AGENDA
EL SEGUNDO CITY COUNCIL
COUNCIL CHAMBERS - 350 Main Street

The City Council, with certain statutory exceptions, can only take action upon properly posted and listed agenda items. Any writings or documents given to a majority of the City Council regarding any matter on this agenda that the City received after issuing the agenda packet are available for public inspection in the City Clerk’s office during normal business hours. Such Documents may also be posted on the City’s website at www.elsegundo.org and additional copies will be available at the City Council meeting.

Unless otherwise noted in the Agenda, the Public can only comment on City-related business that is within the jurisdiction of the City Council and/or items listed on the Agenda during the Public Communications portions of the Meeting. Additionally, the Public can comment on any Public Hearing item on the Agenda during the Public Hearing portion of such item. The time limit for comments is five (5) minutes per person.

Before speaking to the City Council, please come to the podium and state: Your name and residence and the organization you represent, if desired. Please respect the time limits.

Members of the Public may place items on the Agenda by submitting a Written Request to the City Clerk or City Manager’s Office at least six days prior to the City Council Meeting (by 2:00 p.m. the prior Tuesday). The request must include a brief general description of the business to be transacted or discussed at the meeting. Playing of video tapes or use of visual aids may be permitted during meetings if they are submitted to the City Clerk two (2) working days prior to the meeting and they do not exceed five (5) minutes in length.

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact City Clerk, 524-2305. Notification 48 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting.

MEETING OF THE EL SEGUNDO CITY COUNCIL
TUESDAY, NOVEMBER 15, 2016 – 5:00 PM

5:00 P.M. SESSION

CALL TO ORDER

ROLL CALL

PUBLIC COMMUNICATION – (Related to City Business Only – 5 minute limit per person, 30 minute limit total) Individuals who have received value of $50 or more to communicate to the City Council on behalf of another, and employees speaking on behalf of their employer, must so identify themselves prior to addressing the City Council. Failure to do so shall be a misdemeanor and punishable by a fine of $250.
SPECIAL ORDER OF BUSINESS:

CLOSED SESSION:

The City Council may move into a closed session pursuant to applicable law, including the Brown Act (Government Code Section §54960, et seq.) for the purposes of conferring with the City's Real Property Negotiator; and/or conferring with the City Attorney on potential and/or existing litigation; and/or discussing matters covered under Government Code Section §54957 (Personnel); and/or conferring with the City's Labor Negotiators; as follows:

CONFERENCE WITH LEGAL COUNSEL – EXISTING LITIGATION (Gov’t Code §54956.9(d)(1): -1- matters

1. City of El Segundo vs. City of Los Angeles, et.al. LASC Case No. BS094279

CONFERENCE WITH LEGAL COUNSEL – ANTICIPATED LITIGATION

Significant exposure to litigation pursuant to Government Code §54956.9(d)(2): -0- matters.


DISCUSSION OF PERSONNEL MATTERS (Gov’t Code §54957): -2- matters

1. Public Employee Performance Evaluation
   Title: City Manager

2. Public Employee Performance Evaluation
   Title: City Attorney

APPOINTMENT OF PUBLIC EMPLOYEE (Gov’t. Code § 54957): -0- matter

PUBLIC EMPLOYMENT (Gov’t Code § 54957) -0- matter
CONFERENCE WITH CITY’S LABOR NEGOTIATOR (Gov’t Code §54957.6): -8-
matters

1. Employee Organizations: Police Management Association; Police Officers Association; Police Support Services Employees Association; Fire Fighters Association; Supervisory, Professional Employees Association; City Employee Association and Executive and Management/Confidential Employees.

Agency Designated Representative: Steve Filarsky and City Manager, Greg Carpenter

CONFERENCE WITH REAL PROPERTY NEGOTIATOR (Gov’t Code §54956.8): -0-
matters
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REGULAR MEETING OF THE EL SEGUNDO CITY COUNCIL
TUESDAY, NOVEMBER 15, 2016 - 7:00 P.M.

7:00 P.M. SESSION

CALL TO ORDER

INVOCATION – Rabbi David, Jewish Community Center

PLEDGE OF ALLEGIANCE – Mayor Pro Tem Boyles
PRESENTATIONS

a) Proclamation – Monday, November 21, 2016 as “Victory Over Diabetes Day”

b) Presentation – Quarterly Investment Portfolio Report – Treasurer’s Office

ROLL CALL

PUBLIC COMMUNICATIONS – (Related to City Business Only – 5 minute limit per person, 30 minute limit total) Individuals who have received value of $50 or more to communicate to the City Council on behalf of another, and employees speaking on behalf of their employer, must so identify themselves prior to addressing the City Council. Failure to do so shall be a misdemeanor and punishable by a fine of $250. While all comments are welcome, the Brown Act does not allow Council to take action on any item not on the agenda. The Council will respond to comments after Public Communications is closed.

CITY COUNCIL COMMENTS – (Related to Public Communications)

A. PROCEDURAL MOTIONS

Consideration of a motion to read all ordinances and resolutions on the Agenda by title only.
Recommendation – Approval.

B. SPECIAL ORDERS OF BUSINESS (PUBLIC HEARING)

C. UNFINISHED BUSINESS

1. Consideration and possible action amending the Downtown Specific Plan (DSP) parking regulations for Non-profit Museum of Art uses. Applicant: City of El Segundo (Fiscal Impact: None)
Recommendation – 1) Consider staff’s report and give staff direction regarding amending the Downtown Specific Plan (DSP) parking regulations for Non-profit Museum of art uses; 2) Alternatively, discuss and take other possible action related to this item.
D. REPORTS OF COMMITTEES, COMMISSIONS AND BOARDS

E. CONSENT AGENDA

All items listed are to be adopted by one motion without discussion and passed unanimously. If a call for discussion of an item is made, the item(s) will be considered individually under the next heading of business.

2. Warrant Numbers 3013664 through 3013873 on Register No. 3 in the total amount of $650,467.03 and Wire Transfers from 10/24/16 through 11/6/16 in the total amount of $905,736.02.

Recommendation – Approve Warrant Demand Register and authorize staff to release. Ratify Payroll and Employee Benefit checks; checks released early due to contracts or agreement; emergency disbursements and/or adjustments; and wire transfers.

3. Regular City Council Meeting Minutes of October 18, 2016 and Regular City Council Meeting Minutes of November 1, 2016.

Recommendation – Approval

4. Consideration and possible action regarding 1) Approval of a resolution establishing a revised salary schedule for certain part-time classifications in order to comply with the minimum wage increase effective January 1, 2017. (Fiscal Impact: Estimated $1,127 for upcoming year)

Recommendation – 1) Approve the resolution; 2) Alternatively, discuss and take other possible action related to this item.

5. Consideration and possible action to (1) adopt a Resolution approving plans and specifications for Recreation and Park Phase 4 Lighting, Project No. PW 16-26; (2) waive the bidding process for the purchase of lighting equipment from Musco Sports Lighting, LLC; and (3) authorize staff to advertise the project for receipt of construction bids. (Fiscal Impact: Not to exceed $400,000.00)

Recommendation – 1) Adopt the Resolution approving plans and specifications for Recreation Park Phase 4 Lighting, Project No. PW 16-26; 2) Waive the bidding process for the purchase of lighting equipment from Musco Sports Lighting, LLC; 3) Authorize staff to advertise the project for receipt of construction bids; 4) Alternatively, discuss and take other possible action related to this item.

F. NEW BUSINESS
6. Consideration and possible action to authorize the City Manager to enter into an agreement approved by the City Attorney related to the contributing funding sources of Wiseburn Unified School District, South Bay Sports, Health and Recreation, and the City of El Segundo to complete the El Segundo Aquatics Center project located on Wiseburn Unified School District property (201 N. Douglas Street).
(Fiscal Impact: None)
Recommendation – 1) Authorize the City Manager to execute an agreement approved by the City Attorney; 2) Alternatively, discuss and take other action related to this item.

7. Consideration and possible action to authorize the City Manager to execute a contract amendment with PCA Enterprises Inc. (dba PSM) for expanded economic development and destination marketing services.
(Fiscal Impact: $200,000.00 in additional Economic Development Grant fund expenditures, and $240,000.00 in Economic Development Division Advertising and Publishing budget expenditures)
Recommendation – 1) Authorize the City Manager to execute a contract amendment with PCA Enterprises Inc. (dba PSM), in a form approved by the City Attorney, for expanded economic development and destination marketing services; 2) Alternatively, discuss and take other action related to this item.

G. REPORTS – CITY MANAGER

H. REPORTS – CITY ATTORNEY

I. REPORTS – CITY CLERK

J. REPORTS – CITY TREASURER

K. REPORTS – CITY COUNCIL MEMBERS

Council Member Brann –
8. Consideration and possible action to expand the Arts and Culture Advisory Committee to seven members.
(Fiscal Impact: None)
Recommendation – 1) Approve the expansion of the Arts and Culture Advisory Committee to seven members; 2) Alternatively, discuss and take other action related to this item.

Council Member Pirsztuk –

Council Member Dugan –

Mayor Pro Tem Boyles –

Mayor Fuentes –

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MEMORIALS –

CLOSED SESSION

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REPORT OF ACTION TAKEN IN CLOSED SESSION (if required)

ADJOURNMENT
Proclamation

City of El Segundo, California

WHEREAS, November is designated as Diabetes Awareness Month. About sixteen million Americans have diabetes, a serious disease that impairs the body’s ability to process sugar from food into energy; it remains the 7th leading cause of death in the United States in 2010, with 69,071 death certificates listing it as the underlying cause of death, and a total of 234,051 death certificates listing diabetes as an underlying or contributing cause of death; and

WHEREAS, people whose diabetes goes undiagnosed and untreated are subject to any of its life-threatening complications, such as blindness, heart disease, stroke, leg and/or foot amputations; and

WHEREAS, an increase in community awareness of diabetes, its human impact, and the work of the American Diabetes Association may stimulate public action to increase research towards a cure and encourage better treatments for people with diabetes until that cure is found; and

WHEREAS, National Diabetes Month is a national call upon all Americans, school systems, government agencies, nonprofit organizations, health care providers, and research institutions to join in activities that raise diabetes awareness and help prevent, treat, and manage the disease; and

WHEREAS, making the right choices relating to proper nutrition, physical activity, and other healthy lifestyle choices are essential to living a heart healthy life; and

WHEREAS, Express Employment Professionals and the Express Clydesdales horses will host a Fundraising event, termed as “VICTORY OVER DIABETES”, to be held for the general public on Monday, November 21, 2016, from 3:30pm to 7:30pm, at Recreation Park parking lot on the corner of Eucalyptus Drive and Grand Ave.

NOW, THEREFORE, the Mayor and Members of the City Council of the City of El Segundo, California, hereby proclaim Monday, November 21, 2016, as “VICTORY OVER DIABETES DAY” in El Segundo and urge all citizens to show their support for the fight against diabetes by attending the fundraising event between 3:30pm and 7:30pm and donating much needed funds to help fulfill the goal of Express Employment Professionals, on behalf of the American Diabetes Association, to prevent and cure diabetes and to improve the lives of all people affected by diabetes.

Mayor Suzanne Fuentes
Mayor Pro Tem Drew Boyles
Council Member Carol Pirzstuk

Council Member Michael Dugan
Council Member Don Brann
AGENDA DESCRIPTION:

Presentation of Investment Portfolio Report
(Fiscal Impact: None)

RECOMMENDED COUNCIL ACTION:

1. Receive and File
2. Alternatively, discuss and take other action related to this item.

ATTACHED SUPPORTING DOCUMENTS:

Investment Portfolio Report –September, 2016

FISCAL IMPACT: $ None

<table>
<thead>
<tr>
<th>Amount Budgeted:</th>
<th>N/A</th>
</tr>
</thead>
<tbody>
<tr>
<td>Additional Appropriation:</td>
<td>N/A</td>
</tr>
<tr>
<td>Account Number(s):</td>
<td>N/A</td>
</tr>
</tbody>
</table>

PREPARED BY: Dino Marsocci, Deputy City Treasurer II
REVIEWED BY: Crista Binder, Treasurer
APPROVED BY: Greg Carpenter, City Manager

BACKGROUND & DISCUSSION:

The Treasury Department presents the September, 2016 Investment Portfolio Report which provides a status of Treasury Investment activities and related economic indicators.

This report will be created and submitted to Council on a quarterly basis. The report will also be posted to the City’s web site under the Treasury Department.
Date: November 15, 2016

From: Office of the City Treasurer

To: El Segundo City Council

RE: Investment Portfolio Report – As of September 30, 2016

Introduction:

This report will serve as a summary for the City of El Segundo’s Treasury Department investment reporting, compliance, investment environment and future plans; as well as subsidiary schedules which will support the Portfolio Summary and provide additional analysis of our investments.

