

**JOINT MEETING OF THE EL SEGUNDO CITY COUNCIL  
AND ECONOMIC DEVELOPMENT ADVISORY COUNCIL  
July 18th, 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 4:39PM on Wednesday July 18<sup>th</sup>, 2018 at Courtyard Marriot, 2000 E. Mariposa Ave, El Segundo, CA 90245.

**ROLL CALL**

The following El Segundo City Council members were present:

- Mayor Drew Boyles
- Mayor Pro Tem Carol Pirsztuk
- Dr. Don Brann
- Chris Pimentel
- Scot Nicol

The following El Segundo City Staff were present:

- Greg Carpenter, City Manager
- Barbara Voss, Economic Development Manager
- Tracy Weaver, City Clerk
- David King, Assistant City Attorney

The following Economic Development Advisory Council members were present:

- |                              |                     |
|------------------------------|---------------------|
| • Al Keahi (Chair)           | • Gary Horwitz      |
| • Sandy Jacobs ( Vice Chair) | • Richard Lundquist |
| • Alex Abad                  | • Tim Harris        |
| • Spencer Bauer              | • Lance Giroux      |
| • Lily Craig                 | • Jim McCaulley     |
| • Rob Croxall                |                     |

The following Economic Development Advisory Council members were absent:

- |                 |                   |
|-----------------|-------------------|
| • Van Espahbodi | • Michael Mothner |
| • Shar Franklin | • Lance Ralls     |
| • Robert Gray   | • Corinne Murat   |
| • Bob Healey    |                   |

**Approval of Minutes**

Jim McCaulley motioned to approve the minutes of the June 20<sup>th</sup>, 2018 meeting. Lily Craig seconded, unanimous approval.

### **Public Communication**

- A. Keahi thanked Griselda Amezcua for hosting the EDAC meeting at the Courtyard Marriot.
- A. Keahi introduced new EDAC members:
  - Tim Harris, Senior Vice President of Business Operations of the La Lakers
  - Lance Giroux, Vice President of Sales at Dynasty Footwear
  - Corinne Murat, Director of Government Affairs at Mattel
  - Jim McCaulley, Partner at Ernst and Young

### **Presentations**

#### **Tim Harter, Senior Manager/Government Relations, BIRD**

- T. Harter presented an overview on the motorized scooter called BIRD.
- G. Carpenter stated a BIRD Scooter survey was issued to collect responses on community member's experiences and concerns.
- A. Keahi questioned the misuse of the BIRD Scooter by underage individuals.
- T. Harter stated BIRD is exploring options to strengthen and prevent the misuse of BIRD.
- C. Pimentel inquired about the data captured to measure the success of the BIRD scooter.
- S. Nicol asked if BIRD collects age data on users.
- T. Harter stated the BIRD network user age varies from 18-91 years of age.

#### **Nicholas Biro, Caldwell Land Solutions Representative**

- N. Biro presented an overview on the D.R Horton Emerald Homes project in El Segundo.
- A. Keahi asked about the town home floor plans at 555. Walnut Avenue.
- N. Biro stated El Segundo residents have been the most interested in signing up for Emerald Homes.
- J. McCaulley asked about the timeline of completion for the D.R Horton project.
- T. Harter stated the Emerald Homes project is expected to be fully constructed by the end of December 2018.

### **Unfinished Business**

- B. Voss presented television media coverage on the street name change from Sepulveda Boulevard to Pacific Coast Highway.
- A. Keahi announced both the El Segundo Business website and the Hospitality & Tourism website is scheduled to launch in August.
- A. Keahi recommended EDAC to assist in the City's marketing and communications plan by coming up with features and benefits that highlight El Segundo.
- A. Keahi thanked EDAC for signing the EDAC letter to City Council.
- B. Voss shared that the light pole banners would be replaced in August.
- C. Pirsztuk suggested to add a variety of banner themes throughout the city.

- G. Renfro provided a brief review on the El Segundo Art Walk Event:
  - 3,500 in attendance
  - Website Visits Day of Art Walk - 2,495
  - Website Visits all of June- 8,563
  - ESAW Budget- \$20,188
- A. Keahi discussed the EDAC Bylaws regarding total membership.

**ADJOURNMENT**

The meeting adjourned at 6:09 PM.

---

Megan Covarrubias  
Economic Development Intern