

**SPECIAL MEETING OF THE
CITY OF EL SEGUNDO
ECONOMIC DEVELOPMENT ADVISORY COUNCIL
September 20th, 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 4:41pm on Wednesday September 20, 2017 at CBRE, 2221 Rosecrans Ave., Suite 100 El Segundo, CA 90245.

- **ROLL CALL**

The following El Segundo City Staff were present:

- Barbara Voss, Economic Development Manager
- Sam Lee, Director of Planning and Building Safety

The following El Segundo City Staff were not present:

- Greg Carpenter, City Manager

The following Economic Development Advisory Council members were present:

- Al Keahi (Chair)
- Sandy Jacobs (Vice Chair)
- Alex Abad
- Spencer Bauer
- Lily Craig
- Rob Croxall
- Vandad Espahbodi
- Shar Franklin
- Bob Healey
- Gary Horwitz

The following Economic Development Advisory Council members were absent:

- Bob Gray
- Richard Lundquist
- Lance Ralls
- Michael Mothner

- **APPROVAL OF MINUTES**

S. Bauer motioned to approve the minutes of the August 16th, 2017 meeting G. Horwitz seconded, unanimous approval.

Updates

- A. Keahi thanked B. Healey for hosting the EDAC meeting at CBRE.
- A. Keahi mentioned the city may submit a proposal as a destination for the new Amazon headquarters.
 - G. Horwitz and B. Healey offered to look at the assemblage of square footage in El Segundo, but indicated that the project was a long shot for El Segundo due to the acreage and square feet requirement (100 acres/8,000,000sf)
- S. Lee introduced himself as the Director of Planning and Building Safety of the City of El Segundo.
- S. Lee introduced two ordinances:
 - Sign Ordinance Update

- Short Term Rental Policy
- R. Brook, Assistant Planner introduced the following sign standard updates:
 - Clarify language and reduce redundancies in sign ordinances.
 - Improve the design standards of signs around the city.
- R. Brook introduced the streamline review process known as the master sign program (MSP):
 - 1 and 2 tenant properties will be exempt from MSP.
 - Over the counter plan check.
- R. Brook compared the city's current sign code and the proposed sign code process:
 - Current sign code is burdensome, difficult to read/understand, and processing times for signs can take up to 3 months.
 - Proposed sign code is simple, straightforward, and the processing times for some signs can be done over the counter, or approved within 1-7 business days.
- R. Brook listed the following types of proposed sign standards:
 - Clarified standards for store front signs versus freestanding building signs.
 - Increased the maximum height for monument signs to 8 feet.
 - Reclassified LED signs for electric messaging centers.
 - Require signs to have discretionary approval.
 - Downtown El Segundo sign ordinance will remain the same.
- E. Schonborn, Principal Planner introduced the following short term rental updates:
 - Disruptive innovation described as an innovation that changes an existing market.
 - The hospitality business in the city has experienced a distributive innovation, due to third party websites like Airbnb.
- E. Schonborn issued a survey on short term rentals to the El Segundo community:
 - 55% of respondents agreed to have using Airbnb, while on vacation or on business.
 - 76% of residents would not turn their household into an Airbnb service.
 - 62% of residents agreed that short-term rental in the neighborhood would not be a problem.
 - 54% of residents agreed Airbnb should be allowed in the city.
- J. Demers, Revenue Manager briefed on regulations in applying for short term rental permits:
 - Simple online/in-person application process for home operator.
 - Permit issued to property owner only.
 - Applicant must detail information about themselves and their property.
 - Provide a person of contact in an event of an emergency.
 - Ensure that applicant has no outstanding debt with the city.
 - Payment of an initial registration and annual fee.
 - Sign up for transient occupancy tax (TOT) filing.
- J. Demers mentioned the short term rental (STR) fees and the license required to operate.
- A. Keahi mentioned one of the challenges with STR would be tracking the rentals and registered home owners.
- G. Horwitz shared his concerns with STR penalty fees.
- S. Bauer stated his concerns of community safety with short term rentals.
- A. Keahi suggested possible implementing an insurance policy requirement with short term rentals.
- **ADJOURNMENT**

The meeting adjourned at 6:09 PM. EDAC broke out into four groups for committee meetings.

PASSED ON THIS 19th DAY of April, 2017.