Investment Summary:

The investments as of September 30, 2016 are as follows:

<table>
<thead>
<tr>
<th>September Portfolio Summary</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Security Type</strong></td>
</tr>
<tr>
<td>---------------------</td>
</tr>
<tr>
<td>Government</td>
</tr>
<tr>
<td>Corp. Bonds</td>
</tr>
<tr>
<td>CD's</td>
</tr>
<tr>
<td>Trust Acct. Cash</td>
</tr>
<tr>
<td>Union Bank Trust</td>
</tr>
<tr>
<td>LAIF Immediate</td>
</tr>
<tr>
<td>LAIF - LAWA</td>
</tr>
<tr>
<td>LAIF Subtotal</td>
</tr>
<tr>
<td><strong>Total Invested</strong></td>
</tr>
<tr>
<td>Chase Bank - Cash</td>
</tr>
<tr>
<td><strong>Total Portfolio</strong></td>
</tr>
</tbody>
</table>
The portfolio Breakdown by Short Term (< 1 year) and Long Term is:

<table>
<thead>
<tr>
<th>Portfolio Value (Market)</th>
<th>Short Term</th>
<th>Long Term</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>$38,791,479</td>
<td>$27,618,429</td>
<td>$66,409,908</td>
<td></td>
</tr>
</tbody>
</table>

| Effective Yield          | 0.687%           | 1.336%          | 0.882%    |
| Average Wtd. Maturity    | 48 Days          | 2.55 Years      | 1.14 Years|
| Benchmark Yield          | 0.20%            | 0.88%           | 0.59%     |

* Benchmark value is the Interpolated Treasury Yield to the Portfolio's Avg. Weighted Maturity

**Compliance:**

It is the intention of the City Treasurer's office to ensure that our investments are in compliance with the maturity time limits and percentage allocation limits with all of our investments. The City is currently in compliance as demonstrated below:

### Partial List of Allowable Investment Instruments for Local Agencies

<table>
<thead>
<tr>
<th>Investment Type</th>
<th>Maximum Maturity</th>
<th>Maximum Specified % of Portfolio</th>
<th>Minimum Quality Requirements</th>
<th>City of El Segundo Investments</th>
<th>In Compliance Y/N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local Agency Bonds</td>
<td>5 years</td>
<td>None</td>
<td>None</td>
<td>0.00%</td>
<td>Y</td>
</tr>
<tr>
<td>U. S Treasury Obligations</td>
<td>5 years</td>
<td>None</td>
<td>None</td>
<td>0.00%</td>
<td>Y</td>
</tr>
<tr>
<td>US Agency Obligations</td>
<td>5 years</td>
<td>None</td>
<td>None</td>
<td>30.15%</td>
<td>Y</td>
</tr>
<tr>
<td>Negotiable Certificates of Deposit</td>
<td>5 years</td>
<td>30%</td>
<td>None</td>
<td>12.67%</td>
<td>Y</td>
</tr>
<tr>
<td>Medium Term Notes</td>
<td>5 years</td>
<td>15%</td>
<td>&quot;A&quot; Rating</td>
<td>3.92%</td>
<td>Y</td>
</tr>
<tr>
<td>Local Agency Investment Fund (LAIF)</td>
<td>N/A</td>
<td>None</td>
<td>None</td>
<td>39.54%</td>
<td>Y</td>
</tr>
</tbody>
</table>

**Investment Type: Medium Term Notes - As of: September, 2016**

<table>
<thead>
<tr>
<th>Investment Type</th>
<th>Issuer</th>
<th>Maximum Specified % of Portfolio</th>
<th>Minimum Quality Requirements</th>
<th>City of El Segundo Investments</th>
<th>In Compliance Y/N</th>
<th>MARKET VALUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medium Term Notes</td>
<td>TOTAL</td>
<td>15%</td>
<td>&quot;A&quot; Rating</td>
<td>3.92%</td>
<td>Y</td>
<td>3,013,655</td>
</tr>
<tr>
<td>Medium Term Notes</td>
<td>HSBC USA, INC.</td>
<td>3%</td>
<td>&quot;A&quot; Rating</td>
<td>0.65%</td>
<td>Y</td>
<td>498,690</td>
</tr>
<tr>
<td>Medium Term Notes</td>
<td>WELLS FARGO &amp; CO.</td>
<td>3%</td>
<td>&quot;A&quot; Rating</td>
<td>0.65%</td>
<td>Y</td>
<td>502,160</td>
</tr>
<tr>
<td>Medium Term Notes</td>
<td>CATERPILLAR FINANCIAL SVCS</td>
<td>3%</td>
<td>&quot;A&quot; Rating</td>
<td>0.65%</td>
<td>Y</td>
<td>500,075</td>
</tr>
<tr>
<td>Medium Term Notes</td>
<td>GENERAL ELECTRIC CAP CORP</td>
<td>3%</td>
<td>&quot;A&quot; Rating</td>
<td>0.65%</td>
<td>Y</td>
<td>503,325</td>
</tr>
<tr>
<td>Medium Term Notes</td>
<td>WALT DISNEY CO</td>
<td>3%</td>
<td>&quot;A&quot; Rating</td>
<td>0.65%</td>
<td>Y</td>
<td>500,345</td>
</tr>
<tr>
<td>Medium Term Notes</td>
<td>BANK OF NEW YORK MELLON</td>
<td>3%</td>
<td>&quot;A&quot; Rating</td>
<td>0.66%</td>
<td>Y</td>
<td>509,060</td>
</tr>
</tbody>
</table>
### City of El Segundo - Treasury Department

**Continuing Education Tracking - As of September 30, 2016**

<table>
<thead>
<tr>
<th>Requirement</th>
<th>YTD Hours</th>
<th>Excess/(Deficit)</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Treasurer</td>
<td>5.00</td>
<td>11.50</td>
<td>6.50</td>
</tr>
<tr>
<td>Deputy City Treasurer II</td>
<td>5.00</td>
<td>11.50</td>
<td>6.50</td>
</tr>
<tr>
<td>Deputy City Treasurer I</td>
<td>5.00</td>
<td>10.00</td>
<td>5.00</td>
</tr>
</tbody>
</table>

### Investment Environment:

During the second quarter of 2016, rates at the longer end of the curve decreased for most of the quarter, ending lower than they were at the beginning of the quarter. From June 30th to September 30th the rates increased slightly. The good news is that as of November 8th, the rates have increased to above where they were at March 31st. Based upon the projected 2016 Federal Funds Rate from the September meeting, it appears that the Fed may raise rates one time by the end of 2016. The probability of an increase by the Federal Reserve is an 80% chance of one increase in December, 2016 as of early November of 2016, which could change depending on the results of the Presidential election.

The graphs and charts below show some of the key interest rates on items we invest in. As rates are expected to rise over the next few years, we want to time our investments to take advantage of the increases as they occur.

![US Treasury Bonds Yield Curve as of 9/30/16](image-url)
## Composite Bond Rates (as of 10/3/16)

<table>
<thead>
<tr>
<th></th>
<th>US Treasury Bonds</th>
<th>Municipal Bonds</th>
<th>Corporate Bonds</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Maturity</strong></td>
<td><strong>Yield</strong></td>
<td><strong>Yesterday</strong></td>
<td><strong>Last Week</strong></td>
</tr>
<tr>
<td>3 Month</td>
<td>0.24</td>
<td>0.21</td>
<td>0.17</td>
</tr>
<tr>
<td>6 Month</td>
<td>0.42</td>
<td>0.41</td>
<td>0.37</td>
</tr>
<tr>
<td>2 Year</td>
<td>0.76</td>
<td>0.73</td>
<td>0.71</td>
</tr>
<tr>
<td>3 Year</td>
<td>0.88</td>
<td>0.84</td>
<td>0.83</td>
</tr>
<tr>
<td>5 Year</td>
<td>1.15</td>
<td>1.12</td>
<td>1.1</td>
</tr>
<tr>
<td><strong>Maturity</strong></td>
<td><strong>Yield</strong></td>
<td><strong>Yesterday</strong></td>
<td><strong>Last Week</strong></td>
</tr>
<tr>
<td>2yr AA</td>
<td>0.6</td>
<td>0.59</td>
<td>0.57</td>
</tr>
<tr>
<td>2yr AAA</td>
<td>0.58</td>
<td>0.58</td>
<td>0.57</td>
</tr>
<tr>
<td>2yr A</td>
<td>0.66</td>
<td>0.69</td>
<td>0.67</td>
</tr>
<tr>
<td>5yr AAA</td>
<td>0.84</td>
<td>0.82</td>
<td>0.79</td>
</tr>
<tr>
<td>5yr AA</td>
<td>1.01</td>
<td>0.97</td>
<td>0.97</td>
</tr>
<tr>
<td>5yr A</td>
<td>1.29</td>
<td>1.26</td>
<td>1.28</td>
</tr>
<tr>
<td><strong>Maturity</strong></td>
<td><strong>Yield</strong></td>
<td><strong>Yesterday</strong></td>
<td><strong>Last Week</strong></td>
</tr>
<tr>
<td>2yr AA</td>
<td>0.96</td>
<td>0.94</td>
<td>0.85</td>
</tr>
<tr>
<td>2yr A</td>
<td>0.98</td>
<td>1.01</td>
<td>0.92</td>
</tr>
<tr>
<td>5yr AAA</td>
<td>1.3</td>
<td>1.29</td>
<td>1.24</td>
</tr>
<tr>
<td>5yr AA</td>
<td>1.5</td>
<td>1.47</td>
<td>1.45</td>
</tr>
<tr>
<td>5yr A</td>
<td>1.62</td>
<td>1.59</td>
<td>1.56</td>
</tr>
</tbody>
</table>

Data provided by ValuBond.


### Cash Flow Analysis:

The chart below shows the historical cash flow for the last 12 months. We can see that the majority of our funds are received in the second quarter of the fiscal year, January thru March, primarily due to Business License Renewals and the annual Chevron Payment. We also receive Sales and UUT taxes during the first few months of the year as well.

Our investments will be purchased with the liquidity relative to our cash flow needs.
This chart shows the net change in Cash as related to the Cash Flow Analysis above. Some of the larger disbursements occur in the third and fourth quarters of the fiscal year. During Q-3, March to June, we have a significant payment to CalPERS for our Other Post-Employment Benefits, and in Q-4, July-September, a payment to ICRMA for our citywide insurance premiums, and a large infrastructure payment for roadwork which was completed several years ago. We have added the prior year to highlight the changes that have occurred this year.
**Additional Economic Indicators:**

**Economic Projections from September Meeting**

The Economic Indicators presented below are key items that the Federal Reserve will look at in deciding whether or not to change interest rates going forward.

The GDP, or Gross Domestic Product, represents the market value of all goods and services produced by the economy during the period measured, including personal consumption, government purchases, private inventories, paid-in construction costs and the foreign trade balance (exports are added, imports are subtracted). This is a key indicator the Federal Reserve will look at when deciding on interest rate changes. The target level for GDP is in the 2.5% to 3.5% range.

The Unemployment Rate shows the percentage of the labor force that is unemployed but seeking work. The target level for Unemployment is around 5.6%.

The PCE Inflation is the Personal Consumption Expenditures rate of inflation. This index is essentially a measure of goods and services targeted toward individuals and consumed by individuals. The long term inflation target is around 2% per year. Core PCE Inflation excludes items such as food and energy due to the nature of their potential price swings.

<table>
<thead>
<tr>
<th>Fed Economic Projections (central tendencies as of September 2016)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Variable</strong></td>
</tr>
<tr>
<td>Change in real GDP</td>
</tr>
<tr>
<td>June projection</td>
</tr>
<tr>
<td>Unemployment rate</td>
</tr>
<tr>
<td>June projection</td>
</tr>
<tr>
<td>PCE inflation</td>
</tr>
<tr>
<td>June projection</td>
</tr>
<tr>
<td>Core PCE inflation</td>
</tr>
<tr>
<td>June projection</td>
</tr>
<tr>
<td><strong>Memo: Projected appropriate policy path</strong></td>
</tr>
<tr>
<td>Federal funds rate</td>
</tr>
<tr>
<td>June projection</td>
</tr>
</tbody>
</table>
Unemployment

Source: http://data.bls.gov/cgi-bin/surveymost?bls

Inflation:

Inflation Rates by Month

%
Average Inflation Rates by Year

Source: http://www.usinflationcalculator.com/inflation/current-inflation-rates/

Retail Trade & Food Services, ex Auto, US Total
Seasonally Adjusted Sales (Millions of $)

**Investment Strategy:**

It is the City and City Treasurer’s policy to invest funds in accordance with the Investment Policy and to meet all legal requirements regarding the safeguarding of funds.

For the last two years we maintained a higher cash balance at the bank in order to offset our bank fees since our Earnings Credit rate was higher than the LAIF rate. Now that the LAIF interest rate exceeds our Earnings Credit rate we have lowered our bank balance and invested more short term funds in LAIF. We will now pay bank fees but earn more interest income, and will continue to monitor our cash flow needs in order to determine which investments will maximize return while providing the proper level of liquidity.

The Liquidity Schedule provides an overview of when our current investments are due to mature. We will plan our future investments to coordinate with these maturities in order to ensure a liquidity balance to our portfolio. The Investments by Security Type schedule provides an additional breakdown of how our funds are presently allocated.

The Portfolio Summary for the month is included as an attachment to this report.

