

**JOINT MEETING OF THE EL SEGUNDO CITY COUNCIL
AND ECONOMIC DEVELOPMENT ADVISORY COUNCIL
January 18th, 2017 Meeting Minutes**

A. CALL TO ORDER

Chair Al Keahi called to order the Joint Meeting of the El Segundo City Council and Economic Development Advisory Council at 4:49 p.m. on Wednesday January 18th, 2017 at WPromote, 2100 E. Grand Ave., 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
- Neal Perkey
- Gary Horwitz
- Vanda Espahbodi
- Shar Franklin
- Spencer Bauer

The following Economic Development Advisory Council members were absent:

- Morris Chernick
- Rob Croxall
- Alex Abad

The following El Segundo City Council members were present:

- Mayor Suzanne Fuentes
- Mayor Pro Tem Drew Boyles
- Mike Dugan
- Carol Pirsztuk
- Dr. Don Brann

The following staff members were present:

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

C. Welcome

- Welcome and Overview (Mike Mothner, CEO WPromote)
 - Started the business in 2001
 - Moved to El Segundo in 2004
 - Continues to grow and relocate within El Segundo
 - 282 employees. Offices in Chicago, SF, Denver, Dallas and Houston.

D. PUBLIC COMMUNICATIONS

none

E. APPROVAL OF MINUTES

N. Perkey motioned to approve the minutes of the November 16th, 2017 meeting S. Bauer seconded, unanimous approval.

F. UNFINISHED BUSINESS

- Centennial Committee Update. (L. Craig)

- L. Craig reported on the Birthday Bash in the Park that was held earlier in the afternoon, and reminded the group that the Centennial Ball would take place Saturday, January 21st.
 - B. Voss recapped the calendar of upcoming events.
 - The Centennial merchandise is available at elsegundo100.org and at the Rec and Park check out building. L. Craig announced that plates would be ordered soon.
 - Mayor Fuentes announced that the Jewelry Source is selling charms with the centennial logo, and a portion of the proceeds will go to the centennial fund. Banner stationary is selling surfboards with the logo as well.
 - Fundraising efforts are continuing.
- Marketing Update (A. Keahi) – EDAC marketing committee worked with PSM on a marketing plan for this year. The plan is currently on hold. G. Carpenter shared that the state Fair Political Practices Commission is reviewing any potential issues and will respond.
 - Discussion of EDAC strategic planning efforts, evaluate next steps. (A. Keahi) – A. Keahi reported that one of the take aways from the last strategic planning session was to define EDAC’s role and focus (“who we are and who we are not”). The group agreed that they wanted to proceed with a follow up meeting. M.Mothner requested more clarification on what types of activities fall under EDAC’s purview. G. Horwitz suggested sub group meeting prior to full session. A. Keahi suggested the marketing committee. G. Carpenter suggested that there are two components 1) what does EDAC want to accomplish; and 2) what does the city want EDAC to accomplish? B.Voss to work on finding a facilitator.
 - 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. B. Voss will continue to work through the list of potential hosts. Councilmember Pirsztuk will send B. Voss an introduction to AT&T/DirectTV. B. Healey suggested the owners of 2030 Maple/INSITE.

G. NEW BUSINESS

- Consideration and possible action to work with city staff to change the name of Sepulveda to PCH in El Segundo (A. Keahi). A. Keahi asked about the process to move forward. G. Carpenter reported that this had been discussed previously and there was a survey completed. G. Carpenter will add the item to the next City Council agenda.

H. REPORTS

- New businesses to El Segundo and tracking towards 100 new businesses by 100th anniversary goal. Update – 117 new businesses to date.

I. PUBLIC COMMUNICATIONS

- D. Atkinson suggested that the City of El Segundo move forward on renaming Sepulveda to PCH

J. CITY COUNCIL MEMBER/ EDAC/ COMMENTS

- A. Keahi thanked Chevron for the recent economic development grant to the City for \$185,000.
- A. Keahi thanked Richard Lundquist for his generous contribution of \$1,000,000 to the new aquatics center. For more information about donating contact esaquatics.org
- A. Keahi mentioned reaching out to the LA Chargers and the developers of the Northrop Grumman site.

The meeting adjourned at 5:58 PM.

K. ADJOURNMENT

PASSED ON THIS 18th DAY January, 2017.