstorming.
 - Marketing (B. Keahi) Since Google AdWords began last month, there has been a 45% increase in page views, 37 clicks on the outgoing links, 11 downloads of the Smart Business Guide (57% increase). Since January, there have been 1,600 sessions on the web-site and over 3,500 page views. The last edition of the SOAR e-newsletter had a 20% open rate, and a 3% click through rate. D. Martin

requested that EDAC members share the SOAR with their database to increase the number of viewers. Ongoing updates to the “Inform” section of the web-site, business testimonials (next one is JustFab in May), and ongoing updates and maintenance of elsegundobusiness.com. D. Martin provided an explanation of how “AdWords” work. PSM is working towards optimizing the search terms that are returning the highest level of efficiency, such as “El Segundo business”, “Playa Vista office space”, etc.

- PR (A. Milo) PSM coordinated an article with the “Real Deal Los Angeles”. 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.
 - BisNow Event – BisNow has decided to hold a broker event in El Segundo, including a panel on El Segundo developers and leaders. They are viewing four different locations for the event. PSM will work on a sponsorship packet for the BisNow event, the VIP lunch and the LABJ full wrap.
 - B. Keohi will send out an email this week to request bios from the members of EDAC.
 - PSM will work on adding a landing page for hotels on the web-site.
5. Discussion and possible action to identify third party presenter(s) to discuss/show economic development initiatives and industry and business trends. Suggestions included: PK4 Media, Quest Nutrition, Sausal, Kagura and Embassy Suites, Phase4.
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. Carpenter reported that he, B. Voss and G. Horwitz met with Kilroy to discuss potential for leasing some Edison-owned right of way properties.

7. NEW BUSINESS

- Discussion of sub-committee formation and responsibilities (D. Boyles) – D. Boyles requested that all EDAC members lead a sub-committee.
- Recap of Economic Development Strategy Workshop (D. Boyles, A. Keahi, G. Horwitz, PSM) Committee reviewed the draft strategic plan. D. Boyles to meet with B.Voss for additional fine tuning after the election. L. Craig asked if EDAC was addressing the need for an active retention program. D. Boyles suggested moving to a quarterly business license renewal process so that the City is aware of businesses leaving earlier. Mayor Fuentes reported that she and G. Carpenter recently met with Northrop Grumman and have plans to meet with Boeing.
- Discussion of investment amount per square mile in El Segundo (capital and real estate) (D. Boyles) No further discussion.

8. REPORTS

- New businesses to El Segundo and tracking towards 100 new businesses by 100th anniversary goal. Update – 65 new businesses to date. D. Boyles suggested that we extend an offer to new businesses to introduce themselves to EDAC.

9. PUBLIC COMMUNICATIONS

- None

10. CITY COUNCIL MEMBER/ EDAC// COMMENTS

- D. Boyles reported on Comerica Bank tour of the Lakers facility.

The meeting adjourned at 6:29 PM.

11. ADJOURNMENT

PASSED ON THIS 16th DAY MARCH, 2016.