**Additional Notes:**

The City has funds of $1,093,337.55 which belong to the El Segundo Senior Citizens Housing Development Corporation and are a part of our LAIF balance. There are also LAWA RSI (Los Angeles World Airports Residential Sound Insulation) funds of $10,849,712.58 included in the City’s LAIF balances. The applicable interest for these accounts is accrued monthly and posted quarterly in the same manner as the regular City LAIF interest posting.
City of El Segundo  
Investment Advisory Committee  
Liquidity Schedule  
As of: September 30, 2016

<table>
<thead>
<tr>
<th>Item</th>
<th>Availability</th>
<th>Market Value</th>
<th>Cumulative Balances</th>
<th>% of Total Assets</th>
<th>% of Total Assets</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Cash in Bank</strong></td>
<td>Immediate</td>
<td>10,555,289.50</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Chase</td>
<td>Immediate</td>
<td>1,131.29</td>
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</tr>
<tr>
<td><strong>Union Bank - Trust Account</strong></td>
<td>Immediate</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Cash in Bank - Total</strong></td>
<td></td>
<td>10,556,420.79</td>
<td></td>
<td>13.72%</td>
<td>13.72%</td>
</tr>
<tr>
<td><strong>L.A.I.F. (State of California)</strong></td>
<td>LAIF Immediate</td>
<td>19,584,322.06</td>
<td></td>
<td>39.16%</td>
<td>25.45%</td>
</tr>
<tr>
<td>Cash Immediate</td>
<td></td>
<td>30,140,742.85</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>L.A.I.F. - LAWA (Restricted) Portfolio Investments:</strong>*</td>
<td>LAIF Immediate</td>
<td>$10,849,712.58</td>
<td>40,990,455.43</td>
<td>53.26%</td>
<td>14.10%</td>
</tr>
<tr>
<td>&lt; 30 Days</td>
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<td>$500,140.00</td>
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<td>31 to 90 Days</td>
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<td>91 to 180 Days</td>
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<td>181 to 365 Days</td>
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<tr>
<td>1 to 2 Years</td>
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<td>2 to 3 Years</td>
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<tr>
<td>3 to 4 Years</td>
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<td>73,465,317.07</td>
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<td>7.52%</td>
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<tr>
<td>4 to 5 Years</td>
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<td>$3,499,880.45</td>
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<td>4.55%</td>
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<tr>
<td><strong>Subtotal</strong></td>
<td></td>
<td><strong>$46,824,454.67</strong></td>
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<td></td>
<td></td>
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<tr>
<td><strong>Grand Total</strong></td>
<td></td>
<td><strong>$76,965,197.52</strong></td>
<td></td>
<td>100.00%</td>
<td></td>
</tr>
<tr>
<td>Investment Portfolio subtotal</td>
<td></td>
<td><strong>$68,409,908.02</strong></td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>
City of El Segundo
Investment Advisory Committee
Investments by Security Type
As of: September 30, 2016

<table>
<thead>
<tr>
<th>Item</th>
<th>Availability</th>
<th>Market Value</th>
<th>Cumulative Balances</th>
<th>Cumulative % of Total Assets</th>
<th>% of Total Assets</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash in Bank</td>
<td>Immediate</td>
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<td>Immediate</td>
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<td>$40,990,455.43</td>
<td>53.26%</td>
<td>14.10%</td>
</tr>
<tr>
<td>Portfolio Investments:</td>
<td>CD's</td>
<td>$9,753,965.09</td>
<td>$50,744,420.52</td>
<td>65.93%</td>
<td>12.67%</td>
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<tr>
<td></td>
<td>Gov't Obligations</td>
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<td>$73,951,542.52</td>
<td>96.08%</td>
<td>30.15%</td>
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<tr>
<td></td>
<td>Bonds</td>
<td>$3,013,655.00</td>
<td>$76,965,197.52</td>
<td>100.00%</td>
<td>3.92%</td>
</tr>
<tr>
<td>Subtotal</td>
<td></td>
<td>$46,824,454.67</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Grand Total</td>
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<td></td>
<td></td>
<td>100.00%</td>
</tr>
<tr>
<td>Investment Portfolio subtotal</td>
<td></td>
<td>$66,409,908.02</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Investments by Security Type**

- Cash Immediate
- LAIF Immediate
- LAIF - LAWA
- CD's
- Gov't Obligations
- Bonds
I. **Background and Discussion**

On September 20, 2016, the City Council introduced an Ordinance to approve Environmental Assessment No. EA-1057, Specific Plan Amendment No. SPA 14-01, and Zone Text Amendment No. ZTA 16-03. The ordinance makes certain amendments to the Downtown Specific Plan (DSP) and the El Segundo Municipal Code relating to certain zoning standards.

During the public hearing, the City Council elected not to proceed with proposed amendments related to parking for non-profit museums of art. The City Council directed staff to formulate other alternatives to address parking for non-profit museums of art.

Pursuant to the City Council’s direction, staff has prepared this report regarding alternatives to address parking for non-profit museums of art.
Currently, the DSP requires the following for off-site parking:

“8. Joint Use and Off-Site Parking Facilities-
Parking spaces may be joint use or located off-site on a different lot or lots, subject to approval of a parking demand study and a parking agreement. The Director of Community, Economic and Development Services may approve a parking demand study for joint use and off-site parking for fewer than 10 spaces. The Planning Commission shall review any joint-use and off-site parking for 10 or more spaces. The agreement shall be recorded in the office of the County Recorder, prior to the issuance of a Building Permit. The agreement may include conditions as the Director of Community, Economic and Development Services or the Planning Commission deems appropriate.” (emphasis added) (Chap. VII, § 8.)

The El Segundo Museum of Art (ESMoA) requires nine off-site parking spaces under the Code. One of the primary reasons that ESMoA is unable to secure parking off-site is the requirement to record any parking agreement on the off-site parking property.

Having an agreement recorded on the off-site parking property ensures that the parking requirement “runs” with the land, so that future owners of the burdened property are on notice of the parking agreement. In addition, the City typically requires that the recorded document expressly state that the Planning and Building Safety Director must approve any release of the covenant, thereby ensuring that the City is aware of any attempt to undo the arrangement. Although ESMoA is willing to record the agreement on their property, the intent of the DSP is that the agreement be recorded on the property providing the parking spaces, for the reasons discussed above.

**Option 1**
One option would be to amend the DSP to remove the requirement for a recorded parking agreement for Non-profit Museums of Art. Instead of a recorded parking agreement, staff recommends requiring: a) an agreement that is subject to review and approval by the City, b) that the agreement name the City as a third-party beneficiary, and c) that the City be notified of any changes to the agreement including any changes to the property ownership. This amendment would simulate the benefits of having the agreement recorded on the off-site parking property without the actual recording.

**Option 2**
The City Council permits ESMoA to pursue the in-lieu parking fee option, and then waive or reduce the fee;

**Option 3**
The City Council requires ESMoA to find an off-site parking lot that will record an agreement on its property, or pay the in-lieu fee, so that the ESMoA complies with the existing DSP and the language need not be changed.
II. **Recommendation**

Staff recommends that the City Council pursue Option 1 to amend the DSP to require an agreement for Non-profit Museums of Art that need not be recorded. If the City Council is agreeable to this recommendation, staff will prepare a proposed Ordinance amending the DSP parking requirements for consideration at a future date.

P:\Planning & Building Safety\0 Planning - Old\PROJECTS (Planning)\1051-1075\EA-1057 (Downtown Code)\City Council 11152016\EA 1057 - CC sr ESMOA.docx
AGENDA DESCRIPTION:
Consideration and possible action regarding the introduction and first reading of an Ordinance amending the Downtown Specific Plan (DSP) relating to: (1) tinting or reflective glass on storefront windows; (2) signs for non-street front uses; (3) design review process of projects in the DSP; (4) parking requirements for Non-Profit Museums in the DSP area; and amending El Segundo Municipal Code (ESMC) Chapter 15-24 regarding Adjustments (Environmental Assessment No. EA-1057 (exempt from review under the California Environmental Quality Act (California Public Resources Code §§ 21000, et seq., “CEQA”) and the regulations promulgated thereunder (14 California Code of Regulations §§ 15000, et seq., the “State CEQA Guidelines”), Specific Plan Amendment No. SPA 14-01, and Zone Text Amendment No. ZTA 16-03).
Applicant: City of El Segundo.
(Fiscal Impact: None).

RECOMMENDED COUNCIL ACTION:
1. Open Public Hearing;
2. Discussion;
3. Introduce and waive first reading of the proposed Ordinance (Environmental Assessment No. EA-1057, Specific Plan Amendment No. SPA 14-01, and Zone Text Amendment No. ZTA 16-03);
4. Schedule second reading and adoption of the Ordinance on October 4, 2016; and/or
5. Alternatively, discuss and take other possible action related to this item.

ATTACHED SUPPORTING DOCUMENTS:
1. Draft Ordinance
3. Planning Commission Staff Report Dated April 28, 2016, with attachments

FISCAL IMPACT: None

Amount Budgeted: N/A
Additional Appropriation: N/A
Account Number(s): N/A

ORIGINATED BY: Gregg McClain, Planning Manager
REVIEWED BY: Sam Lee, Planning and Building Safety Director
APPROVED BY: Greg Carpenter, City Manager
BACKGROUND AND DISCUSSION:

I. Introduction

The proposed project is a Specific Plan Amendment and a Zone Text Amendment to amend various sections of the Downtown Specific Plan (DSP) and ESMC Chapter 15-24. The proposed amendments affect the following:
1. DSP Section VIII (Design Standards) regarding Tinting or Reflective Glass on Storefront Windows; and/or
2. DSP Section VIII (Design Standards) regarding Signs for Non-Street Front Uses;
3. DSP Sections V (Administration) and VIII (Design Standards) to establish a design review process and to define projects requiring design review in the DSP;
4. DSP Section VII (Parking) regarding parking requirements for Non-profit Museum uses; and
5. ESMC Chapter 15-24 regarding Adjustments.

II. Background

In the last few years, as more businesses/properties have taken advantage of the DSP parking incentives, other businesses, residents, and the Planning Commission have expressed concerns regarding the lack of parking in the downtown area. In 2014, the Planning Commission directed staff to relay these concerns to the City Council, which staff did. In early 2015, the Commission expressed concern again about these issues and directed staff to present information regarding parking in the downtown at a subsequent meeting.

On June 11, 2015, staff presented information to the Planning Commission on parking issues and five other potential amendments to the Downtown Specific Plan. The Planning Commission gave staff input on each of the potential amendments, which was subsequently presented to the City Council for consideration. On July 21, 2015, the City Council reviewed the Planning Commission’s and staff’s recommendations and appointed a subcommittee to further study the potential amendments to the Downtown Specific Plan. The subcommittee, which consisted of local residents, property owners and business owners (Attachment No. 3), met five times between November 2, 2015 and February 29, 2016.

On February 29, 2016, the subcommittee concluded its work and drafted recommendations, which were presented to the Planning Commission on May 26, 2016 (See Attachment No. 1). On May 26, 2016, the Planning Commission directed staff to prepare amendments to four of the initial six potential amendments. On August 25, 2016, the Planning Commission held a public hearing regarding the proposed amendments. The discussion below summarizes the proposed four amendments to the DSP and an amendment to the ESMC (for consistency purposes only).
III. Discussion

1. Tinted or Reflective Glass on Storefront Window in the Downtown Specific Plan (DSP) Area

Description
Downtown Specific Plan (DSP) Section VIII (Design Standards) states that “storefront windows shall be clear glass, neither tinted nor reflective.” The intent of this and other façade-related provisions, as stated in DSP Section VIII (Design Standards) is to provide transparency between the street and store interiors, which helps to maintain the pedestrian-friendly character of the downtown. The Downtown Specific Plan allows the use of street trees, awnings, and arbors to provide shade for storefronts and to reduce glare caused by direct sunlight exposure.

Planning Commission recommendation
To allow the use of tinted and/or colored windows while maintaining a minimum visible light transparency/transmittance level of 50 percent. Transparency/transmittance levels below 50 percent may be approved through an administrative adjustment process by the Planning and Building Safety Director. The proposed amendment would allow flexibility in the design of storefronts, while preserving the intent of the DSP to have transparent storefronts.

In addition to the proposed amendment to the DSP Design Standards, staff proposes to amend ESMC Chapter 15-24 regarding Adjustments to clarify that deviations from the DSP Development and Design standards may be approved by the Planning and Building Safety Director through an Administrative Adjustment process.

2. Additional Signs for Non-Street Front Uses in the DSP Area

Description
DSP Section VIII (Design Standards) states that “Perpendicular/Pedestrian signage may be used for non-street fronting businesses and shall be no more than nine square feet.” In addition, DSP Section VIII allows “a maximum of two square feet of lettered/logo and/or icon painted directly onto the entrance (without a background).” These signs permitted for non-street front businesses are part of an overall limit of 25 square feet per lot. The intent of these and other sign-related provisions in the DSP is to allow for attractive signs in scale with existing buildings that preserve the pedestrian-friendly character of the downtown and serve as invitations for people to enter and patronize stores and restaurants.

Planning Commission recommendation
To allow an additional 12 square-foot directory sign identifying non-street fronting businesses on non-street fronting building elevations (including elevations fronting alleys). The proposed amendment would allow adequate identification for non-street fronting businesses, while preserving the intent of the DSP to have small signs in scale with existing buildings.
3. Design review process in the Downtown Specific Plan (DSP) Area

**Description**
Downtown Specific Plan (DSP) Section VIII (Design Standards) regulates the design of development on both public and private property. In addition, in 2008, the City Council adopted an Architectural/Design Review fee (Resolution 4574, October 21, 2008) to pay for the cost reviewing individual projects for consistency with the Downtown Specific Plan (DSP) Design Standards. However, the Downtown Specific Plan did not establish a Design Review process to implement these standards.

**Planning Commission recommendation**
Establish a Downtown Design Review (DDR) process that includes three levels of review (Planning Commission, Administrative, and Ministerial) depending on the scope of a development project. Planning Commission review would be required for large projects, such as new buildings and additions over 500 square feet in size. Administrative (or Director) review would be required for additions up to 500 square feet in size, outdoor dining areas, and substantial exterior alterations. Ministerial review would be required for minor exterior alterations not falling under Administrative or Planning Commission review, such as changes to individual building features (signs, windows, awnings, etc.). The proposed amendment would establish a design review process that ensures compliance with the DSP Design Standards while streamlining the development process.

4. Parking for Non-profit Museum Uses in the Downtown Specific Plan (DSP) Area

**Description**
Properties in the downtown are generally comprised of small substandard lots (commonly 3,125 square feet in size) and many of those properties have little or no parking on site. Additionally, providing parking on site frequently is not feasible because lots are typically too narrow (25 feet in width) to provide sufficient stall length and aisle width to allow vehicle back up and maneuvering. Non-profit museums provide a public benefit to the community in that they provide the community access to art and other educational exhibits. In addition, museums are destination uses that attract visitors to the Downtown who typically visit other retail and restaurant uses on the same trip and help support the business community in the Downtown. Museums frequently operate on a more limited schedule than typical businesses and operate during off peak hours such as evenings and weekends when some Downtown uses such as general offices and medical/dental offices are closed. This makes it likely that more street parking is available.

