

**JOINT MEETING OF THE EL SEGUNDO CITY COUNCIL
AND ECONOMIC DEVELOPMENT ADVISORY COUNCIL
January 17th, 2018 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 4:43PM on Wednesday January 17th, 2018 at Hilton Garden Inn, 2100 East Mariposa Avenue, El Segundo, CA 90245.

ROLL CALL

The following El Segundo City Council members were present:

- Mayor Suzanne Fuentes
- Carol Pirsztuk
- Dr. Don Brann

The following El Segundo City Council members were not present:

- Mayor Pro Tem Drew Boyles
- Mike Dugan

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:

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|--------------------|---------------------|
| • Al Keahi (Chair) | • Shar Franklin |
| • Alex Abad | • Gary Horwitz |
| • Lily Craig | • Richard Lundquist |
| • Rob Croxall | • Michael Mothner |
| • Vandad Espahbodi | • Lance Ralls |

The following Economic Development Advisory Council members were absent:

- Sandy Jacobs (Vice Chair)
- Spencer Bauer
- Bob Gray
- Bob Healey

APPROVAL OF MINUTES

Alex Abad motioned to approve the minutes of the October 25th, 2017 meeting. Rob Croxall seconded, unanimous approval.

Updates

- A. Keahi thanked J. Navarro-Sigala for hosting the EDAC meeting at the Hilton Garden Inn.
- C. Mallory introduced himself as the new Director of Information Services of the City of El Segundo.
- EDAC selected “El Segundo- Start Here” as the theme line for Hospitality & Tourism.

- Phelps will present an update of messaging/communication plan at the next EDAC meeting scheduled in March.
- B. Voss announced that Vision Technology was selected for web-site projects.
- D. Nachman, CEO of Vision Technology, provided a timeline for the go live dates for elsegundobusiness.com and the new hospitality and tourism web-site.
- B.Voss announced hosting a second Yelp Elite event in March.
 - Invite 100 Yelpers to dine in El Segundo.
- S. Fuentes suggested areas to consider for the Yelp Elite event.
- C. Pirsztuk stated to collect a report on Yelpers who returned to businesses, after the Yelp Elite event.
- B. Voss mentioned the city has met its goal in meeting 100 new businesses by the 100th anniversary and that we are working with Phelps to develop a new goal.
- G. Carpenter stated a CalTrans permit needs to be issued before changing Sepulveda to PCH street signs.
- A. Keahi mentioned the city applied for a Metropolitan Transportation Authority (MTA) Grant
 - On February 22nd, the city will be notified if it has been selected for the MTA Grant.

Presentations

- J. Demers presented an overview of the new business license system:
 - The old business license system was time consuming and inaccurate.
 - Business licenses can now be renewed online.
 - Post card notifications will be sent out to businesses with upcoming expiring licenses.
 - Field inspections will be conducted to ensure businesses have licenses to operate.
- D. King presented a brief overview of two rules:
 - The Brown Act: Aimed to ensure the members of the public have the right to attend and participate in city held meetings.
 - Conflicts of In Interest: Prohibits a member of a public body financially benefiting from any contract between an agency and another contractor.
 - Recommended that committee members contact him if they have any questions.

EDAC Work Plan

- A. Keahi re-confirmed chair committees:
 - S. Franklin assigned as committee chair for hospitality & tourism committee.
 - S. Bauer assigned as committee chair for business retention committee.
 - No assigned chair for new business attraction committee.
 - R. Lundquist assigned as committee chair for strategic planning committee.

Roles and Responsibilities

- All sub-committees asked to give an update on action items at the next EDAC meeting scheduled in February.
- New Business Attraction committee asked to select a chair person.

ADJOURNMENT

The meeting adjourned at 6:12 PM.

PASSED ON THIS 17th DAY of January, 2018.