

**JOINT MEETING OF THE EL SEGUNDO CITY COUNCIL  
AND ECONOMIC DEVELOPMENT ADVISORY COUNCIL  
July 20th, 2016 Meeting Minutes**

**A. CALL TO ORDER**

Interim Chair Al Keahi called to order the Joint Meeting of the El Segundo City Council and Economic Development Advisory Council at 4:37 p.m. on Wednesday July 20th, 2016 at ESMoA, 208 Main Street, El Segundo, CA 90245.

**B. ROLL CALL**

The following Economic Development Advisory Council members were present:

- Al Keahi (Chair)
- Sandy Jacobs (Vice Chair)
- Richard Lundquist
- Michael Mothner
- Lily Craig
- Lance Ralls
- Bob Healey
- Gary Horwitz
- Alex Abad
- Shar Franklin
- Rob Croxall
- Spencer Bauer

The following Economic Development Advisory Council members were absent:

- Morris Chernick
- Neal Perkey
- Vandad Espahbodi
- Robert Gray

The following El Segundo City Council members were present:

- Mayor Pro Tem Drew Boyles
- Carol Pirsztuk
- Dr. Don Brann

The following staff members were present:

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

**C. Welcome**

- Welcome and Overview (Eva Sweeney, ESMoA Co-Founder)

**D. PRESENTATIONS**

1. Gloria Gerace (Managing Director, Pacific Standard Time LA/LA)
  - Pacific Standard Time LA/LA opens in September 2017 and runs through January 2018.
  - New model for large-scale collaboration.
  - Events in 2011 contributed \$280 million in economic output and supported 2,409 jobs, 19 million in tax revenue to state and local government.
  - Over 76 exhibits will showcase Latino and Latin American Art.
  - Will host a series of press events throughout the world (Europe, South America, U.S.)
  - Will host journalists for four days starting 9/12/17.
  - ESMoA will host an exhibition.
  - For more information, please visit [Pacificstandardtime.org](http://Pacificstandardtime.org)

- B. Voss asked about scheduling an event in conjunction with the ESMoA exhibit to support to the local economy. G. Gerace suggested that we bring our event ideas to her.

#### **E. APPROVAL OF MINUTES**

L. Craig motioned to approve the minutes of the June 15th, 2016 meeting. S. Franklin, seconded, unanimous approval.

#### **F. UNFINISHED BUSINESS**

1. Centennial Committee Update. (A. Keahi, L. Craig) L. Craig reported that the committee has selected a logo and is in the process of finalizing the sponsorship packages. Kick off gala is scheduled for January 20<sup>th</sup>. B. Voss reported that J. Cason is developing an [elsegundo100.org](http://elsegundo100.org) web-site.
2. Discussion and update on 2016 Champions of Business Celebration.
  - A. Keahi reported that the event committee is planning an event for 9/29/16 that will recognize business leaders with awards and celebrate the El Segundo business community. The Save the Date has been sent out. R. Lundquist will be the honoree and the EVP for the L.A. Rams will be the keynote speaker. D. Martin reported that sponsorship packages will be available next week.
3. PSM Marketing – Integrated Communications Strategy – October 2016 – October 2019.
  - A. Keahi provided a recap of the process to develop the Integrated Communications Strategy. Requested that the City Council and EDAC provide feedback on the plan.
  - D. Martin provided an overview of the strategy and requested input from the group. The strategy is an investment in El Segundo that the effort would impact retail, restaurants, hotels, and commercial/industrial.
  - S. Bauer asked about the balance of residents to businesses. D. Martin responded that increased residential is not part of the strategy.
  - A. Keahi mentioned that marketing El Segundo as a destination is different from the hotels marketing their corporate brand. The marketing effort will likely result in increased revenues to the City.
  - G. Carpenter suggested specific tasks and measurable goals to best approach marketing.
  - S. Franklin suggested more specific examples in the plan.
  - C. Pirsztuk stated that the strategy did not contain content to tell the story of the impact of the marketing efforts. Suggested more detail on past successes and the impact of future efforts.
  - A. Keahi suggested we add additional detail to the strategy to summarize past successes.
  - M. Mothner suggested that the recommended outcomes be clarified.
  - L. Craig stated that \$200,000 has already been contributed to economic development in the Chevron grant and that the requested \$240,000 is the funding to conduct marketing for the hotels.

4. Discussion of EDAC making a recommendation to City Council to retain PSM for marketing services from October 2016 – October 2019. (A. Keahi) L. Craig motioned to extend PSM's contract for one year, R. Lundquist seconded, unanimous approval.
5. Discussion and possible action to identify third party presenter(s) and/or host(s) to discuss/show economic development initiatives and industry and business trends. No update. Deferred to October brainstorming session.
6. Discussion and possible action to form an EDAC Member nominating committee, particularly in the areas of financial institutions, retail centers, aerospace, and technology/software. (A. Keahi) No update. Deferred to October brainstorming session.
7. Discussion of sub-committee formation and responsibilities. (A. Keahi) No update. Deferred to October brainstorming session.

#### **G. NEW BUSINESS**

1. Discussion and possible action to hold an EDAC strategic planning session in October in lieu of the October EDAC meeting. (A. Keahi) A. Keahi proposed holding a strategic planning session in October. Suggested three-hour session. B. Voss will set date and time. R. Lundquist requested feedback from City Council on the performance of EDAC.

#### **H. REPORTS**

1. Economic Development Manager Report (B. Voss) –
2. New businesses to El Segundo and tracking towards 100 new businesses by 100th anniversary goal. Update – 84 new businesses to date.

#### **I. PUBLIC COMMUNICATIONS**

1. D. Atkinson shared his view on how T.O.T. monies could fund upcoming communications plan.

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

1. A. Keahi made the following comments:
  - EDAC will recess during the month of August, and the next meeting will be held 9.21.16.
  - The Champions of Business Celebration will be held on **September 29th, 2016**.

The meeting adjourned at 6:25 PM.

#### **K. ADJOURNMENT**

PASSED ON THIS 20th DAY JULY, 2016.