Currently, the City has one museum in the Downtown, the El Segundo Museum of Art (ESMOA). Based upon the size of the museum, nine (9) parking spaces are required in the DSP parking standards. ESMOA cannot provide the parking spaces on site. The museum arranged for the use of nine (9) parking spaces in the Chevron surface parking lots located on the 100 block of Main Street just north of El Segundo Boulevard (southeast corner) during nights and weekends when ESMOA is open to the public and conducts events. However, this does not meet the City’s requirements for the parking spaces to be available at all times and such off-site parking requires a parking covenant. The museum is not open to the general public during weekdays except by special appointment and has a small staff that does not work extensive hours. As a result, ESMOA does not compete with other
office uses for street parking and has limited need to provide parking except for weekends and special events conducted limitedly on Friday nights and weekends.

Planning Commission Recommendation
Establish a definition for non-profit museums of art and eliminate the parking requirement for this use. A use that succeeds a non-profit museum of art would have to provide the minimum number of parking spaces as required by the DSP. The proposed amendment provides an incentive for non-profit museums of art, which provide a public benefit.

IV. Findings

The attached August 25, 2016 Planning Commission staff report and the draft Ordinance include a discussion of the General Plan and Zoning Consistency, Environmental Review, and application findings.

V. Planning Commission Action

On August 25, 2016, the Planning Commission held a public hearing on the proposed amendments to the Downtown Specific Plan (DSP) and the El Segundo Municipal Code (ESMC).

After receiving testimony and documentary information, the Commission adopted Resolution No. 2802, recommending City Council adopt the draft Ordinance.

VI. Environmental Assessment

The proposed Ordinance is exempt from review under the California Environmental Quality Act (California Public Resources Code §§ 21000, et seq., “CEQA”) and the regulations promulgated thereunder (14 California Code of Regulations §§ 15000, et seq., the “State CEQA Guidelines”) because it consists only of minor revisions and clarifications to existing zoning regulations and related procedures. It does not have the effect of deleting or substantially changing any regulatory standards or findings required thereof. Therefore, the proposed Ordinance is an action that does not have the potential to cause significant impacts on the environment. The proposed Ordinance would make minor changes to the Downtown Specific Plan, which was evaluated by an adopted Mitigated Negative Declaration (Environmental Assessment No. 474) on August 1, 2000. Furthermore, the proposed Ordinance would make a minor change to the El Segundo Municipal Code which the City determined to be consistent with the FEIR for the City of El Segundo General Plan on December 1, 1992. Accordingly, no further environmental review is required pursuant to 14 Cal. Code Regs. § 15168(c)(2).

VII. Recommendation

Staff recommends that the City Council introduce and waive first reading of a draft Ordinance and schedule a second reading and adoption of the Ordinance to occur on October 4, 2016.
<table>
<thead>
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<th>Fund Description</th>
<th>Amount</th>
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<td>Asset Forfeiture Fund</td>
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<td>Home Sound Installation Fund</td>
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<td>L.A.W.A. Fund</td>
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<td>Liability Insurance</td>
<td>$50,000.00</td>
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<tr>
<td>Workers' Comp. Reserve/Insurance</td>
<td>$25,000.00</td>
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<tr>
<td>Retired EMP Insurance</td>
<td>$5,000.00</td>
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<tr>
<td>Expendable Trust Fund - Developer Fees</td>
<td>$15,000.00</td>
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<tr>
<td>Expendable Trust Fund - Other</td>
<td>$7,500.00</td>
</tr>
<tr>
<td>Outside Services Trust</td>
<td>$16,567.00</td>
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</table>

**Total Warrants:** $500,457.00

**STATE OF CALIFORNIA**

**COUNTY OF LOS ANGELES**

Information on actual expenditures is available in the Director of Finance's office in the City of El Segundo.

I certify as to the accuracy of the demands and the availability of funds for payment thereof.

For Approval: Regular checks held for City council authorization to release.

**CODES:**

- **R:** Computer generated checks for all non-emergency/agency payments for materials, supplies and services in support of City Operations.

- **A:** Payroll and Employee Benefit checks.

- **B-F:** Computer generated Early Release disbursements and adjustments approved by the City Manager. Such as: payments for utility services, petty cash and employee travel expense reimbursements, vendor and employee refunds, credited employee services consistent with current or prior agreements, balances where prompt payment discounts are obtained or late payment penalties can be avoided or where a situation arises that the City Manager approves.

- **H:** Handwritten Early Release disbursements and adjustments approved by the City Manager.

**FINANCE DIRECTOR:**

**CITY MANAGER:**

**DATE:** 11-9-19

**DATE:** 11-9-19
CITY OF EL SEGUNDO
PAYMENTS BY WIRE TRANSFER
10/24/16 THROUGH 11/6/16

<table>
<thead>
<tr>
<th>Date</th>
<th>Payee</th>
<th>Description</th>
<th>Amount</th>
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<tbody>
<tr>
<td>10/24/2016</td>
<td>IRS</td>
<td>Federal 941 Deposit</td>
<td>238,816.26</td>
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<tr>
<td>10/24/2016</td>
<td>Employment Development</td>
<td>State SDI payment</td>
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<td>10/24/2016</td>
<td>Employment Development</td>
<td>State PIT Withholding</td>
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<td>Cal Pers</td>
<td>EFT Retirement Safety-Fire-PEPRA New</td>
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<td>Cal Pers</td>
<td>EFT Retirement Safety-Police-PEPRA New</td>
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<tr>
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<td>Cal Pers</td>
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<td>11/2/2016</td>
<td>Unum</td>
<td>Long Term Care Premium</td>
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<td>11/4/2016</td>
<td>Health Comp</td>
<td>Weekly claims</td>
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<td>11/4/2016</td>
<td>Manufacturers &amp; Traders</td>
<td>457 payment Vantagepoint</td>
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<td>11/4/2016</td>
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<td>IRA payment Vantagepoint</td>
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<td>11/4/2016</td>
<td>State of CA EFT</td>
<td>EFT Child support payment</td>
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<td>10/24/16-10/30/16</td>
<td>Workers Comp Activity</td>
<td>SCRMA checks issued</td>
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<td>Workers Comp Activity</td>
<td>SCRMA checks issued</td>
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<td>10/24/16-10/30/16</td>
<td>Liability Trust - Claims</td>
<td>Claim checks issued</td>
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<td>Liability Trust - Claims</td>
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<td>Retiree Health Insurance</td>
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<td>Retiree Health Insurance</td>
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**DATE OF RATIFICATION: 11/7/16**

**TOTAL PAYMENTS BY WIRE:**

905,736.02

Certified as to the accuracy of the wire transfers by:

Deputy City Treasurer II
Date 11/7/16

Director of Finance
Date 11/9/16

City Manager
Date 11/9/16

Information on actual expenditures is available in the City Treasurer's Office of the City of El Segundo.
MEETING OF THE EL SEGUNDO CITY COUNCIL
TUESDAY, OCTOBER 18, 2016 – 5:00 PM

5:00 P.M. SESSION

CALL TO ORDER – Mayor Fuentes at 5:00 PM

ROLL CALL

Mayor Fuentes - Present
Mayor Pro Tem Boyles - Present
Council Member Dugan - Present
Council Member Brann - Present
Council Member Pirsztuk - Present

PUBLIC COMMUNICATION – (Related to City Business Only – 5 minute limit per person, 30 minute limit total). None

SPECIAL ORDER OF BUSINESS:

1. Consideration and possible action to interview candidates for the Arts and Culture Advisory Committee and Technology Committee. (Fiscal Impact: None)

Council interviewed candidates in the West Conference Room. Appointments will be announced at the 7:00 p.m., November 1, 2016 City Council meeting.

Mayor Fuentes announced that Council would be meeting in closed session pursuant to the items listed on the Agenda.

CLOSED SESSION:

The City Council may move into a closed session pursuant to applicable law, including the Brown Act (Government Code Section §54960, et seq.) for the purposes of conferring with the City’s Real Property Negotiator; and/or conferring with the City Attorney on potential and/or existing litigation; and/or discussing matters covered under Government Code Section §54957 (Personnel); and/or conferring with the City’s Labor Negotiators; as follows:

CONFERENCE WITH LEGAL COUNSEL – EXISTING LITIGATION (Gov’t Code §54956.9(d)(1)): -2- matter

1. City of El Segundo vs. City of Los Angeles, et.al. LASC Case No. BS094279

CONFERENCE WITH LEGAL COUNSEL – ANTICIPATED LITIGATION
Significant exposure to litigation pursuant to Government Code §54956.9(d)(2): -1- matter.


DISCUSSION OF PERSONNEL MATTERS (Gov't Code §54957): -2- matter

1. Public Employee Performance Evaluation
   Title: City Manager

2. Public Employee Performance Evaluation
   Title: City Attorney

APPOINTMENT OF PUBLIC EMPLOYEE (Gov't. Code § 54957): -0- matter

PUBLIC EMPLOYMENT (Gov't Code § 54957) -0- matter

CONFERENCE WITH CITY'S LABOR NEGOTIATOR (Gov't Code §54957.6): -8- matters

1. Employee Organizations: Police Management Association; Police Officers Association; Police Support Services Employees Association; Fire Fighters Association; Supervisory, Professional Employees Association; City Employee Association and Executive and Management/Confidential Employees.

   Agency Designated Representative: Steve Filarsky and City Manager, Greg Carpenter

CONFERENCE WITH REAL PROPERTY NEGOTIATOR (Gov't Code §54956.8): -0- matters

Adjourned at 6:50 PM
REGULAR MEETING OF THE EL SEGUNDO CITY COUNCIL  
TUESDAY, OCTOBER 18, 2016 - 7:00 P.M.

7:00 P.M. SESSION

CALL TO ORDER – Mayor Fuentes at 7:00 PM

INVOCATION – Father Alexei Smith, St. Andrew Russian Greek Catholic Church and Pastor Carlile, Methodist Church.

PLEDGE OF ALLEGIANCE – Council Member Don Brann

PRESENTATIONS

a) Presentation by El Segundo Police Chief, Mitch Tavera, related to Coyotes within the City of El Segundo.

b) Proclamation read by Council Member Pirsztuk, presented to Sebastian Hansen, Tree Musketeers Youth Manager, proclaiming Saturday, October 22, 2016 as Make a Difference Day.

c) Presentation by Michael C. Coleman, Manager, Post Office Operations and Cindy Campano, Postmaster of Bay Cities Post Office.

ROLL CALL

Mayor Fuentes - Present
Mayor Pro Tem Boyles - Present
Council Member Dugan - Present
Council Member Brann - Present
Council Member Pirsztuk - Present

PUBLIC COMMUNICATIONS – (Related to City Business Only – 5 minute limit per person, 30 minute limit total)
Gail Church, resident, commented on the El Segundo Postal Service.
Paul Wilder, resident, commented on the El Segundo Postal Service and the issue concerning the flag flying at night without lighting.

CITY COUNCIL COMMENTS – (Related to Public Communications)

A. PROCEDURAL MOTIONS

Consideration of a motion to read all ordinances and resolutions on the Agenda by title only.
MOTION by Mayor Pro Tem Boyles, SECONDED by Council Member Brann to read all ordinances and resolutions on the agenda by title only. MOTION PASSED BY UNANIMOUS VOICE VOTE. 5/0.

B. SPECIAL ORDERS OF BUSINESS (PUBLIC HEARING)

1. Consideration and possible action on a public hearing to modify Paramedic Transport Rates and Fees. The proposed increase would partially recover operational costs to administer the El Segundo Paramedic Ambulance Transport Program. 
(Fiscal Impact: $683,000.00 Revenue)

Mayor Fuentes stated this was the time and place for a Public Hearing regarding modifying Paramedic Transport Rates and Fees.

City Clerk Weaver stated that proper notice had been given in a timely manner and that no written communication had been received in the City Clerk’s office.

Mayor Fuentes opened the Public Hearing.

Chris Donovan, Fire Chief, reported on the item.

No Public Comment

MOTION by Council Member Brann, SECONDED by Council Member Dugan to close the public hearing. MOTION PASSED BY UNANIMOUS VOICE VOTE. 5/0

Council Discussion

Mark Hensley, City Attorney, read by title only:

RESOLUTION NO. 5001

A RESOLUTION ADOPTING A NEW FEE SCHEDULE FOR THE EL SEGUNDO FIRE DEPARTMENT TO RECOVER COSTS INCURRED FROM PROVIDING PARAMEDIC TRANSPORT SERVICES.

MOTION by Council Member Brann, SECONDED by Council Member Pirstzuk adopting Resolution No. 5001. MOTION PASSED BY UNANIMOUS VOICE VOTE. 5/0

2. Consideration and possible action regarding introduction and first reading of an Ordinance amending Title 8 of the El Segundo Municipal Code to regulate parking of oversized vehicles, recreational vehicles, detached trailers; establish a registration/permit process; and prohibit the placement of electrical cords, cables and similar items between such vehicles and nearby property. 
(Fiscal Impact: Not to exceed $4,000.00)
Mayor Fuentes stated this was time and place for a Public Hearing regarding the first reading of an Ordinance amending Title 8 of the El Segundo Municipal Code to regulate parking of oversized vehicles, recreational vehicles, detached trailers; establish a registration/permit process; and prohibit the placement of electrical cords, cables and similar items between such vehicles and nearby property.

City Clerk Weaver stated that proper notice had been given in a timely manner and that no written communication had been received in the City Clerk’s office.

Mayor Fuentes opened the Public Hearing.

Mayor Pro Tem recluse himself from the hearing and discussion.

Mitch Tavera, Police Chief and Lt. Jeff Leyman reported on the item.

No Public Comment

Mayor Fuentes closed the Public Hearing.

