

**MEETING OF THE EL SEGUNDO
ECONOMIC DEVELOPMENT ADVISORY COUNCIL
April 17th, 2019 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 April 17th, 2019 at JLL 2141 Rosecrans Ave., Suite 6100, El Segundo, CA 90245.

ROLL CALL

The following El Segundo City Staff were present:

- Barbara Voss, Deputy City Manager
- Cristina Reveles, Economic Development Coordinator

The following Economic Development Advisory Council members were present:

- Al Keahi (Chair)
- Alex Abad
- Lily Craig
- Jim McCaulley
- Richard Lundquist
- Bob Healey
- Gary Horwitz
- Lance Ralls
- Lance Giroux

The following Economic Development Advisory Council members were absent:

- Spencer Bauer
- Rob Croxall
- Vandad Espahbodi
- Shar Franklin
- Rick Yuse
- Michael Mothner
- Tim Harris
- Corinne Murat
- Matthew Tompkins

PUBLIC COMMUNICATIONS

- A.Keahi introduced the team of the 9th Wonder marketing agency to EDAC.

PRESENTATION

- The City Website (elsegundo.org) Development presentation was deferred. Date TBD.

Barbara Voss, Deputy City Manager – City of El Segundo

- Introduced Cristina Reveles as the new Economic Development Coordinator for the City of El Segundo.

Myra Marayag, Vice President, Partnerships – Los Angeles Times

- M. Marayag shared details about the LA Street Festival taking place on September 21st – 22nd, 2019 in El Segundo, CA.
 - The event is the region's first festival focusing on FIBA 3x3 basketball, esports competition and a music/arts/food festival.
 - The executive team leading the event include Dr. Patrick Soon-Shiong, owner of the Los Angeles Times, Rick Fox, owner of Echo Fox and Jenny Mann, former Australian track star and high-ranking official at the International Olympic Committee
- M. Marayag stated members of the community will also be able to participate through a series of activities, including a kids zone with a miniature basketball court
- L. Ralls asked about the participants age group for the 3x3 basketball tournament
 - M. Marayag stated athletes range from 27 to 34 years old
- A. Keahi asked if the LA Times Event Center will host any activities during the event
 - M. Maraya stated the center will not be open until 2020
- M. Marayag offered to share a sponsorship packet with EDAC members interested in sponsorship opportunities
- A. Keahi inquired about money allocated to marketing the event
 - M. Maraya responded that because the event is an inaugural event the LA Times is spending a large amount on marketing efforts
- L. Giroux asked how can the City of El Segundo secure hosting the event in 2020
 - M. Maraya responded that it depends on how well the event does in 2019
 - M. Maraya stated partnerships with local businesses and securing sponsors will provide key support to the success of the event
- B. Voss stated the City of El Segundo is a sponsor of the event
 - A partnership package between the city and the LA Times is currently being prepared and it involves having a presence at the event, logo integration, and ad space on the LA Times.
- L. Craig stated the challenge for Chevron is that funds are limited to charitable contributions
 - M. Maraya stated the partnership package will include opportunities for 501c3 organizations.

Sara Robarts, BPR President, Austin Ruth, BPR Account Executive, Sara Hoerner, 9th Wonder Managing Director, Rebecca Steadly, 9th Wonder Public Relations Coordinator, Meaghan Downs, 9th Wonder Social Media Strategist & Sue Villegas, 9th Wonder Account Manager

- S. Hoerner shared a brief introduction about El Segundo's media strategies and activities
 - Public relations, paid media, newsletter, social media, and website form part of the city's content ecosystem
- S. Robarts discussed public relations strategy in 2019
 - Focus in new business attraction, hospitality and tourism
- A. Ruth discussed media highlights
 - Chick-fil-A's new location on PCH, Daily Breeze
 - Champions of Business Celebration 2018, Easy Reader News
 - AC Hotel launch, HospitalityDesign
 - El Segundo's craft breweries debut, Eater Los Angeles
 - New Wiseburn Aquatics Center, Fox 11
- R. Steadly shared PR support for upcoming events
 - Elite Yelp
 - Champions of Business Celebration 2019
 - El Segundo Art Walk
 - Los Angeles Street Festival
- M. Downs discussed social media highlights for new business, hospitality and tourism
 - Instagram followers increased by 34%
 - Facebook page likes increased by 166%
- S. Hoerner shared there is a newsletter series being developed for new business, hospitality and tourism
- S. Hoerner revealed the city map and guide
- L. Rolls suggested the city map include a callout to show Downtown businesses
- S. Hoerner stated edits can be made to the digital downloadable map
- S. Hoerner shared traffic Paid Social delivery Month-to-Month Growth for page likes and impressions
 - Monthly site visits to destinationelsegundo.com doubled with paid media efforts
 - Monthly site visits to elsegundobusiness.com tripled since site redesign
- A. Keahi asked if social media can facilitate engagement with companies outside the city and promote the city as a destination for esports
 - M. Downs stated the use of social media alone is not effective at promoting the city as an industry hub, but rather suggested the city create partnerships with event organizers to collaborate in marketing initiatives

UNFINISHED BUSINESS

- J. McCaulley stated no updates to report on EDAC's roles and responsibilities as it relates to the FPPC Conflict of Interest Form 700.
- A. Keahi suggested changing the EDAC meeting time to allow EDAC members to work together as informal working groups on priority issues.

NEW BUSINESS

- A. Keahi thanked Chevron for contributing over \$1 million in support of EDAC initiatives
- A. Keahi discussed nominating a recipient for the Champions of Business Award
- A. Keahi stated he spoke with Council Member Scott Nicol regarding Topgolf

ADJOURNMENT

The meeting adjourned at 6:05 PM.

Posted on 05/09/2019

By: Cristina Reveles

Economic Development Coordinator