

**SPECIAL MEETING OF THE CITY OF EL SEGUNDO  
ECONOMIC DEVELOPMENT ADVISORY COUNCIL  
October 28th, 2016 Meeting Minutes**

**A. CALL TO ORDER**

Interim Chair Al Keahi called to order the Special Meeting of the El Segundo Economic Development Advisory Council at 11:10 AM on Friday, October 28th, 2016 at JLL, 2141 Rosecrans Ave., Suite 6100 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
- Neal Perkey
- Robert Gray
- Gary Horwitz
- Alex Abad
- Shar Franklin
- Vandad Espahbodi

The following Economic Development Advisory Council members were absent:

- Morris Chernick
- Lance Ralls
- Bob Healey
- Spencer Bauer

The following staff members were present:

- Barbara Voss, ED Manager

**C. PUBLIC COMMUNICATIONS - NONE**

**D. APPROVAL OF MINUTES**

R. Lundquist motioned to approve the minutes of the September 21st, 2016 meeting. G. Horwitz, seconded, unanimous approval.

**E. STRATEGIC PLANNING FACILITATED WORKSHOP (LAURA BERNIER, PHELPS)**

- Defining Who We Are and Who We Are Not

Defining who EDAC is:

- Drive business to the city to support the local economy
- Reviewed the following mission of EDAC from ED Economic Development Strategy:
  - The Economic Development Advisory Council (EDAC) will serve as a forum for effective collaboration to identify and maximize economic drivers for the community of El Segundo.
    - The EDAC will provide guidance in identifying available resources to achieve economic development goals.
    - Serve as a forum for identifying business attraction opportunities and making recommendations to the El Segundo City Council.
    - Identify and mitigate potential business retention threats.
    - Spearhead and guide brand enhancement and promotion efforts for El Segundo.

- EDAC is a cross section of the business community and EDAC's role is to represent the entire business community.
- Proactively and recruit businesses
- Trusted advisors to the City Council
- Drivers of economic growth for residents of the city
- Proactively identifying key economic drivers and work with City Council to ensure the resources are in place to support/capitalize on them
- Shepherds of a clear economic development vision
- Focused on business attraction and retention
  - Help El Segundo be positioned correctly to accomplish this
- Seeking themes of businesses that choose not to establish in El Segundo and help the City Council to address these barriers
- Key stakeholders in the updating of the General Plan (help set the direction)
  - Develop a solid Economic Development Element of the General Plan
- Serve as a private sector guide to how best to support economic development
- Spearheads one event per year – Champions of Business

Defining who EDAC is **not**:

- Not a governing body
  - Not a Chamber of Commerce
    - Not a membership group
    - Chamber is the voice of member businesses, EDAC is an attracter of business and is citywide.
  - Not a political/lobbyists
- SWOT Analysis – Review of *Dangers, Opportunities, and Strengths* from EDAC Sub Committee Strategic Planning Session held on 2/11/16
    - **Dangers:** Aerospace companies – potential reduction in force, LAAFB – possible closure /relocation, Top heavy – top 10 companies = approx. 50% of revenue, Downtown retail/restaurants are at-risk, Disconnect between residential and business communities, Smoky Hollow parking, Smoky Hollow access to affordable and reliable broadband, Perception that Smoky Hollow development is stalled, Affordable housing for young, up-and-coming workforce, Business License Tax Structure, Lack of long-term funding for Economic Development branding and marketing efforts
    - **OPPORTUNITIES:** NFL, Hotels, Available square footage for development, Small business/entrepreneur ecosystem: Bizhaus, Cross Campus, Online business license renewal system, Top Golf, Retain small companies as they grow, Smoky Hollow – vision and plan for thriving business community needs to be communicated, Biopharma, e.g. Kite Pharma, Market/Industry analysis, Transit w/in City (i.e. shuttle), Workforce housing, Conduit with decision makers, EDAC name – select a more catchy, exciting name, Sepulveda change to PCH, Mayor/ED Roundtable, “State of Economic Development” survey – customer satisfaction (Net Promoter), Engage businesses in Economic Development and community events, Raytheon and Northrop
    - **STRENGTHS :** Active business community, Aerospace presence, Location/Connectivity, Proximity to LAX, Coastal city, Unique downtown area, Available commercial space,

Retail/Restaurant amenities, Schools, PhDs / workforce - Highly Trained Technical Workforce, ESMOA, Art, Business friendly perception, Public Safety, Accessible, small, responsive government, South Bay offers high end housing for executives, Sports professionals, Diverse office inventory

- Reviewed Economic Development Strategic Plan
  - Marketing Plan Presentation (D. Martin)
- Discussion:
  - What activities should fall under EDAC's role and responsibility?
    - Identifying needs and advising the City Council on economic development
    - Role in shaping the city's macro economic development vision
    - Maximizing transient market (business and leisure traveler) (EDAC marketing committee)
    - Sponsored events (EDAC marketing committee)
    - Co-hosting events (e.g. Bisnow) (EDAC marketing committee)
    - Recommending changing the name of Sepulveda to PCH
    - Evaluating existing zoning and making zoning recommendations
    - Participating in an advisory role on updating the General Plan
    - Advising on affordable housing
    - Determining how to make El Segundo attractive for entrepreneurs and start-ups (at a macro level)
    - Identifying target industries on which to focus
    - Utilizing existing business community to identify new business opportunities and to attract other companies within the same industry
    - Advising on large development opportunities (e.g. Raytheon and Northrop)
    - Identifying top sectors and their strengths to help attract top businesses in each sector
    - Organizing an annual business recognition event (Champions of Business)
  - Each member in attendance provided their top priority they would like to focus on in FY 16/17. Below is a list of top mentioned key priorities:
    - Develop a comprehensive Economic Strategic Plan that will feed into the development of the General Plan
      - Redefine EDAC
      - Be specific about EDAC's role in executing the General Plan
    - Retain the LAAFB
    - Establish an incentive scheme to attract new businesses
    - Determine key drivers of attracting new businesses to El Segundo and put those into motion
    - Identify affordable housing opportunities
    - Advise on residential development

THE MEETING ADJOURNED AT 2:02 PM.

#### **F. ADJOURNMENT**

PASSED ON THIS 28TH DAY OCTOBER, 2016.