Council Discussion

Mark Hensley, City Attorney, read by title only:

ORDINANCE NO. 1523

AN ORDINANCE AMDENDING TITLE 8 OF THE EL SEGUNDO MUNICIPAL CODE TO CREATE PARKING LIMITS FOR OVERSIZED VEHICLES, RECREATIONAL VEHICLES AND TRAILERS, TO ESTABLISH A REGISTRATION AND PERMIT PROCESS AND TO PROHIBIT THE PLACEMENT OF ELECTRICAL CORDS, HOSES, CABLES OR OTHER SIMILAR ITEMS BETWEEN SUCH VEHICLES AND PROPERTIES.

Wording changed to read “Not limited to one “trailer” per resident”.

Council Member Brann introduced the item. The second reading and adoption of the Ordinance is scheduled for November 1, 2016.

Mayor Pro Tem Boyles rejoined the dais.

C. UNFINISHED BUSINESS

D. REPORTS OF COMMITTEES, COMMISSIONS AND BOARDS

E. CONSENT AGENDA
All items listed are to be adopted by one motion without discussion and passed unanimously. If a call for discussion of an item is made, the item(s) will be considered individually under the next heading of business.

3. Approve Warrant Numbers 3013233 through 3013435 on Register No. 1 in the total amount of $1,399,400.43 and Wire Transfers from 09/26/16 through 10/09/16 in the total amount of $1,337,095.92. Ratified Payroll and Employee Benefit checks; checks released early due to contracts or agreement; emergency disbursements and/or adjustments; and wire transfers.


5. Award RFP No. 16-01 (Police Department Towing and Storage Services) to Van Lingen Towing as the City’s primary tow contractor and authorize the City Manager to execute a three (3) year Agreement No. 5219 in a form approved by the City Attorney with three, one year extensions for a maximum contract term of six years.
   (Fiscal Impact: None).

6. Adopt Resolution No. 5002, approving Final Vesting Parcel Map No. 73563, a commercial subdivision to merge 13 existing adjoining lots into one parcel located at 215-275 Main Street and authorize the Director of Planning and Building Safety and the City Clerk to sign and record said Map.
   (Fiscal Impact: N/A)

7. Adopt Resolution No. 5003 approving Plans and Specifications for installation of a Sewer Force Main at the Lifeguard Station, Project No. PW15-14, Adopt Resolution No. 5004 waiving the bidding requirements pursuant to ESMC §1-7-1, authorize the City Manager to enter into an easement and reimbursement agreement no. 5220 with Chevron for the construction of the lifeguard station sewer force main in the amount of $826,560.00 and approve an additional $82,656.00 for construction-related contingencies and authorize the City Manager to execute a standard Professional Services Agreement No. 5221, in a form as approve by the City Attorney, with AKM Consulting Engineers in the amount of $49,848.00 for construction inspection of the force main and related pump design services for construction inspection services.
   (Fiscal Impact: $959,064.00)

8. Adopt Resolution No. 5005 establishing a Complete Streets Policy for the City of El Segundo.
   (Fiscal Impact: N/A)
9. Adopt Ordinance No. 1522, approving Specific Plan Amendment No. SPA 16-01 for SP No. 10-03, and Development Agreement Amendment No. DAA 16-01 for DA No.10-02 amending the 540 East Imperial Avenue Specific Plan and Development Agreement.  (Fiscal Impact: $1,000,000 public benefit contribution)

MOTION by Council Member Brann, SECONDED by Council Member Prisztuk to approve Consent Agenda items 3, 4, 5, 6, 7, 8, and 9. MOTION PASSED BY UNANIMOUS VOICE VOTE. 5/0

F. NEW BUSINESS

G. REPORTS – CITY MANAGER – Thanked Chief Donovan, the Fire Department and all involved for Saturday’s Disaster Preparedness Fair, mentioned Council Member Dugan, Planning Commissioners and City staff are working on the R1 subcommittee, a survey from the committee is on the City’s website and a Community Meeting will be held on November 10, 2016 at 5:00 PM in the Council Chamber for resident input and mentioned there will be an update on the Smokey Hallow Specific Plan on November 3, 2016 at 5:00 PM in the Council Chamber.

H. REPORTS – CITY ATTORNEY – Stated the Attorney’s office will begin to put together a quarterly report on new California Legislature that will take effect in January, the report will be presented in January and the reports will be tailored for each department and will assist each department in making the changes needed, reported various members of the attorney’s office attended the League of California Cities Conference.

I. REPORTS – CITY CLERK - None

J. REPORTS – CITY TREASURER – Not Present

K. REPORTS – CITY COUNCIL MEMBERS

Council Member Brann – The Water Harvest Event, sponsored by West Basin, will be held on Saturday, October 22, 2016, attended the ESMoA opening of EXPERIENCE25: BRAIN, attended the Disaster Preparedness Fair on Saturday, attended the SBWIB dinner, attended the South Bay Council of Governments meeting and commented on the local Post Office management that attended the meeting tonight.

Council Member Prisztuk – Thanked the Fire Department for the Disaster Preparedness Fair and reminded the residents to sign up for Everbridge, congratulated the HS on a successful Homecoming event, attended the Northrop Manufacturing Day and reminded the community of the upcoming 75th Anniversary of the Plunge Event on Friday, November 11, 2016.

Council Member Dugan – None
Mayor Pro Tem Boyles – Attended PIO training in San Luis Obispo on disaster preparedness.

Mayor Fuentes – Attended the League of California Cities Conference, thanked the Fire Department and City staff for a successful Disaster Preparedness Fair, shared a story about the wonderful Secret Santa sponsored by the Police Department and attended PIO training in San Luis Obispo on disaster preparedness.

10. Consideration and possible action by City Council to support a Resolution No. 5006 declaring opposition to California State Ballot Proposition 57. "The Public Safety and Rehabilitation Act of 2016." (Fiscal Impact: N/A)

Mitch Tavera, Police Department, SEE VIDEO

Council Discussion

MOTION by Mayor Pro Tem Boyles, SECONDED by Council Member Brann adopting Resolution No. 5006, declaring opposition to California State Ballot Proposition 57. MOTION PASSED BY UNANIMOUS VOICE VOTE. 4/0 Dugan Abstained

PUBLIC COMMUNICATIONS – (Related to City Business Only – 5 minute limit per person, 30 minute limit total)

Dr. Antonio Mendez, resident, commented on the heater at the plunge not working and wanted to know if the funds raised at the 75th Anniversary event will go into the plunge?

Stephanie Katsouleas, Public Works Director, stated the plunge will be up and ready to for the Anniversary Event.

MEMORIALS – Valerie Burrowes and Mary Joan Sherrill

Council returned to Closed Session at 9:00 PM

The City Council may move into a closed session pursuant to applicable law, including the Brown Act (Government Code Section §54960, et seq.) for the purposes of conferring with the City’s Real Property Negotiator; and/or conferring with the City Attorney on potential and/or existing litigation; and/or discussing matters covered under Government Code Section §54957 (Personnel); and/or conferring with the City’s Labor Negotiators.

ADJOURNMENT at 10:20 PM

Tracy Weaver, City Clerk
MEETING OF THE EL SEGUNDO CITY COUNCIL
TUESDAY, NOVEMBER 1, 2016 – 5:00 PM

5:00 P.M. SESSION

CALL TO ORDER – Mayor Fuentes at 5:00 PM

ROLL CALL

Mayor Fuentes - Present
Mayor Pro Tem Boyles - Present
Council Member Dugan - Present
Council Member Brann - Present
Council Member Pirsztuk - Present

PUBLIC COMMUNICATION – (Related to City Business Only – 5 minute limit per person, 30 minute limit total) None

SPECIAL ORDER OF BUSINESS:

Mayor Fuentes announced that Council would be meeting in closed session pursuant to the items listed on the Agenda.

CLOSED SESSION:

The City Council may move into a closed session pursuant to applicable law, including the Brown Act (Government Code Section §54960, et seq.) for the purposes of conferring with the City’s Real Property Negotiator; and/or conferring with the City Attorney on potential and/or existing litigation; and/or discussing matters covered under Government Code Section §54957 (Personnel); and/or conferring with the City’s Labor Negotiators; as follows:

CONFERENCE WITH LEGAL COUNSEL – EXISTING LITIGATION (Gov’t Code §54956.9(d)(1): -4- matters

1. City of El Segundo vs. City of Los Angeles, et.al. LASC Case No. BS094279
2. Hernandez vs. City of El Segundo, WCAB Case No. ADJ 9231616
3. Tarango vs. City of El Segundo, WCAB Case No. ADJ 10116673
4. Lewis vs. City of El Segundo, WCAB Case No. ADJ 9634084 and 9634079

CONFERENCE WITH LEGAL COUNSEL – ANTICIPATED LITIGATION

Significant exposure to litigation pursuant to Government Code §54956.9(d)(2): -2- matters.

DISCUSSION OF PERSONNEL MATTERS (Gov't Code §54957): -2- matters

1. Public Employee Performance Evaluation
   Title: City Manager

2. Public Employee Performance Evaluation
   Title: City Attorney

APPOINTMENT OF PUBLIC EMPLOYEE (Gov't. Code § 54957): -0- matter

PUBLIC EMPLOYMENT (Gov't Code § 54957) -0- matter

CONFERENCE WITH CITY’S LABOR NEGOTIATOR (Gov't Code §54957.6): -8- matters

1. Employee Organizations: Police Management Association; Police Officers Association; Police Support Services Employees Association; Fire Fighters Association; Supervisory, Professional Employees Association; City Employee Association and Executive and Management/Confidential Employees.

   Agency Designated Representative: Steve Filarsky and City Manager, Greg Carpenter

CONFERENCE WITH REAL PROPERTY NEGOTIATOR (Gov't Code §54956.8): -0- matters

Adjourned at 6:50 PM
REGULAR MEETING OF THE EL SEGUNDO CITY COUNCIL
TUESDAY, NOVEMBER 1, 2016 - 7:00 P.M.

7:00 P.M. SESSION

CALL TO ORDER – Mayor Fuentes at 7:00 PM

INVOCATION – Pastor Wes Harding, The Bridge

PLEDGE OF ALLEGIANCE – Council Member Pirsztuk

PRESENTATIONS

Proclamation read by Mayor Pro Tem Boyles, presented to Fire Chief Donovan proclaiming November 21, 2016 through December 15, 2016 as the Spark of Love Toy Drive at the El Segundo Fire Department.

Proclamation read by Mayor Fuentes, presented to Mayor Pro Tem Boyles proclaiming November 11, 2016 as Veteran’s Day.

Presentation by Barbara Voss, Economic Development Manager and Daniel Martin, Principal at Paolucci Salling and Martin, recapping the Champions of Business Event held on September 29, 2016.

ROLL CALL

Mayor Fuentes - Present
Mayor Pro Tem Boyles - Present
Council Member Duggan - Present
Council Member Brann - Present
Council Member Pirsztuk - Present

PUBLIC COMMUNICATIONS – (Related to City Business Only – 5 minute limit per person, 30 minute limit total)
Daren Lamberger, resident, commented on item #E6 (Ordinance No. 1523 amending Title 8).
Stacey Long, resident, commented on item #E6 (Ordinance No. 1523 amending Title 8).
Sylvia Lauterbach, resident, commented on item #6 (Ordinance No. 1523 amending Title 8).
Scott Layne, resident, commented on item #6 (Ordinance No. 1523 amending Title 8).
Kiley Schmidt, resident, commented on item #6 (Ordinance No. 1523 amending Title 8).

CITY COUNCIL COMMENTS – (Related to Public Communications)

A. PROCEDURAL MOTIONS
Consideration of a motion to read all ordinances and resolutions on the Agenda by title only.

MOTION by Council Member Brann, SECONDED by Council Member Brann to read all ordinances and resolutions on the agenda by title only. MOTION PASSED BY UNANIMOUS VOICE VOTE. 5/0.

B. SPECIAL ORDERS OF BUSINESS (PUBLIC HEARING)

C. UNFINISHED BUSINESS

1. Consideration and possible action related to the progress and projected timeline for the potential TopGolf Development Project at The Lakes at El Segundo Golf Course.
   (Fiscal Impact: None)

   Greg Carpenter, City Manager, introduced the item.

   Meredith Petit, Recreation and Parks Director, gave a presentation.

   Council Discussion

   Council consensus to move the closing date of the Lakes at El Segundo to Labor Day weekend in 2017 (September 4, 2017).

   MOTION by Council Member Dugan, SECONDED by Council Member Pirsztuk extending the Title Due Diligence review period to February 28, 2017, amendment no. 4924-1B to allow CenterCal and the City adequate time to deal with the title exceptions contained in the preliminary title report and extend the Southern California Edison right of way negotiations. MOTION PASSED BY UNANIMOUS VOICE VOTE. 5/0.

D. REPORTS OF COMMITTEES, COMMISSIONS AND BOARDS

2. Consideration and possible action to announce the appointments to the Arts and Culture Advisory Committee and the Technology Committee.
   (Fiscal Impact: None)

   Mayor Fuentes announced the appointments to the Arts and Culture Advisory Committee and the Technology Committee. Arts and Culture Advisory Committee are as follows; Eva Sweeney and Brian Mitchell to partial terms expiring June 30, 2018, Michael Schreiber and Sally Martin to partial terms expiring June 30, 2019 and Jay Hoeschler to a full term expiring June 30, 2020. The Technology Committee is as follows; David Froemke and Paul Lanyi to partial terms expiring June 30, 2018, Lindsey Breeden and Gurvinder Bindra to partial terms expiring June 30, 2019 and Paul Vanek to a full term expiring June 30, 2020.
E. CONSENT AGENDA

All items listed are to be adopted by one motion without discussion and passed unanimously. If a call for discussion of an item is made, the item(s) will be considered individually under the next heading of business.

3. Approve Warrant Numbers 3013436 through 3013663 on Register No. 2 in the total amount of $1,438,556.02 and Wire Transfers from 10/10/16 through 10/23/16 in the total amount of $2,954,347.47. Ratified Payroll and Employee Benefit checks; checks released early due to contracts or agreement; emergency disbursements and/or adjustments; and wire transfers.


