

**SPECIAL JOINT MEETING OF THE EL SEGUNDO CITY COUNCIL
& ECONOMIC DEVELOPMENT ADVISORY COUNCIL**

**MEETING MINUTES
MAY 15, 2019 4:30PM**

CALL TO ORDER

Chair Al Keahi called to order the Joint Meeting of the El Segundo City Council and Economic Development Advisory Council at 4:35PM on Wednesday, May 15th, 2019 at R6 Distillery 909 E. El Segundo Blvd., 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

The following El Segundo City Council members were not present:

- Dr. Don Brann
- Scot Nicol

The following El Segundo City Staff were present:

- Greg Carpenter
- Barbara Voss
- Tracy Weaver

The following Economic Development Advisory Council members were present:

- | | |
|-----------------|---------------------|
| • Al Keahi | • Vandad Espahbodi |
| • Alex Abad | • Shar Franklin |
| • Spencer Bauer | • Richard Lundquist |
| • Lily Craig | • Lance Ralls |
| • Rob Croxall | • Lance Giroux |
| • Jim McCaulley | |

The following Economic Development Advisory Council members were not present:

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|-------------------|--------------------|
| • Bob Healey | • Tim Harris |
| • Gary Horwitz | • Corinne Murat |
| • Rick Yuse | • Matthew Tompkins |
| • Michael Mothner | |

PUBLIC COMMUNICATIONS

- A. Keahi thanked Rob Rubens for hosting the EDAC meeting at R6 Distillery.
- A. Keahi announced the Hot Wheels Legends Tour in El Segundo on May 18th, 2019
- Michael Kreski from the Arts & Culture Advisory Committee provided an overview of the Cultural Development Fund (1% Fee for Arts)
 - The proposed fund would allocate funds for arts and cultural projects in El Segundo

APPROVAL OF MINUTES

MOTIONED by Jim McCaulley and SECONDED by Lance Giroux to approve the minutes of the March 20th, 2019 and April 17th, 2019 meeting.

PRESENTATION

Meaghan Downs, Social Media Strategist, Irma Vega, Account Supervisor, and Rebecca Steadly, Public Relations Coordinator – 9th Wonder Marketing Firm

- M. Downs presented social media highlights for new business, hospitality and tourism
 - Instagram and Facebook are platform priorities for marketing El Segundo community events, insider tips, attractions and activities.
 - The chef's series on Instagram has been very effective in featuring local chefs and reinforcing El Segundo as a dining destination.
 - LinkedIn targets the city's new business and economic development
- V. Espahbodi commented on partnering with the online restaurant reservations platform Resy to advertise restaurants in El Segundo
- D. Boyles commented on the lack of El Segundo restaurants listings on TripAdvisor
- M. Downs responded there are unique online applications where search and social media meet. M. Downs agreed there are opportunities to explore with these companies in addition to social media platforms.
- I. Vega discussed newly launched animated ad campaign "Stay Here/Savor Here" and "Indulge Here/Escape Here" targeting LAX visitors
- S. Bauer suggested also targeting LAAFB visitors
- S. Franklin shared that according to Expedia's recent quarterly review, Downtown Los Angeles is expected to offer very competitive prices compared to the South Bay hotels and will be heavily investing in travel ads during the coming months as the city prepares for a slow season due to a lack of events.

UNFINISHED BUSINESS

EDAC Work Plan

- B. Voss presented the updated work plan and re-confirmed sub-committees:

- Hospitality & Tourism – L. Craig (Chair), S. Franklin (Co-Chair), R. Croxall, and A. Keahi
- Business Retention & Expansion – J. McCaulley (Chair), S. Bauer, C. Murat, and L. Ralls
- New Business Attraction – L. Giroux (Chair), V. Espahbodi, T. Harris, and M. Mothner
- Strategic Forward Planning – M. Tompkins (Chair), A. Abad, B. Healey, G. Horwitz, R. Lundquist, and R. Yuse
- B. Voss provided an overview of how progress for specific tasks will be tracked and reported on the work plan

COUNCIL MEMBER/EDAC COMMENTS

- Al Keahi encouraged City Council to share thoughts on how EDAC can help achieve the city's goals for economic development
- B. Voss announced the Creative Economy Report is on ElSegundoBusiness.com
- A. Abad announced Olympic gold medalist, Kerri Walsh Jennings opened an office in El Segundo.
- V. Espahbodi announced Starburst Space Accelerator Program will kick off in July 2019.
- A. Keahi announced an honoree has been selected for the Champions of Business Award
 - A. Keahi asked for keynote speaker recommendations
- A. Keahi asked City Council for an update on Topgolf
 - C. Pimentel responded an update is not currently available
- A. Keahi shared his thoughts on City Hall real estate opportunities

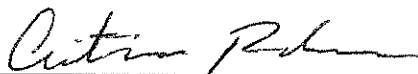
PUBLIC COMMUNICATIONS

- Deborah Shepard shared information about the services provided by the South Bay Workforce Investment Board
 - Aero-Flex and Bio-Flex programs, geared to helping business with job ready and workforce pipeline opportunities.

ADJOURNMENT

The meeting adjourned at 6:11pm

Posted on 05/29/2019



Cristina Reveles
Economic Development Coordinator