

**JOINT MEETING OF THE EL SEGUNDO CITY COUNCIL
AND ECONOMIC DEVELOPMENT ADVISORY COUNCIL
August 16th, 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 4:45pm on Wednesday August 16th, 2017 at Cambria Hotel, 199 Continental Blvd El Segundo, CA 90245.

ROLL CALL

The following El Segundo City Council members were present:

- Mayor Suzanne Fuentes
- Dr. Don Brann

The following El Segundo City Council members were not present:

- Mayor Pro Tem Drew Boyles
- Mike Dugan
- Carol Pirsztuk

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)
- Alex Abad
- Spencer Bauer
- Lily Craig
- Rob Croxall
- Bob Healey
- Gary Horwitz
- Lance Ralls

The following Economic Development Advisory Council members were absent:

- Sandy Jacobs (Vice Chair)
- Vandad Espahbodi
- Shar Franklin
- Robert Gray
- Richard Lundquist
- Michael Mothner

APPROVAL OF MINUTES

Lily Craig motioned to approve the minutes of the July 19th, 2017 meeting. Gary Horwitz seconded, unanimous approval.

Updates

- A. Keahi thanked Jennifer Harrison for hosting the EDAC meeting at Cambria Hotel.
- A. Keahi announced the resignation of Neal Perkey from EDAC due to a job relocation.
- 2017 Champions of Business Reported items
 - A. Keahi confirmed that Tim Harris of the Lakers will be the MC for event.

- B. Voss recapped ticket sales and sponsorship.
- A. Keahi recapped the success of the Yelp Elite event.
- A. Keahi introduced the El Segundo Downtown committee with B. Voss as chair.

Marketing Update

- T. Young presented a six-step research plan for the Hospitality and Tourism sector.
 - T. Young stated the research involves qualitative surveys among three targeted audiences, which involve Angeleno day trippers, LAX business travelers, and vacationers.
 - T. Young shared Phelps will be using a new research tool called Meltwater that hones on conversations about El Segundo on social media.
 - Look at travel trends in El Segundo.
 - Figure out key insights in order to create an authentic brand for the City.
- S. Fuentes shared a future step for the Hospitality and Tourism sector is reaching out to international partners.
- B. Voss announced Mayor S. Fuentes has been selected as an honoree at the Greater Los Angeles Chapter of the Women in Defense Forum.

Top Golf Overview

- M. Petit presented an overview of the TopGolf project.
 - Shared a visual layout of the redesign the Lakes golf course driving range into TopGolf.
 - TopGolf is proposed to be a 65,000 SF golf practice range/entertainment venue, composed of 102 tee stations, a restaurant, bar, and other amenities.
 - J. Straka responsible for the architecture of TopGolf.
 - Hearing and testimonials for the approval of TopGolf scheduled for September 5th.
- S. Bauer motioned for EDAC to recommend that City Council approve the TopGolf project, A. Abad seconded, unanimous approval. (L. Craig abstained)

Centennial Committee Update

- J. Cason presented a PowerPoint presentation for the upcoming Centennial Fireworks Celebration.
 - El Segundo is hosting a centennial fireworks and projection show, including a voiceover telling the story of 100 years of El Segundo
 - *Celebrate!* will take place at El Segundo High School on October 7th.
 - J. Cason presented brief preview videos of the show.
 - The firework show features original score, performed by a professional orchestra, local artwork, and historical photos of El Segundo.

EDAC Committee Updates

- A. Keahi received reports on committee updates
 - Hospitality and Tourism committee shared that the city is working on obtaining the STR Report and beginning the process of pulling together stakeholders for interviews.

- Business Retention & Expansion committee shared they will report at the next EDAC meeting.
- New Business Attraction shared they are working on appointing a committee chair and reorganized work plan priorities.
- Strategic Forward Planning committee discussed a study to evaluate the impact of a possible change to the general plan to allow housing east of Sepulveda/PCH and they are considering outside experts to assist.
- A. Keahi suggested that the EDAC committees meet every other month during the regularly scheduled EDAC meeting times (3rd Wednesday of the month from 4:30PM – 6:30PM) and that the full EDAC/City Council meetings occur every other month.
- EDAC agreed that the schedule for the September 20th EDAC meeting be modified to a brief group meeting (10-15 minutes) followed by adjournment of the EDAC meeting and breaking out into small committee groups.
- A. Keahi added L. Ralls to the EDAC marketing committee.
- A. Keahi requested that EDAC assist in providing names of companies to develop the Hospitality and Tourism website and upgrade ElSegundoBusiness.org.

ADJOURNMENT

The meeting adjourned at 6:37 PM.

PASSED ON THIS 16TH DAY of August, 2017.