5. PULLED BY MAYOR PRO TEM BOYLES

6. PULLED BY ENTIRE COUNCIL

7. Accept as complete, the Community Development Block Grant (CDBG) Project 601718-15, "Installation of American with Disabilities Act (ADA) Sidewalk Ramp Project" and authorize the City Clerk to file a Notice of Completion in the County Recorder's Office. Project No. PW 15-24.
   (Fiscal Impact: $75,800.00 in CDBG grant reimbursement funds)

8. Accept as complete, the 2015-2016 Furnishing and Application of Slurry Seal on Various Streets and authorize the City Clerk to file a Notice of Completion in the County Recorder's Office. Project No. PW 16-09.
   (Fiscal Impact: $327,297.68)

9. Reject all bids for the Fire Station 1 Seismic Retrofit Project, Project No. PW 15-23A.
   (Fiscal Impact: $0)

MOTION by Mayor Pro Tem Boyles, SECONDED by Council Member Dugan to approve Consent Agenda items 3, 4, 7, 8 and 9. MOTION PASSED BY UNANIMOUS VOICE VOTE. 5/0

PULLED ITEMS:

5. Consideration and possible action to approve a contract amendment with J & L Building Maintenance to remove services for the previous RSI facility and to revise the annual custodial rates to comply with California's current and projected minimum wage increases.
   (Fiscal Impact: $73,286.00 over four years)
Council Discussion

MOTION by Mayor Pro Tem Boyles, SECONDED by Council Member Dugan authorizing the City Manager to execute a second amendment no. 4879B, in a form approved by the City Attorney, with J & L Building Maintenance to remove services for the previous RSI facility and to revise the annual custodial rates to comply with California’s current and projected minimum wage increases. MOTION PASSED BY UNANIMOUS VOICE VOTE. 5/0

Mayor Pro Tem Boyles recluse himself from the discussion and vote.

6. Consideration and possible action to adopt Ordinance No. 1523 amending Title 8 of the El Segundo Municipal Code to regulate parking of oversized vehicles, recreational vehicles, detached trailers; establish a registration/permit process; and prohibit the placement of electrical cords, cables and similar items between such vehicles and nearby property. (Fiscal Impact: Not to exceed $4,000.00)

Council Discussion

Council Consensus to bring the item back to a meeting in January 2017

Mayor Pro Tem returned to the dais

Recessed at 8:48 PM

Reconvened at 9:02 PM

F. NEW BUSINESS


Recommendation – 1) Recommendation to waive first reading and introduce 17 ordinances:
a. Adopting 2016 California Building Code, (Vol. I and II) w/ amendments,
b. Adopting 2016 California Residential Code with amendments,
c. Adopting 2016 California Electrical Code,
d. Adopting 2016 California Mechanical Code with amendments,
e. Adopting 2016 California Plumbing Code with amendments,
f. Adopting 2016 California Energy Code,
g. Adopting 2015 International Property Maintenance Code with amendments,
h. Adopting 2015 International Pool and Spa Code with amendments,
i. Adopting 2016 California Fire Code with amendments,
j. Adopting 2016 California Existing Building Code with amendments,
k. Adopting 2016 California Green Building Standards Code with amendments,
l. Re-numbering 1997 Abatement of Dangerous Building Ordinance,
m. Adopting Post Disaster Assessment Ordinance,
n. Re-numbering 1997 Uniform Housing Code,
o. Re-numbering Earthquake Hazard Reduction Ordinance with amendments and adopting Appendix V Voluntary Seismic Retrofit,
q. Adopting El Segundo Security Code; 2) Set a public hearing for second reading and adoption of the ordinances for November 15, 2016; and/or 3) Alternatively, discuss and take other action related to this item.

Greg Carpenter, City Manager, introduced the item.

Lukas Quach, Building Safety Manager, gave a presentation.

Council Discussion

ORDINANCE NO. 1524

AN ORDINANCE ADOPTING THE CALIFORNIA BUILDING CODE, 2016 EDITION ("CBC") AND AMENDING THE CBC BASED UPON LOCAL CLIMATIC, TOPOGRAPHICAL, AND GEOLOGICAL CONDITIONS; AND AMENDING THE EL SEGUNDO MUNICIPAL CODE TO REFLECT SUCH CHANGES

ORDINANCE NO. 1525

AN ORDINANCE ADOPTING THE CALIFORNIA RESIDENTIAL CODE, 2016 EDITION ("CRC") AND AMDENDING THE CRC BASED UPON LOCAL CLIMATIC, TOPOGRAPHIC, AND AND GEOLOGICAL CONDITIONS; AND AMENDING THE EL SEGUNDO MUNICIPAL CODE TO REFLECT SUCH CHANGES
ORDINANCE NO. 1526

AN ORDINANCE ADOPTING THE 2016 EDITION OF THE CALIFORNIA ELECTRICAL CODE ("CEC") AND AMENDING THE EL SEGUNDO MUNICIPAL CODE TO REFLECT SUCH ADOPTION

ORDINANCE NO. 1527

AN ORDINANCE ADOPTING THE 2016 EDITION OF THE CALIFORNIA MECHANICAL CODE ("CMC") WITH AMENDMENTS AND AMDENDING THE EL SEGUNDO MUNICIPAL CODE TO REFLECT SUCH ADOPTION

ORDINANCE NO. 1528

AN ORDINANCE ADOPTING THE 2016 EDITION OF THE CALIFORNIA PLUMBING CODE ("CPC") WITH AMENDMENTS AND AMENDING THE EL SEGUNDO MUNICIPAL CODE TO REFLECT SUCH ADOPTION

ORDINANCE NO. 1529

AN ORDINANCE ADOPTING THE 2016 EDITION OF THE CALIFORNIA ENERGY CODE ("CEC") AND AMENDING THE EL SEGUNDO MUNICIPAL CODE TO REFLECT SUCH ADOPTION

ORDINANCE NO. 1530

AN ORDINANCE ADOPTING THE 2015 EDITION OF THE INTERNATIONAL PROPERTY MAINTENANCE CODE ("IMPC") WITH AMENDMENTS AND AMENDING THE EL SEGUNDO MUNICIPAL CODE TO REFLECT SUCH ADOPTION

ORDINANCE NO. 1531

AN ORDINANCE ADOPTING THE 2015 EDITION OF THE INTERNATIONAL SWIMMING POOL AND SPA CODE ("ISPSC") AND AMDENDING THE EL SEGUNDO MUNICIPAL CODE TO REFLECT SUCH ADOPTION

ORDINANCE NO. 1532

AN ORDINANCE ADOPTING THE 2016 EDITION OF THE CALIFORNIA FIRE CODE; CHAPTERS 1, DIVISION 2, 3, AND 4, AND SECTIONS 503, 510.2 AND 1103.2 OF THE INTERNATIONAL FIRE CODE, 2015 EDITION; AND AMENDING SUCH CODES BASED UPON LOCAL CLIMATIC, TOPOGRAPHICAL, AND GEOLOGICAL CONDITIONS; AND AMENDING THE EL SEGUNDO MUNICIPAL CODE TO REFLECT SUCH CHANGES
ORDINANCE NO. 1533

AN ORDINANCE ADOPTING THE 2016 EDITION OF THE CALIFORNIA EXISTING BUILDING CODE ("CEBC") WITH AMENDMENTS AND AMENDING THE EL SEGUNDO MUNICIPAL CODE TO REFLECT SUCH ADOPTION

ORDINANCE NO. 1534

AN ORDINANCE ADOPTING THE 2016 EDITION OF THE CALIFORNIA GREEN BUILDING STANDARDS CODE ("CGBSC", "CALgreen") WITH AMENDMENTS AND AMENDING THE EL SEGUNDO MUNICIPAL CODE TO REFLECT SUCH ADOPTION

ORDINANCE NO. 1535

AN ORDINANCE ADOPTING THE UNIFORM CODE FOR THE ABATEMENT OF DANGEROUS BUILDINGS, 1997 EDITION AND RE-NUMBERING TITLE 13, CHAPTER 4 OF THE EL SEGUNDO MUNICIPAL CODE TO REFLECT SUCH ADOPTION

ORDINANCE NO. 1536

AN ORDINANCE ADOPTING POST DISASTER ASSESSMENT STANDARDS AND AMENDING THE EL SEGUNDO MUNICIPAL CODE TO REFLECT SUCH ADOPTION

ORDINANCE NO. 1537

AN ORDINANCE ADOPTING THE 1997 EDITION OF THE UNIFORM HOUSING CODE, AND RE-NUMBERING TITLE 13, CHAPTER 3 OF THE EL SEGUNDO MUNICIPAL CODE TO REFLECT SUCH ADOPTION

ORDINANCE NO. 1538

AN ORDINANCE ADOPTING APPENDIX V (VOLUNTARY SEISMIC RETROFIT); VOLUNTARY PRESCRIPTIVE PROVISIONS FOR SEISMIC STRENGTHENING OF CRIPPLE WALLS AND SILL PLATE ANCHORAGE OF LIGHT, WOOD-FRAME RESIDENTIAL BUILDINGS; VOLUNTARY EARTHQUAKE RISK REDUCTION IN WOOD-FRAME RESIDENTIAL BUILDINGS WITH SOFT, WEAK OR OPEN FRONT WALLS; AND VOLUNTARY EARTHQUAKE HAZARD REDUCTION IN EXISTING CONCRETE BUILDINGS; AND AMENDING THE EL SEGUNDO MUNICIPAL CODE TO REFLECT SUCH ADOPTION AND TO RE-NUMBER TITLE 13, CHAPTER 9 (EARTHQUAKE HAZARD REDUCTION IN EXISTING BUILDINGS)
ORDINANCE NO. 1539

AN ORDINANCE ADOPTING THE 2015 EDITION OF THE UNIFORM SOLAR ENERGY AND HYDRONICS CODE ("USEHC") AND AMENDING THE EL SEGUNDO MUNICIPAL CODE TO REFLECT SUCH ADOPTION AND TO RE-NUMBER EXISTING CODE SECTIONS RELATING TO THE EXPEDITED PERMIT PROCESS FOR SMALL RESIDENTIAL ROOFTOP SOLAR SYSTEMS

ORDINANCE NO. 1540

AN ORDINANCE ADOPTING THE EL SEGUNDO SECURITY CODE AND AMENDING THE EL SEGUNDO MUNICIPAL CODE TO REFLECT SUCH ADOPTION

Council Member Brann introduced the 17 (seventeen) ordinances. The second reading and adoption of the ordinances will be December 6, 2016 at the City Council meeting.

11. Consideration and possible action to 1) adopt a resolution approving a policy for compliance with Assembly Bill 1826 regarding mandatory recycling of organic waste, and 2) adopt an ordinance establishing requirements for compliance with Assembly Bill 1826. (Fiscal Impact: N/A)

Greg Carpenter, City Manager, introduced the item.

Stephanie Katsouleas, Public Works Director, gave a presentation and answered questions.

Council Discussion

RESOLUTION NO. 5007

A RESOLUTION ADOPTING A MANDATORY ORGANICS RECYCLING POLICY IN COMPLIANCE WITH CALIFORNIA STATE ASSEMBLY BILL 1826

ORDINANCE NO. 1541

AN ORDINANCE AMENDING TITLE 5 OF THE EL SEGUNDO MUNICIPAL CODE TO IMPLEMENT AN ORGANIC WASTE RECYCLING PROGRAM

MOTION by Council Member Pirsztuk, SECONDED by Council Member Brann to adopt Resolution No. 5007 and Ordinance No. 1541. MOTION PASSED BY UNANIMOUS VOICE VOTE. 5/0.

12. Consideration and possible action regarding a report on short term rentals of residential properties in the City. (Fiscal Impact: $ None)
Greg Carpenter, City Manager, introduced the item.

Gregg McClain, Planning Manager, gave a presentation.

Council Discussion

Received and filed the report.

13. City Council receive and file the Comprehensive Annual Financial Report for year ending September 30, 2015, as well as receive and file the Single Audit Report for year ending September 30, 2015. (Fiscal Impact: $0)

Greg Carpenter, City Manager, introduced the item.

Joseph Lilio, Finance Manager reported on the audit and introduced the auditor.

Marc Davis, CPA/Partner, David Farr LLP, reported on the audit findings.

Received and filed the report.

G. REPORTS – CITY MANAGER – Thanked the City Employees for all their work on Halloween Frolics, welcomed Ken Berkman, the City’s interim Public Works Director and thanked Stephanie Katsouleas for her years of service in the Public Works Department. Mr. Carpenter asked Chief Tavera to comment on the issue of recreational marijuana.

H. REPORTS – CITY ATTORNEY - None

I. REPORTS – CITY CLERK – Mentioned the Clerk’s office is a Vote-By-Mail (VBM) drop off site for those registered to vote in L.A. County.

J. REPORTS – CITY TREASURER – Not Present

K. REPORTS – CITY COUNCIL MEMBERS

Council Member Brann – Cleared up to two items concerning the Post Office; the bicycle delivery mentioned at last week’s meeting was a FedEx employee, not a USPS employee and mentioned there is a drive by drop off mailbox at the Post Office. Attended the CA Department of Fish and Wildlife presentation on coyotes.

Council Member Pirsztuk – Mentioned the 75th Anniversary Event for the El Segundo Plunge on Friday, November 11, 2016, thanked staff for a successful Halloween Frolic, and congratulated the Richmond Street Rehabilitation team on a job well done.
14. Consideration and possible action to direct the City Manager to develop a construction management staffing plan and workflow timeline for the Joint Aquatics Facility and potential golf course redesign projects for City Council review.

(Fiscal Impact: TBD)

Council Member Pirsztuk introduced the item.

