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, AUGUST 1, 2017 – 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:

1. Approve agreement with labor counsel and appoint labor negotiator.

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): -0- matters

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): -0- matters

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): -3- matters
1. **Employee Organizations**: Police Management Association; Supervisory and Professional Employees Association; City Employees Association.

   Agency Designated Representative: 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, AUGUST 1, 2017 - 7:00 P.M.

7:00 P.M. SESSION

CALL TO ORDER

INVOCATION – Pastor George Lopez, The Bridge Church

PLEDGE OF ALLEGIANCE – Council Member Brann
PRESENTATIONS

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 to receive and file a preliminary plan to form a Downtown Committee to address maintenance and possible improvements to Downtown El Segundo.
   (Fiscal Impact: None)
   Recommendation – 1) Receive and file; 2) Alternatively, discuss and take other possible action related to this item.

D. REPORTS OF COMMITTEES, COMMISSIONS AND BOARDS

2. Consideration and possible action to announce the appointments to the Environmental Committee and Senior Housing Corporation Board.
   (Fiscal Impact: None)
   Recommendation – 1) Announce the appointees to the Environmental Committee and Senior Citizen Housing Corporation Board; 2) Alternatively, discuss and take other possible action related to this item.
3. Consideration and possible action to receive and file an annual report of the Senior Housing Corporation Board.  
(Fiscal Impact: None)  
Recommendation – 1) City Council to receive and file an annual report of the Senior Housing Corporation Board; 2) Alternatively, discuss and take other possible action related to this item.

4. Consideration and possible action to receive and file an annual report of the Golf Course Subcommittee.  
(Fiscal Impact: None)  
Recommendation – 1) City Council to receive and file an annual report of the Golf Course Subcommittee; 2) Alternatively, discuss and take other possible action related to this item.

5. Consideration and possible action to adopt the revised Library of Trustees' Bylaws of July 11, 2017, which change the Library Board of Trustees term of office from serving two-3 year terms to no cap on the term of office.  
Every three years seated Board members may participate in the interview process with the City Council before possible re-appointment.  
(Fiscal Impact: None)  
Recommendation – 1) Adopt a Resolution adopting the revised Bylaws approved by the Library Board of Trustees on July 11, 2017, which changed the term of a Board member from two-3 year terms to no term limits; 2) Alternatively, discuss and take other possible action related to this item.

6. Consideration and possible action to increase the number of members from seven to eleven for the Arts and Culture Advisory Committee and alter the selection process for new members in that they would be interviewed by the Committee and, if selected, submitted to the City Council for approval.  
(Fiscal Impact: None)  
Recommendation – 1) Discuss and provide direction to staff; 2) Alternatively, discuss and take other possible action related to this item.

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.
7. Warrant Numbers 3017327 through 3017468 on Register No. 20 in the total amount of $718,281.26 and Wire Transfers from 7/10/17 through 7/23/17 in the total amount of $11,752,999.25.

   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.


   Recommendation – Approval

9. Consideration and possible action to re-appoint Elyse Beardsley to the South Bay Workforce Investment Board (SBWIB).
   (Fiscal Impact: $None)

   Recommendation – 1) Ratify the El Segundo Chamber of Commerce nomination to re-appoint to Elyse Beardsley to seat #18 of the SBWIB; 2) Request the City Clerk to forward a certified copy of Council’s action to the SBWIB; 3) Alternatively, discuss and take other possible action related to this item.

10. Consideration and possible action to approve the use of the City of El Segundo logo and vehicle graphics of the El Segundo Fire and Police Departments on a new special edition “Hot Wheels” die-cast replica toy fire and police vehicles to be designed and produced by Mattel, Inc.
    (Fiscal Impact: None)

   Recommendation – 1) Authorize the City Manager to execute a License Agreement with Mattel, Inc., in a form approved by the City Attorney, to allow the use of the City of El Segundo logo and vehicle graphics of the El Segundo Fire Department for production of die-cast replica toy fire vehicles; 2) Alternatively, discuss and take other possible action related to this item.

F. NEW BUSINESS
11. Consideration and possible to authorize the City Manager to execute a contract amendment with The Phelps Group (dba Phelps) for expanded economic development and hospitality and tourism marketing services. (Fiscal Impact: FY 16-17 - $565,000 in Economic Development Division Advertising and Publishing budget and Chevron Grant Fund expenditures.)

