

**SPECIAL MEETING OF THE
CITY OF EL SEGUNDO
ECONOMIC DEVELOPMENT ADVISORY COUNCIL
June 28th, 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 4:43pm on Wednesday June 28, 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
- Vandad Espahbodi
- Shar Franklin
- Bob Gray
- Bob Healey
- Gary Horwitz
- Richard Lundquist
- Lance Ralls

The following Economic Development Advisory Council members were absent:

- Rob Croxall
- Michael Mothner
- Neal Perkey

- **APPROVAL OF MINUTES**

Bob Gray motioned to approve the minutes of the June 28th, 2017 meeting Alex Abad seconded, unanimous approval.

Housekeeping

- A. Keahi introduced upcoming events in El Segundo
 - Chan Soon-Shiong Institute for Medicine Press Conference scheduled for July 11, 2017.
 - Yelp Elite event scheduled for August 9, 2017.
 - Champions of Business Celebration scheduled for September 28th 2017.
- A. Keahi stated the Westways magazine wrote a two-page spread on El Segundo.

Overview of Facilitated Strategy Session

- A. Keahi acknowledged D. Toyer's hard work in helping EDAC and the City to build an effective work plan.
- A. Keahi and B. Voss presented two documents:

- Final Report: detailed report addressing the role of EDAC and creation of an economic development work plan to guide El Segundo's economic development efforts over the next 2-3 years.
- Work Plan: detailed implementation plan found on page 8 in final report that expands on EDAC's planning efforts on four categories of economic development, prioritization, and ownership.
- A. Keahi commented that the four categories will be split up into sub committees.
- A Keahi suggested possible sub-committee groups for the four categories
 - Hospitality & Tourism- A. Keahi, S. Franklin, B. Gray, and L. Craig.
 - Business Retention & Expansion- S. Bauer and G. Horwitz
 - New Business Attraction- M. Mothner and R. Croxall
 - Strategic Forward Planning- G. Horwitz, R. Lundquist, and V. Espahbodi
- One sub-committee per meeting session scheduled to report updates once every four months.
- B. Voss mentioned a spreadsheet to keep track of sub committees updates and statuses.
- Sub-committee groups recommended to debate and rank items within their assigned category.
- B. Voss stated the idea of prioritizing is not to look at every single action item all at once, but to focus on 3 items for the first year as a way to be more organized in a manageable way.
- G. Horwitz suggested an extension of time before finalizing the assignment of sub- committee groups within the four categories.
- R. Lundquist proposed for an additional meeting dedicated to finalizing sub-committee groups.
- G. Carpenter recommended EDAC give the status of the strategic work plan to City Council on July 11th and a formal presentation on July 19th.
- L. Ralls suggested issuing out a survey to EDAC that allows members to rank their top 5 priorities within the four categories.

Roles and Responsibilities

- EDAC members instructed to report to B. Voss on finalized sub-committee groups, sub-committee chair, and prioritized work plan items by July 17th.
- A. Keahi encouraged EDAC members to review both the final report and work plan to understand its content.

ADJOURNMENT

The meeting adjourned at 6:10 PM.

PASSED ON THIS 28th DAY of June, 2017.