Council Discussion

Council consensus directed the City Manager to develop construction management staffing plans and workflow timelines for the Aquatics Facility and potential golf course redesign projects for Council review.

Council Member Dugan – None

Mayor Pro Tem Boyles – Commented on the Post Office flag, it has been taken down at night on the occasions Mayor Pro Tem Boyles has checked.

Mayor Fuentes – Happy Birthday to Council Member Brann, thanked Stephanie Katsouleas for her years of service, mentioned the Parks department is losing Allison Dobay and Jesse Bobbett, mentioned Meredith Petit and her staff are working on all things Centennial, including the Centennial Ball that will be held on January 21, 2017 at the Automobile Driving Museum, attended a Sanitation meeting, attended the CA Department of Fish and Wildlife meeting on Coyotes, attended the Chamber of Commerce Tech Hub Kick-Off meeting, attended the Santa Monica Bay Restoration meeting, attended the Richmond Street Rehabilitation Project Ribbon Cutting, attended the Aerojet Rocketdyne ribbon cutting ceremony, mentioned Halloween Frolics was fun and reminded all to vote on November 8, 2016.

PUBLIC COMMUNICATIONS – (Related to City Business Only – 5 minute limit per person, 30 minute limit total) None

MEMORIALS – None

Returned to Closed Session at 10:21 PM

ADJOURNMENT at 10:50 PM

Tracy Weaver, City Clerk
AGENDA DESCRIPTION:
Consideration and possible action regarding 1) Approval of a resolution establishing a revised salary schedule for certain part-time classifications in order to comply with the minimum wage increase effective January 1, 2017. (Fiscal Impact: Estimated $1,127 for upcoming year)

RECOMMENDED COUNCIL ACTION:
1. Approve the attached resolution.
2. Alternatively, discuss and take other action related to this item.

ATTACHED SUPPORTING DOCUMENTS:
1. Resolution

FISCAL IMPACT: $1,127

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<th>Existing Recreation Division budget for part-time salaries</th>
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ORIGINATED BY: Mayra Houston, Human Resources Manager
REVIEWED BY: Martha Dijkstra, Director of Human Resources
APPROVED BY: Greg Carpenter, City Manager

BACKGROUND AND DISCUSSION:
Per Assembly Bill 10 (AB10), the minimum wage in California will increase from $10.00 per hour to $10.50 per hour effective January 1, 2017.

There are two part-time, unrepresented classifications in the City which contain hourly rates below the new minimum wage of $10.50 per hour: Recreation Leader II and Video Technician II, affecting seventeen (17) employees. In order to comply with the upcoming minimum wage increase, Staff is recommending the removal of Steps A of the range to which these classifications are assigned (Range "11pt") and keeping the existing rates for Steps B, C, D, and E. Employees who are currently allocated to Step A ($10.02 per hour) will be reassigned to Step B ($10.52 per hour) by personnel action effective January 1, 2017. The cost of this adjustment will be absorbed in the existing budget for part-time Recreation staff.

The minimum wage will be raised again on January 1, 2018 to $11.00 per hour. Staff will return to Council for approval of future adjustments as the effective date approaches.
RESOLUTION NO.________

A RESOLUTION ESTABLISHING A REVISED
HOURLY RANGE FOR THE CITY’S UNREPRESENTED
PART-TIME HOURLY JOB CLASSIFICATIONS OF
RECREATION LEADER II and VIDEO TECHNICIAN II

The City Council of the City of El Segundo does resolve as follows:

SECTION 1: The City Council approves the following basic hourly rate range:

<table>
<thead>
<tr>
<th></th>
<th>Step A</th>
<th>Step B</th>
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<tr>
<td>Recreation Leader II</td>
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SECTION 2: This resolution will become effective January 1, 2017 and will remain effective unless repealed or superseded.

SECTION 3: The City Clerk will certify to the passage and adoption of this Resolution; will enter the same in the book of original Resolutions of said City; and will make a minute of the passage and adoption thereof in the record of proceedings of the City Council of said City, in the minutes of the meeting at which the same is passed and adopted.

PASSED AND ADOPTED this 15th day of November, 2016.

Suzanne Fuentes
Mayor

ATTEST:

Tracy Weaver, City Clerk

APPROVED AS TO FORM:

Mark Hensley, City Attorney
EL SEGUNDO CITY COUNCIL
AGENDA STATEMENT

MEETING DATE: November 15, 2016
AGENDA HEADING: Consent Agenda

AGENDA DESCRIPTION:

Consideration and possible action to (1) adopt a Resolution approving plans and specifications for Recreation Park Phase 4 Lighting, Project No. PW 16-26; (2) waive the bidding process for the purchase of lighting equipment from Musco Sports Lighting, LLC; and (3) authorize staff to advertise the project for receipt of construction bids. (Fiscal Impact: Not to Exceed $400,000.00)

RECOMMENDED COUNCIL ACTION:

1. Adopt the attached Resolution approving plans and specifications for Recreation Park Phase 4 Lighting, Project No. PW 16-26; and

2. Waive the bidding process for the purchase of lighting equipment from Musco Sports Lighting, LLC; and

3. Authorize staff to advertise the project for receipt of construction bids; or

4. Alternatively, discuss and take other possible action related to this item.

ATTACHED SUPPORTING DOCUMENTS:

1. Resolution
2. Map of Project Area

FISCAL IMPACT: Not to Exceed 400,000.00

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ORIGINATED BY: John Gilmour, Senior Engineering Associate
REVIEWED BY: Meredith Petit, Recreation and Parks Director
APPROVED BY: Greg Carpenter, City Manager

BACKGROUND AND DISCUSSION:

Recreation Park is a recreational area widely used by the community. Among many other amenities, the park includes seven tennis courts, two volleyball courts, and one paddleball court. These courts are lit with overhead flood lights during the evening hours in order for the community to use them after sunset. However, these overhead flood lights are old, outdated and have outlived their useful life. They are now in need of replacement. Additionally, new lighting technologies can save up to 50% of energy costs while reducing glare/spill light by up to 50% over the current lighting system. Please note that over the past decade, staff has periodically replaced old equipment with modern and efficient equipment in various phases, including the baseball and softball fields, hockey rink, basketball court, and three of the seven tennis courts.
This proposed project would be the fourth phase of the Recreation Park Lighting Master Plan, and would entail replacing lighting equipment for the remaining four tennis courts, two volleyball courts, and one paddleball court.

Generally, a specific product or trade name cannot be required in a public works bid, and an equivalent product must be allowed. However, State law allows the City to require a specific product or trade name when bidding a project if the City Council finds that the item matches previously used products and/or is necessary and/or is only available from one source (PCC § 3400(c)). As mentioned previously, over the years, City staff has successfully installed dozens of lighting upgrades throughout the Park and has been very happy with the quality and functionality of the product originally selected and currently in use - Musco Sports Lighting. In order to provide continuity and properly operating systems, the lighting equipment proposed is also Musco Lighting. This allows for a uniform aesthetics and functionality throughout the Park, and there are other tangible benefits:

- This particular equipment ensures uniform illumination output when compared to the existing lighting on the previously upgraded tennis courts and other parks facilities.
- The electrical power and monitoring systems can be easily integrated, allowing for successful programming and operation of the lights via a singular efficient database and portal.
- Musco Sports Lighting, LLC provides active 24/7 monitoring of its system, alerting the City, and responding to outages, poor performance, and program errors. Having one system allows for proper execution of the performance of the lighting equipment throughout the park, saving time and money in operating.
- Musco Sports Lighting, LLC provides 25-year maintenance free warranties on their systems, allowing each construction phase of lights to be wrapped together into a singular program of maintenance.

Undoubtedly, staff coordination and operational efficiencies are easiest when a single type of lighting is used. Therefore, staff is recommending continuing with installation of Musco lighting for this work under Phase 4.

The anticipated timeline is as follows:
Construction Start: January 2017
Construction End: April 2017

This project (or a portion thereof based on bids received) will be funded through a combination of grants, which include the County of Los Angeles Regional Parks and Open Space District and $300,000 from Supervisor Knabe. An additional fund balance of up to $100,000 from Los Angeles County Maintenance and Servicing grants can be utilized for the project should the total cost exceed $300,000, for a total of $400,000 available in funds. The bid will separate the various components of the Phase 4 project as “add alternates” so as to allow the City to select the areas that best fit the total budget.
RESOLUTION NO. __

A RESOLUTION APPROVING THE PLANS AND SPECIFICATIONS FOR THE CONSTRUCTION OF RECREATION PARK PHASE 4 LIGHTING, PROJECT NO. PW 16-26 PURSUANT TO GOVERNMENT CODE § 830.6 AND ESTABLISHING A PROJECT PAYMENT ACCOUNT.

The City Council of the City of El Segundo does resolve as follows:

SECTION 1: The City Council finds and declares as follows:

A. The City retained Musco Sports Lighting, LLC and Alagia Engineering ("Consultants") as the engineers to design and prepare the plans and specifications for Recreation Park Phase 4 Lighting, Project NO. PW 16-26 ("Project");

B. The Consultants informed the City Engineer that these plans and specifications are complete and that construction of the Project may begin;

C. The City Engineer reviewed the completed plans and specifications for the Project and agrees with the Consultants that the plans and specifications are complete and the Project may be constructed;

D. The City Council wishes to obtain the immunities set forth in Government Code § 830.6 with regard to the plans and construction of the Project.

SECTION 2: Design Immunity; Authorization.

A. The design and plans for the Project are determined to be consistent with the City's standards and are approved.

B. The design approval set forth in this Resolution occurred before actual work on the Project construction commenced.

C. The approval granted by this Resolution conforms with the City's General Plan.

D. The City Engineer, or designee, is authorized to act on the City's behalf in approving any alterations or modifications of the design and plans approved by this Resolution.

E. The approval and authorization granted by this Resolution is intended to avail the City of the immunities set forth in Government Code § 830.6.

SECTION 3: Project Payment Account. For purposes of the Contract Documents administering the Project, the City Council directs the City Manager, or designee, to establish a fund containing sufficient monies from the current fiscal year budget to pay for the Project ("Project Payment Account"). The Project Payment Account is the sole
source of funds available for the Contract Sum, as defined in the Contract Document administering the Project.

SECTION 4: The City Clerk is directed to certify the adoption of this Resolution.

SECTION 5: This Resolution will become effective immediately upon adoption.

PASSED AND ADOPTED this ___ day of ___ , 2016.

____________________________________
Suzanne Fuentes, Mayor

ATTEST:

_____________________________
Tracy Weaver, City Clerk

APPROVED AS TO FORM:

_____________________________
Mark D. Hensley, City Attorney
AGENDA DESCRIPTION:

Consideration and possible action to authorize the City Manager to enter into an agreement approved by the City Attorney related to the contributing funding sources of Wiseburn Unified School District, South Bay Sports, Health and Recreation, and the City of El Segundo to complete the El Segundo Aquatics Center project located on Wiseburn Unified School District property (201 N. Douglas Street).

RECOMMENDED COUNCIL ACTION:

1. Authorize the City Manager to execute an agreement approved by the City Attorney; and,

2. Alternatively, discuss and take other action related to this item.

ATTACHED SUPPORTING DOCUMENTS: None

FISCAL IMPACT: None

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ORIGINATED BY: Meredith Petit, Director of Recreation & Parks
REVIEWED BY: Meredith Petit, Director of Recreation & Parks
APPROVED BY: Greg Carpenter, City Manager

BACKGROUND AND DISCUSSION:

Through a Settlement Agreement between the Wiseburn Unified School District ("Wiseburn") and the City of El Segundo, the two parties have been collaborating on designing and constructing a joint-use aquatics facility that will be located on Wiseburn property but operated and maintained by the City. The Settlement Agreement called for Wiseburn to contribute $6,000,000 to help fund the project.

The City Council approved a facility design that includes a 53.2-meter by 25-meter competition pool, a warm-up pool, spectator seating, locker rooms and restroom facilities, staff offices, a mechanical building, parking lot, and sports lighting. The estimated cost of the final design and equipment is approximately $13,800,000.

The City Council authorized the use of the City’s Aquatics Fund, totaling $1,800,000, to be used for the purposes of completing the project, while the non-profit organization South Bay Sports, Health and Recreation has pledged to donate $6,000,000 as a result of spearheading a corporate fundraising campaign. Combined with the Wiseburn contribution of $6,000,000, the total project cost of $13,800,000 will be fully funded by the contributions of these three entities.
In order to formalize the funding partnerships and lay out certain funding procedures it is necessary to create an agreement that each party agrees to. The funding agreement will identify the pledged amounts of each party, dictate the fashion in which funds are transferred to Wiseburn to expend, and in what order each party’s funds shall be expended. The $6,000,000 from Wiseburn will be expended first, then the City’s $1,800,000, then the South Bay Sports, Health and Recreation’s $6,000,000. Should the total project expenses total less than $13,800,000, all parties agree that the balance will be transferred to the City to reimburse it’s Aquatics Fund for the purposes of renovated the Uhro Saari Swim Stadium. Conversely, should the construction bids suggest that the project cost will exceed the budget, the agreement will provide that the parties meet to mutually resolve the issue, but if unable then the City is entitled to withdraw its funding support for the project.

The attorneys representing each party will work together to create an agreement that is acceptable by each contributing agency.
AGENDA DESCRIPTION:
Consideration and possible action to authorize the City Manager to execute a contract amendment with PCA Enterprises Inc. (dba PSM) for expanded economic development and destination marketing services. (Fiscal Impact: $200,000.00 in additional Economic Development Grant fund expenditures, and $240,000.00 in Economic Development Division Advertising and Publishing budget expenditures)

RECOMMENDED COUNCIL ACTION:
1. Authorize the City Manager to execute a contract amendment with PCA Enterprises Inc. (dba PSM), in a form approved by the City Attorney, for expanded economic development and destination marketing services;
2. Alternatively, discuss and take other action related to this item.

