

**JOINT MEETING OF THE EL SEGUNDO CITY COUNCIL
AND ECONOMIC DEVELOPMENT ADVISORY COUNCIL
February 15th, 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 5:02 p.m. on Wednesday February 15th, 2017 at Karl Storz, 2151 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)
- Alex Abad
- Spencer Bauer
- Rob Croxall
- Vandad Espahbodi
- Shar Franklin
- Bob Gray
- Bob Healey
- Gary Horwitz
- Richard Lundquist
- Michael Mothner
- Neal Perkey
- Lance Ralls

The following Economic Development Advisory Council members were absent:

- Lily Craig

The following El Segundo City Council members were present:

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

The following staff members were present:

- Greg Carpenter, City Manager
- Barbara Voss, Economic Development Manager

C. Welcome - Tom Lane, Karl Storz

D. Disaster Preparedness

- El Segundo Fire Chief Donovan reported on the City's disaster preparedness efforts.
- G. Gerny from the El Segundo Fire Department discussed community training effort.
- Rebuilding and expanding the Community Emergency Response Team (CERT) program.
- Launching BERT for businesses and SERT for schools.
- CERT Academy is coming up in March.
- Businesses are not charged for training.
- Mayor Pro Tem Boyles announced that with City will start measuring how many members of the community are CERT trained.
- G. Gerny asked for suggestions on how best to reach out to the business community.
- Chief Donovan explained that the Fire Department is looking to partner with the business community to train and prepare employees.

- Mayor Pro Tem Boyles recommended that a hotel general manager participate in the committee.

E. PUBLIC COMMUNICATIONS

none

F. APPROVAL OF MINUTES

S. Jacobs motioned to approve the minutes of the January 18th, 2017 meeting B. Gray seconded, unanimous approval.

G. UNFINISHED BUSINESS

- Centennial Committee Update.
 - B. Voss recapped the calendar of upcoming events. February coloring contest is underway.
 - The Centennial merchandise is available at elsegundo100.org and at the Rec and Park check out building.
- Marketing Update (A. Keahi) – A. Keahi reported that the marketing plan is currently on hold. City Council directed staff to identify an agency to assist with interim marketing efforts. B. Voss reported that she and A. Keahi have conducted interviews with several marketing firms.
- Discussion of EDAC strategic planning efforts, evaluate next steps. (A. Keahi) – A. Keahi reported that interviews are underway to select a facilitator.
- Consideration and possible action to work with city staff to change the name of Sepulveda to PCH in El Segundo (A. Keahi). Item was presented to City Council and recommended next steps were to ask CalTrans if a dual name is possible, talk to Chamber Government Affairs Committee and survey the business community.
- 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.

H. NEW BUSINESS

- Discussion and preliminary planning for 2017 Champions of Business Celebration. (A. Keahi) – Scheduled for September and considering candidates for Champion of Business Award.

I. REPORTS

- Update on site selection criteria and current environment (A. Rose and B. Tarnofsky) –
 - Job growth in the El Segundo area has evolved from energy to aerospace and defense, to smaller business growth in the professional services industry (engineering, law, consulting, accounting, etc.)
 - Currently seeing a concentration of life sciences, media and software.
 - It is important to understand what workers are looking for when they come to a community.

- Key factor in location decision often lies in where the decision maker lives. South Bay housing stock is attractive to decision makers.
 - Critical that El Segundo foster a “live, work, play” environment due to changing workforce demands.
 - Proximity to LAX is a key decision factor.
 - G. Horwitz reported that Snapchat recently completed a lease in Santa Monica. Proximity to their current Venice facilities was a key factor.
 - M. Mothner stated that there is more demand for his employees to live in El Segundo than there is housing available.
 - Councilmember Brann suggested reopening the conversation about housing east of Sepulveda.
 - A. Keahi suggested that EDAC be a forum to discuss and make a recommendation regarding housing east of Sepulveda.
 - G. Carpenter stated that the general plan update process would be the most appropriate forum for the housing east of Sepulveda discussion. This process would include an inclusive and diverse group of stakeholders from throughout the community.
 - G. Horwitz asked if there was anything EDAC can do to be proactive to facilitate the conversation. G. Carpenter responded that it would be helpful to evaluate from a budgeting perspective how to replace revenue generating land with service demanding land.
- New businesses to El Segundo update – 118 new businesses to date.

J. PUBLIC COMMUNICATIONS

- D. Atkinson commented that the community is concerned that if there is housing on the east side of the city the existing residents will lose something. Recommended educating the population to understand the impact of other people coming into the community. Concerned that businesses will not want to move to the city if there is not enough housing. Recommended that action needs to begin today.

K. CITY COUNCIL MEMBER/ EDAC/ COMMENTS

- A. Keahi requested that G. Carpenter and J. Lillio present the City Strategic Plan.
- Northop Grumman meeting to be scheduled.
- Councilmember Pirsztuk to provide AT&T contact for future EDAC meeting.
- Morris Chernick submitted his resignation from EDAC, and it was accepted.

The meeting adjourned at 6:21 PM.

L. ADJOURNMENT

PASSED ON THIS 15th DAY February, 2017.