

**SPECIAL MEETING OF THE
CITY OF EL SEGUNDO
ECONOMIC DEVELOPMENT ADVISORY COUNCIL
May 17th, 2017 Meeting Minutes**

- **CALL TO ORDER**

Chair Al Keahi called to order the Meeting of the City of El Segundo Economic Development Advisory Council at 3:06pm on Wednesday May 17, 2017 at JLL, 2141 Rosecrans Ave., Suite 6100 El Segundo, CA 90245.

- **ROLL CALL**

The following El Segundo City Staff were present:

- Greg Carpenter, City Manger
- Gregg McClain, Planning Manager
- Barbara Voss, Economic Development Manager

The following Economic Development Advisory Council members were present:

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

The following Economic Development Advisory Council members were absent:

- Rob Croxall
- Vanda Espahbodi
- Michael Mothner
- Shar Franklin
- Bob Healey

- **APPROVAL OF MINUTES**

Bob Gray motioned to approve the minutes of the April 19th, 2017 meeting Neal Perkey seconded, unanimous approval.

- **Facilitated Strategy Session – David Toyer, Founder/President of Toyer Strategic Consulting, LLC**

Recap

- D. Toyer summarized the first review session on EDAC's Strategic Planning Strategies.
- D. Toyer noted that it was clear that in the beginning there was ambiguity about the role of EDAC and the first session helped to clarify. The role as determined in the first session is to support, guide and advise City Council. Specific roles include: reviewing and recommending policies to City Council using EDAC's business experience, developing and recommending short term strategies, providing guidance on long term policies/projects, reviewing and evaluating the effectiveness economic strategies, and identifying business attraction opportunities.

- Recapped EDAC by-laws, SWOT, topical areas disclosed in surveys and assessments, and items to be addressed in work plan.
- D. Toyer transitioned into the second review session with a draft work plan divided into four key categories.

Review/Complete Draft Work Plan

- Draft Work Plan four main categories are hospitality and tourism, business retention and expansion, new business attraction, and strategic and forward planning.
- Hospitality and Tourism
 - Goals identified: Grow hotel occupancy, leverage pro sports teams, capitalize on major sporting events, and establish tourism advisory taskforce under EDAC.
- Business Retention and Expansion
 - Goals identified: Retain > 95% of existing businesses and identify opportunities for expansion, encourage business expansion, respond to business closures and departures, and combat changes at LA Air Force Base (LAAB).
- New Business Attraction
 - Goals identified: Attract new business and investment to El Segundo.
- Strategic and Forward Planning
 - Goals identified: Update General Policy Plan, create economic development elements to capital facilities plan, subarea planning, and housing.
- Individualized goals (short/long term), objectives, actions, timing completion, resources, performance, and tracking for each category within the drafted work plan.
- R. Lundquist recommended targeting Average Daily Rate (ADR) as a goal to grow hotel and occupancy under hospitality and tourism. G. Carpenter mentioned that the city plans to purchase a STAR report.
- A. Keahi reported that several office buildings on the Century corridor are being converted to hotels, and that the city needs to go after a specific target market.
- A. Rose suggested to conduct a hotel inventory, in order to match the expectations of cliental and meet hospitality and tourism goals.
- A. Keahi emphasized the importance of marketing El Segundo as a destination, rather than each individual hotel brand.
- D. Toyer recommended establishing a stronger working relationship with the hotels in town.
- A. Abad commented that we need to understand how the hotels currently market the destination. If the way they are marketing the destination as “come to LA because we are near LAX” then they are not marketing the community.
- B. Voss recommended tying in restaurants and retail to the hospitality/tourism marketing effort. Give hotel guests information about what to do while in town.

Partners

- Establish strong work relationships with hotels in El Segundo.
- D. Toyer suggested that EDAC establish regular meetings and strategy sessions with hotel groups in the area.
- A. Keahi stated that EDAC needs to convince hoteliers, restaurants, and retailers to market the business destination first and the brand second.

- Leverage both pro sports teams and sports facilities in El Segundo.
- R. Lundquist recommended that EDAC connect with experts who understand the resources El Segundo provides/needs for a fan base and big sporting events.
- N. Perkey suggested the employment of a sports tournament coordinator for youth sport events and future corporate games in El Segundo.
- Develop a list of other resource partners to start an outreach process.

Outcomes

- Plausible time frame provided for accomplishing goals within each of the four categories.
- G. Horwitz stated that categories and timing should be prioritized.
- Establish an educational program for all front desk managers from different hotels on the various amenities offered in Downtown El Segundo.
- A. Abad mentioned a design of an application with listed restaurants and venues.
- Improve the strategy to track business licenses.
- Understand the reasons why new companies selected El Segundo to resonate in.

Roles and Responsibilities

- Encourage the city and others to formulate vehicles that support and encourage businesses to expand in El Segundo.
- D. Toyer recommended that EDAC divide into sub committees to work on the work plan, goals, and prioritize details.
- S. Bauer stated that there needs to be a criteria to figure out how to prioritize elements.
- A. Keahi, B. Voss, and D. Toyer will work on priority, impact, resources and roles and responsibilities for staff, EDAC, City Council and other resources.
- D. Toyer will be taking all information from second meeting discussion and put together a finalized work plan that will be presented on next EDAC meeting.

ADJOURNMENT

The meeting adjourned at 5:35 PM.

PASSED ON THIS 17th DAY of May, 2017.