

**SPECIAL JOINT MEETING OF THE EL SEGUNDO CITY COUNCIL  
AND ECONOMIC DEVELOPMENT ADVISORY COUNCIL  
July 17th, 2019 Meeting Minutes**

**CALL TO ORDER**

Chair Al Keahi called to order the Joint Meeting of the City of El Segundo City Council and Economic Development Advisory Council at 4:30PM on Wednesday July 17, 2019 at Hyatt Place 750 N. Nash Street, 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:

- Scott Mitnick, City Manager
- Barbara Voss, Deputy City Manager
- Cristina Reveles, Economic Development Coordinator
- Tracy Weaver, City Clerk

The following Economic Development Advisory Council members were present:

- |                    |                     |
|--------------------|---------------------|
| • Al Keahi (Chair) | • Richard Lundquist |
| • Alex Abad        | • Bob Healey        |
| • Lily Craig       | • Gary Horwitz      |
| • Jim McCaulley    | • Lance Ralls       |
| • Vandad Espahbodi | • Lance Giroux      |
| • Shar Franklin    | • Matthew Tompkins  |

The following Economic Development Advisory Council members were absent:

- |                 |                   |
|-----------------|-------------------|
| • Spencer Bauer | • Michael Mothner |
| • Rob Croxall   | • Tim Harris      |
| • Rick Yuse     | • Corine Murat    |

**APPROVAL OF MINUTES**

Lily Craig motioned to approve the minutes of the May 15<sup>th</sup>, 2019 meeting. Jim McCaulley seconded, unanimous approval.

## **PUBLIC COMMUNICATIONS**

- A. Keahi thanked Director of Sales Bob Blongiewicz for hosting the EDAC meeting at Hyatt Place.
- B. Blongiewicz shared the Hyatt Place will undergo top-to-bottom renovations in October, including a revamped bar and lobby and refreshed guest rooms.

## **UPDATES**

- A. Keahi introduced Scott Mitnick as the new City Manager of the City of El Segundo.
- K. Bergevin, Communications Consultant, provided an update on the second Yelp Elite event hosted in June.
  - 100 Yelpers participated in the event
  - More than 450 photos have been uploaded to the Yelp event page with over 40 reviews.

## **PRESENTATIONS**

Irma Vega, Account Supervisor – 9<sup>th</sup> Wonder Marketing Firm

- I. Vega, gave a brief overview of media and public relations activity for 2018-2019 and presented the marketing plan for 2020 highlighting initiatives to lower commercial vacancy rates, increase hotel occupancy rate, as well as promote business retention and encourage expansion.
- Since launching DestinationElSegundo.com in October 2018 over 30,000 visitors have visited the site.
- After the redesign of ElSegundoBusiness.com the site produced over 10,000 visitors
- A new economic development newsletter was recently launched highlighting key properties allowing people to register and receive a flow of emails for the latest El Segundo's business and real estate news.
- Commercial real estate professionals, C-level executives and small business owners form part of the core target audience for new business. Day trippers, LAX business travelers, sports enthusiasts and California vacationers are the target market for the hospitality/tourism campaign.
- Efforts driving to business and hospitality websites, include:
  - Paid Search
  - Display, Mobile and Banner Ads
  - Paid Social
  - Organic Social
  - Newsletters
- Target users for new business will be reached through new media initiatives including Paid Social (LinkedIn) and Digital ads highlighting why El Segundo is a premier location for businesses.
- Increase focus on sports enthusiasts for hospitality/tourism will be reached through programmatic display ads highlighting El Segundo's connection and close proximity to major sports properties.
- B. Voss stated the newly launched newsletters uses govDelivery's applications and analytics tools in which clickthrough rates and open rates can be used to gauge how well the newsletters are performing.
- S. Franklin suggested for the city to explore advertising opportunities with TripAdvisor
- Mayor Pro Tem C. Pirsztuk suggested EDAC reach out to hotels in the city

- B. Voss responded there's a committee made up of representatives from the Chamber, the City and EDAC with several El Segundo-based hotel general managers and directors of sales who have been involved in the "Start Here" hospitality/tourism marketing campaign.

Sam Lee, Planning & Building Safety Director – City of El Segundo

- S. Lee presented on residential and commercial building projects in El Segundo
  - AC Hotel: 4-star hotel with 180 rooms (100,000 sq. feet)
  - EVA HQ: Two five-story office building
  - WeWorks: 2221 Park Place
  - Nordstrom Rack: 24,000 sq. feet
  - Plaza Collection: retail space to be converted into office space by mid-2020
  - Market Station: Warehouse to be converted into an eatery and office space
  - 888 Douglas: \$100m development of 4 buildings (550,000 sq. feet)
  - Standard Works: 5 buildings in Smoky Hollow (190,000 sq. feet)
  - Raytheon South Campus: Phase 1 – Nash St. Exchange (75,000 sq. foot of retail, office and medical offices); Phase 2 to be sold
  - 101 Continental: 340,000 sq. foot of office space feet recently sold
  - Beach City Media Campus: 240,000 sq. foot five-story office building, 66,000 sq. foot studio and production facility
  - Pacific Corporate Commons: Five-story mix use pedestrian oriented development

The EDAC Work Plan Update was deferred to the August 21<sup>st</sup>, 2019 EDAC meeting.

#### **COUNCIL MEMBER/ EDAC/ STAFF COMMENTS**

- B. Voss announced the LA Street Festival will take place on September 20<sup>th</sup> and 21<sup>st</sup>
- B. Voss announced Topgolf negotiations are ongoing
- B. Voss commented on Sexual Harassment Prevention Training for EDAC members
- A. Abad announced the City of Los Angeles approved a project to paint an El Segundo lifeguard tower from blue to pink to raise breast cancer awareness in October.
- A. Keahi announced Michael Hackman is the honoree for Champions of Business
- A. Keahi commented on landscaping needs on Imperial and California

#### **ADJOURNMENT**

The meeting adjourned at 6:28PM.

Posted on 08/13/2019

By: Cristina Reveles

Economic Development Coordinator