

**MEETING OF THE EL SEGUNDO
ECONOMIC DEVELOPMENT ADVISORY COUNCIL
October 17th, 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 4:36PM on Wednesday October 17th, 2018 at JLL 2141 Rosecrans Ave., Suite 6100 El Segundo, CA 90245.

ROLL CALL

The following El Segundo City Staff were present:

- Barbara Voss, Economic Development Manager

The following El Segundo City Staff were absent:

- Greg Carpenter, City Manger

The following Economic Development Advisory Council members were present:

- Al Keahi (Chair)
- Alex Abad
- Spencer Bauer
- Rob Croxall
- Vandad Espahbodi
- Shar Franklin
- Robert Gray
- Bob Healey
- Richard Lundquist
- Michael Mothner
- Lance Giroux

The following Economic Development Advisory Council members were absent:

- Sandy Jacobs (Vice Chair)
- Lily Craig
- Gary Horwitz
- Lance Ralls
- Tim Harris
- Corinne Murat
- Jim McCaulley

APPROVAL OF MINUTES

Lance Giroux motioned to approve the minutes of the September 19th, 2018 meeting. Vandad Espahbodi seconded, unanimous approval.

Public Communications

- B. Voss announced city staff is working with Mayor Garcetti's office in planning the Convening of the La County Mayors event on December 7th.

Presentation

- B. Voss presented the new economic development websites:
 - Hospitality/ Tourism Website: www.destinationelsegundo.com
 - El Segundo Business Website: www.elsegundobusiness.com
- M. Mothner suggested to resize the hero image on the homepage of destinationelsegundo.com
- V. Espahbodi asked about the process of the content update for both websites.
- M. Mothner recommended to add for sale and for lease options, under available properties on elsegundobusiness.com
- A. Abad asked if the hospitality/tourism website provides a link to hotel websites.
- B. Voss stated all El Segundo hotels on destinationelsegundo.com have links to direct users to the main hotel website.

Unfinished Business

- B. Voss recommended to schedule individual group meetings with each sub-committee in December/January 2019:
 - Hospitality & Tourism: A. Keahi, S. Franklin, B. Gray, L. Craig, and R. Croxall.
 - Business Retention & Expansion: S. Bauer, G. Horwitz, and B. Healey.
 - New Business Attraction: M. Mothner, V. Espahbodi, L. Ralls, and T. Harris.
 - Strategic Forward Planning: R. Lundquist, G. Horwitz, A. Abad, and B. Healey.
- A. Keahi recommended the new EDAC members to select a sub-committee to join.
- A. Keahi provided an update on the new EDAC member orientation.
 - Overview of EDAC accomplishments.
 - Discussion on the Open Meeting Law and Public Records Act.
 - Discussion on the Municipal Law Guidebook.
- A. Keahi reported that he requested a balance sheet for the 2018 El Segundo Art Walk event and is waiting to receive it. Once the balance sheet is available AI will report back to EDAC.

New Business

- B. Voss stated a City Committees, Commissions and Boards (CCB) application will be sent out to EDAC members whose term of office will expire in January 2019.
 - Al Keahi
 - Richard Lundquist
 - Sandra Jacobs
 - Bob Healey
 - Bob Gray

- A. Keahi recommended EDAC to complete an electronic communication policies form for CCB members to communicate with city staff and advisory council members.
- A Keahi shared the CCB email is easy to set up and use.
- A. Keahi suggested a CBRE capital market presentation at the January 2019 meeting.
- B. Healey suggested to bring in a capital markets investment broker to give a breakdown of the capital market.
- A. Keahi announced the November EDAC will be cancelled and will reconvene in December.

ADJOURNMENT

The meeting adjourned at 5:44 PM.

PASSED ON THIS 17TH DAY of October, 2018.

Megan Covarrubias
Economic Development Intern