ATTACHED SUPPORTING DOCUMENTS:
Scope of Work

FISCAL IMPACT:

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PREPARED BY: Barbara Voss, Economic Development Manager
APPROVED BY: Greg Carpenter, City Manager

BACKGROUND & DISCUSSION:

On April 12, 2016, voters approved a proposition, Measure B, which increased the city’s Transient Occupancy Tax (“TOT”) from 8% to 12%. As part of the discussions regarding the Measure B, both the Economic Development Advisory Committee (EDAC) and the Chamber of Commerce Hotel Committee requested that a portion of the increased TOT revenue be used to form a destination and tourism marketing fund to increase hotel occupancy and stimulate related visitor-serving businesses.

At the May 18, 2016 EDAC meeting, staff presented a draft annual budget of $240,000.00 for destination and tourism marketing to support local hotels, restaurants, and retailers. Staff also presented a draft budget of $200,000.00 for ongoing economic development marketing to continue to attract commercial and industrial businesses to the city. In 2016, the city received an economic development grant of $200,000.00 from Chevron Products Company. Staff recommended that these funds be utilized to continue and enhance the existing economic development marketing efforts with focus on commercial and industrial business attraction.

Following the presentation and discussion, EDAC formally recommended to the City Council that $240,000.00 of increased TOT revenues be utilized for destination and tourism marketing. During the FY 16-17 budget discussions, City Council directed staff to allocate $240,000.00 to develop and implement a destination and tourism marketing program.
Staff and EDAC have worked with PCA Enterprises Inc. (dba PSM) over the past three years to development and implement an economic development marketing effort. These efforts have included web-site design and maintenance (elsegundobusiness.com), print advertising, public relations, video testimonials, monthly SOAR e-cards, speaking engagements, special events, design of collateral materials, and digital advertising efforts. In order to continue the momentum of these marketing efforts and to expand into a destination and tourism marketing program, staff recommends that the city continue to work with PCA Enterprises Inc. (dba PSM) to ensure consistent messaging and high quality account services.

The objective of the marketing strategy is to create an evolved brand identity that will be executed across a comprehensive and integrated branding and communications plan. This will ensure that key economic revenue drivers in the city consistently receive marketing support to promote growth and success. These revenue drivers include business license taxes, sales taxes and TOT taxes. The goal of this strategy is to:

- Continue and enhance existing marketing and branding efforts with focus on commercial and industrial business attraction;
- Develop and implement a comprehensive destination and tourism marketing effort (hotel, retail, restaurants, arts/culture and recreation), and;
- Ensure one “voice” for all economic development related marketing efforts.

This comprehensive outreach strategy will be achieved using a fully integrated campaign, including: new branding, a new website (including interactive landing pages for the retail, entertainment, and hospitality sectors), new collateral materials, cross marketing initiatives, public relations/editorials, speaking engagements, special events, video testimonials, social media, print advertising, digital advertising, email marketing, e-cards, strategic media planning, and account services.

Staff requests City Council to formally authorize the City Manager to approve a contract amendment with PCA Enterprises, Inc. (dba PSM) in a form approved by the City Attorney, for $440,000.00 for expanded marketing services to include destination, tourism and economic development marketing. A complete scope of work is attached.
TOTAL BUDGET: $440,000

PRIMARY BREAKDOWNS & ALLOCATIONS

Digital Media Ad Buys: $216,000
Print Media Ad Buys: $25,000
Printing/Misc. Buyouts: $5,500
Event Buyouts: $15,000
Branding: $15,000
Website: $40,000
Events: $30,000
PR/Social: $45,000
E.Cards/Ads/Collateral: $24,000
Photo/Video: $17,500
Account Management/Marketing Strategy: $7,000

DIGITAL MEDIA BUDGETS

TOTAL BUDGET: $216,000

TIMELINE OF SPEND: February 2017 through September 2017 (8 Months)

ALLOCATION & IMPACT:

SEARCH: $96,000 ($12,000/Monthly)
  • AUDIENCES/SEARCH TARGETS
    o All El Segundo Related Search to Travel, Hotel, Dining, etc.
    o All Southern California Related Commercial Office Search
    o Primary Focus Business Travelers
    o Secondary Focus Family Travel, Destination Travel

  ANTICIPATED RESULTS
  • Anticipated Impressions: 130,000/Monthly (1,040,000 Length of Campaign)
  • Anticipated Click-Throughs: 2.6%
    • MONTHLY WEB LEADS: 3,380 (27,040 Length of campaign)
  • Conversion Goals: Click Through to Hotel Web Pages, Click Through to Broker Web Pages, Better Business Downloads, Requests for City Manager Tours, SOAR Registrations
PROGRAMMATIC: $40,000 ($5,000/Monthly)
  • 100% Google Ad Network
    o Primary Targeting: Business Traveler
    o Secondary Targeting: Family Travel

ANTICIPATED RESULTS
  • Anticipated Impressions: 4,500,000/Monthly (36,000,000 Length of
    Campaign)
  • Anticipated Click-Throughs: .2%
    - MONTHLY WEB LEADS: 9,000 (72,000 Length of
      Campaign)
  • Anticipated Conversion Goals: Click Through to Hotel Web Pages,
    Click Through to Broker Web Pages, Better Business Downloads,
    Requests for City Manager Tours, SOAR Registrations

SOCIAL: $50,000 ($6,250/Monthly)
  • 100% FACEBOOK - Ad Network
    o Primary Targeting: CA Business Traveler
    o Secondary Targeting: CA Commercial Broker
      - Total Audience Estimated to be 450,000

ANTICIPATED RESULTS
  • Anticipated Impressions: 610,000/Monthly (4,800,000 Length of
    Campaign)
  • Anticipated Click-Throughs: .15%
    - MONTHLY WEB LEADS: 915 (7,320 Length of Campaign)
  • Anticipated Conversion Goals: Click Through to Hotel Web Pages,
    Click Through to Broker Web Pages, Better Business Downloads,
    Requests for City Manager Tours, SOAR Registrations

BISNOW PARTNERSHIP & AD BUY - $30,000 (March to June)
  o Primary Targeting: Commercial Real Estate Brokers
  o Secondary: Developers & CEO's
  o Campaign Tools
    • Monthly Bisnow E-Publication focused on, and sponsored by, the City
      of El Segundo. Distribution from Silicon Valley/San Jose to Los
      Angeles and Orange County 4 EDITIONS (1/MONTH)
    • Twice-Monthly pieces of sponsored content produced and distributed
      by Bisnow via its existing news products. This includes local e-
      newsletters in LA, OC, and San Diego as well as our SoCal Morning
      Brief and the Bisnow Website. 8 Total

ANTICIPATED RESULTS
  • Anticipated Impressions: TBD
  • Anticipated Click-Throughs: TBD
PRINT MEDIA BUDGETS

TOTAL BUDGET: $25,000

TIMELINE OF SPEND: Anticipated May 2017

ALLOCATION & IMPACT:

FRONT & BACK COVER TAKEOVERS of Q3 COMMERCIAL REAL ESTATE LAB]
REAL ESTATE WRAP-UP
• Circulation: 24,000
  o Primary Targeting: Commercial Real Estate Audience/Brokers/Developers & CEO’s

ANTICIPATED RESULTS
  ▪ Increase of Average Weekly Web Traffic by 15%
  ▪ Increased Brand Awareness
  ▪ Ongoing Distribution through SOAR and at BISNOW hosted event at the same time.

PRINTING BUDGETS & MISC.

TOTAL BUDGET: $5,500

TIMELINE OF SPEND: February 2017 through September 2017

ALLOCATION & IMPACT:

RE-PRINTING OF SELECT PROMOTIONAL COLLATERAL
• Review of Pieces Ongoing, Individual Job Cost Estimates to be Provided

EVENT BUDGETS BUYOUTS

TOTAL BUDGET: $15,000
Additional support to be raised through dedicated, private coop sponsorship in partnership with El Segundo

TIMELINE OF SPEND: April 2017 through September 2017

ALLOCATION & IMPACT:

KEY SPONSORSHIPS & EVENT BUYOUTS FOR OUTREACH EFFORTS

• CHAMPIONS OF BUSINESS EVENT
• Q3 BISNOW EVENT
• BUSINESS TRAVEL & TOURISM CONFERENCE

ANTICIPATED RESULTS
• Pending review of sponsorship and conference attendance.
PAOLUCCI SALLING & MARTIN INTEGRATED MARKETING SERVICES BUDGET

TOTAL BUDGET: $178,500 (1,190 Hours @ $150/Hour)

TIMELINE OF SPEND: November 2016 through September 2017

ALLOCATION & IMPACT:

BRANDING: $15,000
  - HOURS: 100 Hours
  - SCOPE: Creation and development of brand evolution into destination marketing. Production of new tagline and marketing initiative as it relates to El Segundo as a destination. Includes research through local businesses on needs and goals, execution of brand into graphic elements such as eCard, Web, Ad Campaigns, and Collateral.

WEBSITE: $40,000
  - HOURS: 267 Hours
  - SCOPE: Creative concepts, art direction, design, PSD creation, programming and copy-writing for new website. Includes testing, launch, and hosting with registration/database functionality. Creation of critical landing pages tied to Digital Campaign with A/B testing efforts to evaluate effectiveness of Key Conversions. Agency committed to running minimum two variations on all Landing Page experiences tied to each digital outreach program – total of 6. As well as up to 4 ongoing revisions.
  - IMPACT: Search Engine Optimization Program for all El Segundo Economic Development Programs and Services, Awareness, Collateral Downloads, Drive Link Clicks to Hotels, Brokers, Developers and Others.

EVENTS X3: $30,000
  - HOURS: 200 Hours
  - SCOPE: Management of all event operations and marketing which includes, but not limited to: sourcing sponsors, production of e-communications, print & digital advertising, vendor selection and management, budget management
  - IMPACT: Awareness, branding, engagement, attendance.

PUBLIC RELATIONS/SOCIAL MEDIA: $45,000
  - HOURS: 300 Hours
  - SCOPE: Copywriting on all press releases, eCards, and marketing collateral. Contacting and coordinating with media, City Staff, and El Segundo businesses for editorial features. Inclusion of all press on website and social platforms.
  - IMPACT: Awareness, tactical messaging, build audience.

E.CARDS: $5,250
  - HOURS: 35 Hours
  - SCOPE: Allows for production and development of 1 SOAR eCard each month (12 months). Also allows for additional eCard to be designed, produced and developed for each quarter (3 total).
- IMPACT: Relationship management, increase database, broaden awareness.

AD CREATIVE DEVELOPMENT, PRODUCTION, BUILDOUTS: $11,250
- HOURS: 75 Hours
- SCOPE: Design and creation of brand new ad campaign to highlight El Segundo as a destination. Will incorporate office vacancy, hotel occupancy, arts & culture.

COLLATERAL CREATION: $7,500
- HOURS: 50 Hours
- SCOPE: Design, creation and updating creative collateral or digital collateral marketing materials pieces. Includes art direction, design, production, photoshop, programming and copy writing.
- IMPACT: Maintain Brand Guidelines for Handouts at Events. Ensure Take-Away Collateral is Consistent Voice for City’s Economic Development Program.

PHOTOGRAPHY & VIDEO ASSETS – Art Direction & Shooting: $17,500
- HOURS: 116 Hours
- SCOPE: Scouting, art direction, and shooting of new photography and video assets for new campaign. Includes area shots, business shots, testimonials, and event photography.
- IMPACT: Look and Feel Reflective of the City’s Story and to Support Brand Pillars. Bring “our story” to life in visual formats.

ACCOUNT MANAGEMENT/MARKETING STRATEGY/MEDIA PLANNING: $7,000
- HOURS: 47 Hours
- SCOPE: Creation of marketing strategy with branding, collateral, web, and media planning. Management of all marketing initiatives from start to finish includes coordination of cross-functional departments. Management and optimization of all ad campaigns.
- IMPACT: Maintain Plan, Accountability with City Dollars, Ensure Seamless Execution Across all Marketing Platforms.
2017 EL SEGUNDO ECONOMIC DEVELOPMENT MARKETING

Phase I. Identity & Brand Development
Phase II. New Website & Social Tools
Phase III. Integrated Outreach

Digital Campaign
- Paid Search
- Paid Social
- BisNow Partnership
- Native Content Creation
- Email Sponsorship

Tactical Campaign
- Labj Wrap
- Landing Page A/B Testing
- Soar

Brand Campaign
- Paid Programmatic
- Public Relations
- Organic Social Media
- Digital Advertising
- Sponsored Content

EVENTS
- BISNOW Hosted Event
- Destination / Hotel FAM Event
- Champions of Business

Natural Search
- Print Collateral & Signage

City-wide Cross Marketing
EL SEGUNDO CITY COUNCIL

AGENDA STATEMENT

AGENDA DESCRIPTION:

Consideration and Possible action to expand the Arts and Culture Advisory Committee to seven members. (Fiscal Impact: None)

RECOMMENDED COUNCIL ACTION:

1. Approve expansion of the Arts and Culture Advisory Committee to seven members;
2. Alternatively, discuss and take other action related to this item.

ATTACHED SUPPORTING DOCUMENTS:

None

FISCAL IMPACT: Included in Adopted Budget

Amount Budgeted: $ None
Additional Appropriation: N/A
Account Number(s):

ORIGINATED BY: Mishia Jennings, Executive Assistant
REVIEWED BY: Councilmember Don Brann
APPROVED BY: Greg Carpenter, City Manager

BACKGROUND AND DISCUSSION:

City Council conducted two rounds of interviews for the Arts and Culture Advisory Committee, appointing five members on November 1, 2016. The committee will meet soon to establish bylaws, meeting date/time, etc. Before the first meeting occurs, the recommendation is to expand the number of members to seven to bring more diversity and experience to the Arts and Culture Advisory Committee.