

**MEETING OF THE EL SEGUNDO  
ECONOMIC DEVELOPMENT ADVISORY COUNCIL  
August 15<sup>th</sup>, 2018 Meeting Minutes**

**CALL TO ORDER**

Chair Al Keahi called to order the Meeting of the City of El Segundo Economic Development Advisory Council at 4:43PM on Wednesday August 15<sup>th</sup>, 2018 at CBRE 2221 Rosecrans Ave. 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:

- Al Keahi (Chair)
- Sandy Jacobs (Vice Chair)
- Alex Abad
- Lily Craig
- Rob Croxall
- Shar Franklin
- Robert Gray
- Bob Healey
- Gary Horwitz
- Richard Lundquist
- Lance Ralls
- Jim McCaulley

The following Economic Development Advisory Council members were absent:

- Spencer Bauer
- Van Espahbodi
- Michael Mothner
- Tim Harris
- Lance Giroux
- Corinne Murat

**APPROVAL OF MINUTES**

Rob Croxall motioned to approve the minutes of the July 18<sup>th</sup>, 2018 meeting. Alex Abad seconded, unanimous approval.

**Public Communications**

- A. Keahi thanked Bob Healey for hosting the EDAC meeting at CBRE offices.
- Dr. Antonio Mendez commented on the D.R Horton Project.

**Unfinished Business**

- Update of the EDAC Work Plan Reports – Deferred to September meeting.
- A. Keahi recommended an amendment to the EDAC bylaws.

- L. Craig motioned to approve an amendment to the EDAC bylaws to include: an increase in the maximum number of members from 18 to 19, establish a term of office, and change the requirement from 10 to 8 members to constitute a quorum. Gary Horwitz seconded, unanimous approval.
- B. Voss provided an update regarding the second budget session meeting held on August 13<sup>th</sup>.
  - Discussion to create a citywide communications program and staff assistance for economic development and communications.
- A. Keahi provided an update on the 2018 El Segundo Champions of Business Celebration.
  - 5 Platinum Level Sponsors
  - 1 Gold Level Sponsor
  - 3 Silver Level Sponsors
- A. Keahi recommended EDAC to brainstorm new economic development goals to accomplish by the year 2020.

## **New Business**

- K. Bergevin recapped a Phelps and El Segundo media relations summary.
  - 47 Pieces of Coverage (La Times, ABC7 Los Angeles, Daily Breeze, etc.)
  - 5.96K of Social Shares
  - 55K Readership
  - 75.9M Readership
  - 64 Average Domain Authority
  - 258K Estimated Coverage Views
  - 195K Monthly Visits
- The Phelps Agency presented a proposed FY18-19 Marketing Plan and Budget.
  - Hospitality & Tourism (H&T) Projects/Ongoing Support- Creative production for “Start Here” campaign, create a city map for visitor, implement the H & T communications strategy.
  - New Business Attraction Projects/Ongoing Support- Champions of Business collateral, email support for business newsletter (SOAR), public relations support for the Yelp Elite event, press events, and other activities related new business attraction.
- The Phelps Agency shared 2019 Media Strategies:
  - Build awareness with paid search
  - Creative development of display/banner ads.
  - Establish continuity of El Segundo message with paid social
  - Educate four target audiences with website and collateral
  - Enhance relationships with target audience through improvement to newsletters
- Richard Lundquist motioned to approve the proposed FY18-19 Marketing Plan and Budget with the recommendation that the city to contribute \$400,000 from the general fund. Lily Craig seconded, unanimous approval.
- Discussion on new EDAC member orientation. – Deferred to the September meeting.

**ADJOURNMENT**

The meeting adjourned at 6:45 PM.

PASSED ON THIS 20<sup>TH</sup> DAY of June, 2018.

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Megan Covarrubias  
Economic Development Intern