Recommendation – 1) Authorize the City Manager to execute a contract amendment with The Phelps Group (dba Phelps), in a form approved by the City Attorney, for expanded economic development and destination marketing services; 2) Alternatively, discuss and take other possible 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 –

Council Member Pirsztuk –

Council Member Dugan –

Mayor Pro Tem Boyles –

12. Consideration and possible action to direct staff to add an Environmental Impact statement to all policy decisions brought before the City Council. (Fiscal Impact: None)

Recommendation – 1) Discuss whether or not an Environmental Impact statement should be included in all staff reports and what it should consist of; 2) Direct staff to provide the required language in future staff reports, if desired by
Council; 3) Alternatively, discuss and take other possible action related to this item.

Mayor Fuentes –

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MEMORIALS –

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.

REPORT OF ACTION TAKEN IN CLOSED SESSION (if required)

ADJOURNMENT

POSTED:

DATE:    JULY 27, 2017
TIME:    10:00 AM
NAME:    Gracey Weaver
AGENDA DESCRIPTION:
Consideration and possible action to receive and file a preliminary plan to form a Downtown Committee to address maintenance and possible improvements to Downtown El Segundo. (Fiscal Impact: none)

RECOMMENDED COUNCIL ACTION:
1. Receive and File; and/or,
2. Alternatively, discuss and take other possible action related to this item.

ATTACHED SUPPORTING DOCUMENTS:

FISCAL IMPACT: None
Amount Budgeted: 0
Additional Appropriation: N/A
Account Number(s): 0

STRATEGIC PLAN:
Goal: Champion Economic Development & Fiscal Sustainability

Objective: Implement a comprehensive economic development strategy to ensure the City encourages a vibrant business climate that is accessible, user-friendly and welcoming to all residents, businesses and visitors.

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

BACKGROUND AND DISCUSSION:
At the July 5th, 2017 City Council meeting, City Council directed staff to explore the possibility of forming a Downtown Committee to address maintenance and potential improvements to Downtown El Segundo. The purpose of the committee will be to address the overall aesthetics of the downtown area from the perspective of maximizing public enjoyment for residents and visitors, and appeal for business attraction and investment.

Staff recommends that the committee members include representatives from the following groups: business and property owners in the downtown area, the El Segundo Chamber of Commerce, the Arts and Culture Advisory Committee, and staff from the Recreation and Parks Departments, Planning and Building Safety, Public Works, Police, and Fire Departments.
Staff will continue discussions with potential committee members and will hold the first meeting of the Downtown Committee in September, 2017.
AGENDA DESCRIPTION:

Consideration and possible action to announce the appointments to the Environmental Committee and Senior Citizen Housing Corporation Board. (Fiscal Impact: None)

RECOMMENDED COUNCIL ACTION:

1. Announce the appointees to the Environmental Committee and Senior Citizen Housing Corporation Board; and/or,
2. Alternatively, discuss and take other possible action related to this item.

ATTACHED SUPPORTING DOCUMENTS:

FISCAL IMPACT: None

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<tr>
<td>Additional Appropriation:</td>
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STRATEGIC PLAN:

<table>
<thead>
<tr>
<th>Goal:</th>
<th>1</th>
<th>Enhance Customer Service Engagement</th>
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<tbody>
<tr>
<td>Objective:</td>
<td>1(b)</td>
<td>The City engages in regular, intentional information gathering</td>
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ORIGINATED BY: Mishia Jennings, Executive Assistant

REVIEWED BY: [Signature]

APPROVED BY: Greg Carpenter, City Manager [Signature]

BACKGROUND AND DISCUSSION:

<table>
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<tr>
<th>Committee/Commission and Board</th>
<th>Number of Openings</th>
<th>Appointee(s)</th>
<th>Term Expiration</th>
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</thead>
<tbody>
<tr>
<td>Environmental Committee</td>
<td>Two</td>
<td>Tracey Miller-Zarneke, Jack Ashworth</td>
<td>06/30/21 – Full Term, 06/30/21 – Full Term</td>
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<tr>
<td>Senior Citizen Housing Corporation Board</td>
<td>Two</td>
<td>James Latta, Marjolein Oakley</td>
<td>06/30/21 – Full Term, 06/30/21 – Full Term</td>
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</table>
AGENDA DESCRIPTION:
Consideration and possible action to receive and file an annual report of the Senior Citizen Housing Corporation Board. (Fiscal Impact: None)

RECOMMENDED COUNCIL ACTION:
1. City Council to receive and file an annual report of the Senior Citizen Housing Corporation Board; or,
2. Alternatively, discuss and take other action related to this item.

ATTACHED SUPPORTING DOCUMENTS: None

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

STRATEGIC PLAN:
Goal: 1b El Segundo’s engagement with the community ensures excellence
Objective: 1 The City engages in regular, intentional information gathering

PREPARED BY: Arecia Yee, Recreation Superintendent
REVIEWED BY: Meredith Petit, Director of Recreation and Parks
APPROVED BY: Greg Carpenter, City Manager

BACKGROUND & DISCUSSION:
The Senior Citizen Housing Corporation Board is comprised of five members who are appointed by City Council. The members are committed to four-year terms without term limits. The Board was established to provide oversight for operation, management, maintenance and finances of the Park Vista senior apartment complex. Park Vista is currently managed by the Cadman Group.

