

**MEETING OF THE
CITY OF EL SEGUNDO
ECONOMIC DEVELOPMENT ADVISORY COUNCIL
October 25th, 2017 Meeting Minutes**

- **CALL TO ORDER**

B. Healey served as chair in A. Keahi and S. Jacob's absence. B. Healey called to order the Meeting of the City of El Segundo Economic Development Advisory Council at 4:39pm on Wednesday October 25, 2017 at CBRE, 2221 Rosecrans Ave., Suite 100 El Segundo, CA 90245.

- **ROLL CALL**

The following El Segundo City Staff were present:

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

The following Economic Development Advisory Council members were present:

- Alex Abad
- Spencer Bauer
- Rob Croxall
- Shar Franklin
- Robert Gray
- Lance Ralls
- Bob Healey
- Michael Mothner

The following Economic Development Advisory Council members were absent:

- Al Keahi (Chair)
- Sandy Jacobs
- Lily Craig
- Vandad Espahbodi
- Gary Horwitz
- Richard Lundquist

- **APPROVAL OF MINUTES**

S. Bauer motioned to approve the minutes of the September 20th, 2017 meeting A. Abad seconded, unanimous approval.

Updates

- B. Healey welcomed the group to CBRE and thanked them for attending.
- K. Bergevin recapped the Yelp Elite event held in August:
 - Shared comments from the Yelp event page, "The Experience of El Segundo".
 - 100 yelpers participated in the Yelp Elite event.
 - Thanked all group leaders for their help and participation in the event.
 - Shared a snapshot of high quality reviews, pictures, and experiences that participants shared on the El Segundo Yelp page.
 - Participants enjoyed the business owners' generosity and free gifts.
- B. Voss suggested revisiting the restaurants that participated in the Yelp Elite Event to see if participants have returned to dine using coupons from the event. K. Bergevin will follow up with restaurants.
- B. Healey shared that the results from the Yelp Elite event should be featured in an article.

- A. Abad offered to feature the Yelp Elite event results in South Bay DIGS.
- T. Young presented research and discovery results on El Segundo as a hospitality and tourism destination.
 - Uncover the unique essence of El Segundo that is going to speak to the target audience.
 - Create a brand that differentiates El Segundo from competitive locations, and makes people take notice of the city.
 - Presented two unique theme lines for El Segundo.
- T. Young will prepare a survey for City Council, EDAC, and key stakeholders to vote on their preferred theme line.
 - B. Voss to email survey.

- **ADJOURNMENT**

The meeting adjourned at 6:14 PM.

PASSED ON THIS 25th DAY of October, 2017.