

**JOINT MEETING OF THE EL SEGUNDO CITY COUNCIL  
AND ECONOMIC DEVELOPMENT ADVISORY COUNCIL  
April 20th, 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 4:33 p.m. on Wednesday April 20th, 2016 at El Segundo High School, 640 Main Street, 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
- Michael Mothner
- Bob Healey
- Morris Chernick
- Robert Gray
- Gary Horwitz
- Spencer Bauer
- Shar Franklin

The following Economic Development Advisory Council members were absent:

- Lance Ralls
- Lily Craig
- Alex Abad
- Neal Perkey
- Rob Croxall
- Vandad Espahbodi

The following El Segundo City Council members were present:

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

The following staff members were present:

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

**3. PRESENTATIONS**

- Melissa Moore, El Segundo Unified School District Superintendent welcomed the group and provided an overview of ESUSD.
  - Significant accomplishments include – Gold Ribbon Schools, Project Lead the Way, Civic Learning Award of Merit, Golden Bell Award and Apple Distinguished School.
  - Invited the members of EDAC to Town Hall Meetings May 3<sup>rd</sup> and May 12<sup>th</sup>.
  - B. Voss commented that additional information on the schools would be added to the ElSegundoBusiness.com web-site.
  - Mayor Fuentes mentioned that some grade levels are impacted.
  - Dr. Moore requested that the group reach out to her to increase communication between the school district and the business community.
- Performing Arts Center Overview and Tour – Angelica Roque, Director of the Performing Arts Center.

#### **4. PUBLIC COMMENTS**

- Attendees: Carol Pirsztuk, Andy Sywak, Antonio Mendez
- Andy Sywak, Economic Vitality Manager, City of Manhattan Beach. City is going through a downtown specific plan process. City issued an RFQ for a hotel at Parkview Village Drive. New Mayor installed, Tony D'Errico. City is content with the status quo. Formed EDAC, next meeting June 27<sup>th</sup>.
- Spencer Bauer reported that he is working with LAAFB public relations and heritage center. S. Bauer will sent the invitation to B. Voss.
- D. Boyles provided an update on the newly formed downtown merchants group.

#### **5. APPROVAL OF MINUTES**

Gary Horwitz motioned to approve the minutes of the March 16, 2016 meeting. Al Keahi, seconded, 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. The committee is working on selecting a Centennial logo.
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) A. Keahi reported that the hotel owners have begun to meet to discuss destination and hotel marketing. A. Keahi suggested a co-op advertising effort with the hoteliers, perhaps in conjunction with people visiting for Rams games, targeting social media and other outlets to familiarize people with El Segundo as a destination. A. Keahi recommended that EDAC recommend to City Council that they consider forming a destination marketing fund to bring up hotel occupancy levels. S. Jacobs indicated that the hotel group would be meeting on Friday 4/22/16, and suggested EDAC wait to hear from the hotels. R. Lundquist suggested that EDAC research other cities to better understand return on investment on destination marketing. D. Boyles suggested coming back with more data and research and make a recommendation to City Council.
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. The event will be called "El Segundo of the Future" and will highlight new developments and include a panel of speakers.
  - Annual Economic Development event and formal business recognition program. (D. Martin/PSM, S. Jacobs, D. Boyles, B. Gray, M. Chernick). S. Jacobs reported

that the event is tentatively planned for September. The event will be co-branded with the Chamber.

4. Marketing Progress Update and PR Brainstorming.

- Created sponsorship packets for Bisnow, LABJ, and VIP broker event.
- Working on finalizing the LABJ wrap and will have a draft to show at the next meeting.
- Finalizing the details for the Bisnow event on May 12<sup>th</sup>.
- Interactive: 100@100 update, news updates, SOAR e-newsletter, and banner ads are now live.
- BisNow Event – BisNow event will be called The Future of El Segundo. The event will be held at the Utah Campus on May 12, 2016. Working with Bisnow to line up speakers and sponsors. Discussed whether or not to have a VIP lunch afterwards.
- PR (A. Milo) PSM working on promoting 100@100 effort. Updating media fact sheet and distribute to media outlets. Working on pitch on film friendliness.

5. Discussion and possible action to identify third party presenter(s) to discuss/show economic development initiatives and industry and business trends. Suggestions included: Morf 3D, Emerald Healthcare, JustFab next week.

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, B. Voss and G. Horwitz met with Kilroy to discuss potential for leasing some Edison-owned right of way properties. G. Horwitz will follow up.

## 7. NEW BUSINESS

- Discussion of sub-committee formation and responsibilities (D. Boyles) – D. Boyles requested that all EDAC members lead a sub-committee and requested that the next chair follow up.
- Recap of Economic Development Strategy Workshop (D. Boyles, A. Keahi, G. Horwitz, PSM) Committee reviewed the draft strategic plan. B. Voss reported that the committee will bring a draft strategy to the next EDAC meeting.
- Discussion and possible action for EDAC to recommend that City Council support the 2016 El Segundo Art Walk through staff participation and sponsorship. City Council to direct staff to participate in and sponsor the 2016 El Segundo Art Walk. (G. Carpenter) G. Carpenter reported that the Art Walk committee has requested use of city shuttles. G. Carpenter requested that the City Council vote to co-sponsor the event, offer the shuttles at no charge, and asked EDAC to provide feedback. D. Boyles motioned that EDAC recommend to City Council that City Council co-sponsor the Art Walk. M. Dugan motioned that the City co-sponsor the Art Walk and S. Fuentes seconded. Unanimous approval.

- Discussion and possible action to select a new EDAC Chair due to Chairman Boyles' recent election to City Council. (All) D. Boyles recommended that A. Keahi be appointed as interim Chair, and requested that members email A. Keahi and B. Voss to express interest in serving as chair, or to nominate others.

## **8. REPORTS**

- New businesses to El Segundo and tracking towards 100 new businesses by 100th anniversary goal. Update – 71 new businesses to date.

## **9. PUBLIC COMMUNICATIONS**

- C. Cagle suggested that the EDAC discuss workforce and address the specific labor needs of businesses in the community.

## **10. CITY COUNCIL MEMBER/ EDAC/ COMMENTS**

- D. Boyles reminded members of EDAC to be cautious about making comments that may be perceived as representing EDAC or the City.
- D. Boyles suggested an “advisory” EDAC role in the future for those who aren't able to participate at every meeting.

The meeting adjourned at 6:42 PM.

## **11. ADJOURNMENT**

PASSED ON THIS 20th DAY APRIL, 2016.