

**JOINT MEETING OF THE EL SEGUNDO CITY COUNCIL
AND ECONOMIC DEVELOPMENT ADVISORY COUNCIL
May 16th, 2018 Meeting Minutes**

CALL TO ORDER

Chair Al Keahi called to order the Joint Meeting of the El Segundo City Council and Economic Development Advisory Council at 4:30PM on Wednesday May 16th, 2018 at CBRE, 2221 Rosecrans Ave, El Segundo, CA 90245.

ROLL CALL

The following El Segundo City Council members were present:

- Mayor Drew Boyles
- Mayor Pro Tem Carol Pirsztuk
- Chris Pimentel
- Scot Nicol

The following El Segundo City Council members were not present:

- Dr. Don Brann

The following El Segundo City Staff were present:

- Greg Carpenter, City Manager
- Barbara Voss, Economic Development Manager
- Tracy Weaver, City Clerk
- Joseph Lillio, Director of Finance
- Chris Donovan, Chief of Fire
- Arecia Yee, Recreation & Parks
- Charles Mallory, Director of IT
- Mark Herbert, Interim Library Director
- Sam Lee, Director of Planning & Building Safety
- Bill Whalen, Chief of Police
- Ken Berkman, Director of Public Works
- Juliana Demers, Finance Department

The following El Segundo City Staff were not present:

- Meredith Petit, Director of Recreation & Parks

The following Economic Development Advisory Council members were present:

- Al Keahi (Chair)
- Lily Craig
- Robert Gray
- Bob Healey

- Rob Croxall
- Van Espahbodi
- Shar Franklin
- Gary Horwitz
- Richard Lundquist
- Michael Mothner

The following Economic Development Advisory Council members were absent:

- Sandy Jacobs (Vice Chair)
- Alex Abad
- Spencer Bauer
- Lance Ralls

APPROVAL OF MINUTES

Lily Craig motioned to approve the minutes of the April 18th, 2018 meeting. Shar Franklin seconded, unanimous approval.

Public Communication

- Dr. Antonio Mendez announced the Banner Stationers store at 415 Main St. is closing.

Updates

- A. Keahi announced the Sepulveda-PCH name change event is scheduled for June 12th.
- A. Keahi stated the Champions of Business event is scheduled for September 12th at the Lakers Training Facility with Honoree Jeanie Buss.

Presentations

- S. Lee presented on residential and commercial building projects in El Segundo.
- L. Craig questioned how The Edge shopping center would be rebranded.
- D. Boyles questioned the change in average daily room (ADR) rates with the additional hotel capacity.
- S. Franklin responded that the ADR has been flat, and offered to work with B. Voss to gather more information from the STR Report.
- A. Keahi presented on EDAC Activity from 2013 - Present. (received and filed)
- S. Nicol commented on how frequently both the El Segundo Business website and the Hospitality and Tourism website would be updated.
- D. Boyles stated EDAC is the only revenue generating committee in the city.
- Phelps presented a communications plan update.

Unfinished Business

- Discussion of a proposed amendment to EDAC bylaws to include a term of service moved to the June 20th meeting. – Deferred to June meeting.

New Business

- L. Craig presented on staff assistance for economic development.
- L. Craig motioned to approve the recommendation to City Council to consider hiring a full time staff position for economic development. B. Healey seconded, unanimous approval.
- G. Carpenter recommended the B. Voss present the recommendation to hire a full time staff position for economic development to City Council at the June 13th strategic planning session.
- M. Mothner commented both the El Segundo Business website and Hospitality & Tourism website will require constant updates and will be a significant amount of work.
- A. Keahi reviewed the success criteria for the Art Walk event.
 - Suggested the Art Walk work towards becoming self-sustaining in future years, marketing initiative of the Art Walk event to be handled by Phelps for consistent branding and messaging, and the finance department to review budget and pay vendors directly whenever possible.

ADJOURNMENT

The meeting adjourned at 6:43 PM.

Megan Covarrubias
Economic Development Intern