

**JOINT MEETING OF THE EL SEGUNDO CITY COUNCIL
AND ECONOMIC DEVELOPMENT ADVISORY COUNCIL
July 19th, 2017 Meeting Minutes**

- **CALL TO ORDER**

Chair Al Keahi called to order the Joint Meeting of the City of El Segundo City Council and Economic Development Advisory Council at 4:42pm on Wednesday July 19th, 2017 at CBRE, 2221 Rosecrans Ave., Suite 100 El Segundo, CA 90245.

- **ROLL CALL**

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 El Segundo City Staff were present:

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

The following Economic Development Advisory Council members were present:

- Al Keahi (Chair)
- Sandy Jacobs (Vice Chair)
- Lily Craig
- Rob Croxall
- Shar Franklin
- Bob Healey
- Gary Horwitz
- Richard Lundquist
- Michael Mothner
- Lance Ralls

The following Economic Development Advisory Council members were absent:

- Alex Abad
- Spencer Bauer
- Vandad Espahbodi
- Bob Gray
- Neal Perkey

- **APPROVAL OF MINUTES**

Lily Craig motioned to approve the minutes (with amended sub-committees) of the June 28th, 2017 meeting. Gary Horwitz seconded, unanimous approval.

Updates

- A. Keahi thanked J. Poirier and B. Healey for hosting the EDAC meeting at CBRE's offices.
- B. Whalen introduced himself as the new police chief of the City of El Segundo.
- A. Keahi recapped upcoming events in El Segundo
 - Yelp Elite event scheduled for August 9th, 2017 at 5:30pm.

- Champion of Business Celebration scheduled for September 28th, 2017 at Vistamar School.
- A. Keahi re-verified the assignment of sub-committee groups
 - Hospitality & Tourism- A. Keahi, S. Franklin, B. Gray, and L. Craig.
 - Business Retention & Expansion- S. Bauer, G. Horwitz, B. Healey, and R. Croxall.
 - New Business Attraction- M. Mothner, V. Espahbodi, L. Ralls, and A. Abad.
 - Strategic Forward Planning- B. Healey, G. Horwitz, R. Lundquist, and A. Abad.

EDAC Work Plan

- A. Keahi presented an overview of final report and work plan to City Council.
- A. Keahi suggested EDAC's work plan to be incorporated into the economic development portion of the City's strategic work plan.
- B. Voss explained the organization and language of the final report to City Council.
- G. Horwitz commented on B. Voss and A. Keahi's hard work with organizing the past three facilitated sessions.
- Hospitality & Tourism committee reported items
 - S. Franklin assigned as committee chair
 - S. Franklin recommended to start a website for Hospitality & Tourism
- L. Craig suggested both the EDAC Hospitality & Tourism committee and the Chamber of Commerce Hotel Committee work together.
- B. Voss stated that EDAC plans to incorporate other departments within the City to work alongside committees
 - El Segundo Planning and Building Safety Department with S. Lee and G. McClain.
 - El Segundo Finance Department with J. Demers.
- G. Horwitz motioned to adopt the EDAC work plan. B. Healey seconded, unanimous approval.
- D. Boyles motioned to approve the EDAC work plan, C. Pirsztuk seconded, unanimous approval.

Presentation- Phelps Marketing Team

- The Phelps Team
 - T. Young - VP of Strategy
 - E. Culling - Team Leader
 - K. Bergevin - Public Relations
 - A. Dubois -VP of Digital
- E. Culling stated the presentation will be split up into three parts
 - Recapped March-July 2017 partnership with El Segundo.
 - Fourteen month proposal for new business attraction and hospitality and tourism marketing.
- K. Bergevin presented the groundwork and foundation of public relations
 - Listed the different types of news media.
 - Gathered Google alert summary of news in El Segundo.
 - Created databases for city/business contacts.
 - Created press material background with fact sheets to promote the commercial real estate in El Segundo.
 - Exhibited samples of media coverage in El Segundo.
 - Networked with different media outlets to capture different businesses and representations of El Segundo.

- Presented the invitation design and press kit for the Chan Soon-Shiong Press Conference.
 - Worked alongside the City's Community Manager to ensure the agenda for the Yelp Elite event highlights the downtown area and arts/culture in El Segundo.
- E. Culling introduced the partnership with BisNow on the design of the thank you/follow up email for the event participants.
 - Results – 44% open rate and 22% CTR
- E. Culling mentioned the El Segundo Business website has been transferred over to the Phelps Agency.
 - Updated website content with current information.
 - Designed a separate form for both SOAR Newsletter and general inquiries.
 - Updated a comprehensive PDF guide called A Smart Business Move.
 - 28% open and 22% CTR in boosted audience interest with a redesigned website and featured topics.
 - Up to 44% increase in Facebook fan base between March-July 2017.
 - Up to 83% increase in LinkedIn connections between March-July 2017.
 - Up to 50% of users visiting website are from paid search.
 - Up to 82% of new users visited website who never used it before.
 - Recapped the demographics of the frequent website visitors between March-July 2017.
 - Provided a click and call option to contact B. Voss with economic development inquires.
- M. Mothner mentioned for future chart results to include both numbers and percentage increases to highlight the amount of users visiting the website.
- A. Dubois introduced the fourteen month new business attraction proposal.
 - Design a website that is compatible with both desktop and mobile.
- E. Culling introduced the topic on paid search analytics
 - Up to 57% of user clicks on paid search ads are from cellular phones.
 - Up to 62% of clicks contain the key words "El Segundo."
- K. Bergevin reported social media items
 - Designed a content calendar to guide the different types of news and events
 - Top performing posts on LinkedIn EDAC page- BisNow event and the Chan Soon-Shiong Press Conference.
- T. Young presented the hospitality and tourism research strategy
 - Conducted preliminary research with surveys and intercepts on Century Blvd.
 - Mixed results on business traveler's knowledge of top rated hotels and restaurants in El Segundo.
 - Tourists are largely unaware of amenities in El Segundo.
 - Over 90% of day tripping Angelenos are fully aware of the City.
 - ¾ of Angelenos are infrequent visitors.
 - Recommended identifying opportunities to make positive impacts to improve the El Segundo hospitality and tourism sector.
- T. Young presented three ways to fulfill the hospitality and tourism proposal
 - Research/discovery, what does el Segundo offer? What does its target audience need in the destination? What is the competitive landscape that we are competing against with these same people and same genres?
- E. Culling stated the Phelps team will work off of a tight schedule to complete the research, develop the brand positioning, the key messaging, and create collateral pieces.

- B. Voss stated El Segundo Art Walk was featured on Facebook's Top 10 Things To Do List in LA.
- E. Culling presented the proposed budget for the remainder of FY16-17 and all of FY17-18.
- EDAC asked the marketing committee to review and approve an adjusted marketing budget on behalf of EDAC.
- L. Ralls motioned for the EDAC marketing committee to review the marketing program and budget and make adjustments. M. Mothner seconded, unanimous approval.

Roles and Responsibilities

- EDAC marketing committee instructed to evaluate the Phelps Marketing Team budget for FY16-17 and FY17-18 for hospitality and tourism.
- B. Voss suggested the committees to finalize how frequently to report the groups progress to EDAC.

ADJOURNMENT

The meeting adjourned at 6:59 PM.

PASSED ON THIS 19th DAY of July, 2017.