

**JOINT MEETING OF THE EL SEGUNDO CITY COUNCIL
AND ECONOMIC DEVELOPMENT ADVISORY COUNCIL
March 15th, 2017 Meeting Minutes**

- **CALL TO ORDER**

Chair Al Keahi called to order the Joint Meeting of the El Segundo City Council and Economic Development Advisory Council at 4:42 p.m. on Wednesday March 15th, 2017 at INSITE, 2030 Maple, El Segundo, CA 90245.

- **ROLL CALL**

The following Economic Development Advisory Council members were present:

- Al Keahi (Chair)
- Sandy Jacobs (Vice Chair)
- Alex Abad
- Spencer Bauer
- Lily Craig
- Bob Gray
- Bob Healey
- Gary Horwitz
- Richard Lundquist
- Lance Ralls

The following Economic Development Advisory Council members were absent:

- Rob Croxall
- Vandad Espahbodi
- Shar Franklin
- Michael Mothner
- Neal Perkey

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, Economic Development Manager

- **Welcome** – Michael Navarro, Regional Vice President Steelwave
 - Purchased the building one year ago from Raytheon.
 - Shared before and after photographs.
 - 100,000 square feet with common amenities for tenants including TV lounge area, espresso machine and a gym.
 - Planning to bring 600 employees to the site.
- **Aquatics Center Update** – Lee Davis, South Bay Sports Health and Recreation Board Member
 - Overview of plans and progress for the South Bay Aquatics Center.
 - Summary of Fundraising efforts to date.
 - Opening date is estimated to be spring 2018.
 - L. Davis thanked R. Lundquist for his financial support of the Aquatics Center.
 - Fundraising is ongoing.

- **City Strategic Plan Summary** – Joe Lillio, Director of Finance City of El Segundo
 - G. Carpenter introduced J. Lillio and provided background on the city strategic planning efforts.
 - Plan formally adopted by City Council on 2.7.17.
 - Plan includes five main sections:
 1. Enhance Customer Service and Engagement
 2. Support Community Safety & Preparedness
 3. Develop as a Choice Employer & Workforce
 4. Develop Quality Infrastructure & Technology
 5. Champion Economic Development & Fiscal Sustainability
 - Reviewed the objectives of Goal 5.
 - Reviewed three year work plan for Goal 5.
 - City is developing a series of customer satisfaction surveys using NetPromoter to measure customer experience and perception.
 - Strategic planning and budgeting process are now linked
 - Strategic Plan can be found online here:
<http://www.elsegundo.org/civicax/filebank/blobdload.aspx?BlobID=15696>

- **Interim Marketing Services** – Erin Culling, Team Leader, Phelps
 - Paid search strategy – David Alpern, Phelps
 - Focused on commercial real estate attraction
 - Public relations strategy – Kristen Bergevin, Phelps
 - Has already made initial outreach to various media outlets
 - Research findings – Tori Young, Phelps
 - Preliminary research for destination marketing strategy
 - Looked at three targets: tourists, business travelers, and day trippers
 - Identified that perception and awareness can be improved.

- **PUBLIC COMMUNICATIONS**
none

- **APPROVAL OF MINUTES**
S. Jacobs motioned to approve the minutes of the February 15th, 2017 meeting S. Bauer seconded, unanimous approval.

- **UNFINISHED BUSINESS**
 - Centennial Committee Update.
 - No update

 - Marketing Update (A. Keahi) – A. Keahi reported we're looking at the Champions of Business Celebration in September. Need to select the 2017 Champion.

 - Discussion of EDAC strategic planning efforts, evaluate next steps. (A. Keahi) – A. Keahi reported that David Toyer will facilitate the strategic planning session. The purpose of the EDAC strategic planning effort is to better define the role and objectives of EDAC. B. Voss reported next steps: D. Toyer will conduct preliminary interviews, and develop a survey for EDAC and City Council.

- Consideration and possible action to work with city staff to change the name of Sepulveda to PCH in El Segundo (A. Keahi).
 - K. Berkman reported that the effort would include three steps: Conduct survey, City Council approval, apply to CalTrans for name change, coordinate with US Postal Services, and install signage.
 - K. Berkman is looking for the correct contact to work with CalTrans to begin the process.
 - S. Fuentes recommended that the city survey the residents and businesses.
 - L. Ralls suggested that the city provide background information explaining the rationale for changing the name along with the survey.
 - B. Voss reported that the Chamber of Commerce Executive Board would like to review the survey results before making a decision on endorsement.
 - K. Berkman will ask Cal Trans about the feasibility of having dual names.
- 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.
 - A. Keahi suggested AT&T, Hackman Capital and DR Horton.
 - B. Gray suggested Rubens Distillery.
- **NEW BUSINESS**
 - Bisnow event in El Segundo
 - M. Navarro reported that The Future of El Segundo event will be held at 2030 Maple – INSITE on May 10th.
- **REPORTS**
 - New businesses to El Segundo update – 126 new businesses to date.
- **PUBLIC COMMUNICATIONS**
 - None
- **CITY COUNCIL MEMBER/ EDAC/ COMMENTS**
 - A. Keahi suggested that EDAC add the General Plan Update to the agenda.
 - A. Keahi suggested Federal Realty to present to the group about the Santana Row project in San Jose.
 - D. Boyles suggested Liquid Advertising as a site for a future EDAC meeting.

The meeting adjourned at 6:10 PM.

- **ADJOURNMENT**

PASSED ON THIS 15th DAY March, 2017.