The report consists of the Senior Citizen Housing Corporation Board’s past year accomplishments, current needs, concerns and future goals.

Current members of the Senior Citizen Housing Corporation Board are:
James Latta (President)
Martin Stone, Vice President
Paula Rotolo, CFO
Patricia Gerber, Board Member

The Board currently has one vacancy.
EL SEGUNDO CITY COUNCIL
AGENDA ITEM STATEMENT

AGENDA DESCRIPTION:
Consideration and possible action to receive and file an annual report of the Golf Course Subcommittee. (Fiscal Impact: None)

RECOMMENDED COUNCIL ACTION:
1. City Council to receive and file an annual report of the Golf Course Subcommittee; or,
2. Alternatively, discuss and take other action related to this item.

ATTACHED SUPPORTING DOCUMENTS: None

FISCAL IMPACT: None

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

STRATEGIC PLAN:
Goal: 1b El Segundo’s engagement with the community ensures excellence
Objective: 1 The City engages in regular, intentional information gathering

PREPARED BY: Meredith Petit, Director of Recreation and Parks
REVIEWED BY: Meredith Petit, Director of Recreation and Parks
APPROVED BY: Greg Carpenter, City Manager

BACKGROUND & DISCUSSION:
The Golf Course Subcommittee is comprised of five members: two City Councilmembers, one Recreation and Parks Commissioner, one representative from the El Segundo Men’s Golf Club, and one representative from the El Segundo Women’s Golf Club. The Golf Course Subcommittee is an advisory body to the Recreation and Parks Commission and City Council and provides recommendations pertaining to golf operations at The Lakes, including policies, fees, marketing strategies, program and instruction, and review of financial performance. The subcommittee meets every other month in collaboration with the golf course management company and city staff.

The report consists of the Golf Course Subcommittee’s highest priorities and the past twelve months of golf participation data.

Current members of the Golf Course Subcommittee are:

Mike Dugan, Councilmember
Carol Pirzstuk, Councilmember
Alex Farfan, Recreation and Parks Commissioner
John Gutt, El Segundo Men’s Golf Club
Geraldine Mundy/Sandy Cox, El Segundo Women’s Golf Club
AGENDA DESCRIPTION:
Consideration and possible action to adopt the revised Library of Trustees' Bylaws of July 11, 2017, which change the Library Board of Trustees term of office from serving two-3 year terms to no cap on the term of office. Every three years seated Board members may participate in the interview process with the City Council before possible re-appointment.

(Fiscal Impact: None)

RECOMMENDED COUNCIL ACTION:
1. Adopt a Resolution Adopting the revised Bylaws approved by the Library Board of Trustees on July 11, 2017, which changed the term of a Board member from two-3 year terms to no term limits;

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

ATTACHED SUPPORTING DOCUMENTS:
1. Resolution No. 3665, was adopted on December 4, 1990, which established a Board of Library Trustees for municipalities, and which set the two-3 year term limits for Board members.

2. Proposed Resolution adopting the revised by-laws, and Exhibit A - Revised Bylaws approved at the Library Board of Trustees meeting on July 11, 2017, which removed the term limit cap of two-3 year terms.

FISCAL IMPACT: None

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STRATEGIC PLAN:

| Goal: | 1 | Enhance Customer Service and Engagement |

ORIGINATED BY: Debra Brighton, Director of Library Services

REVIEWED BY: Debra Brighton, Director of Library Services

APPROVED BY: Greg Carpenter, City Manager

BACKGROUND AND DISCUSSION:
On December 4, 1990, Resolution No. 3665 was adopted by the City Council to establish a Board of Library Trustees required by the California Education Code section 18910. At that time the term of office was determined to be two-3 year terms, and a revision of the Bylaws on September 10, 2008, continued with that practice of serving two-3 year terms.
Although the California Education Code section 18911 specifies a three-year term, but it does not set a cap on the number of terms of office. It was the will of the Council in the 1990 Resolution No. 3665 to set a limit that a Board may serve only up to two-3 year terms.

In order to allow Board members an opportunity to continue in their advisory roles to the City Council and staff, another revision of the Bylaws was recently approved at the July 11, 2017, Library Board of Trustees meeting to remove the existing term limits for members. A revised Resolution is requested by Council to approve in order to set no term limits that a Board member may serve. However, re-appointment by the City Council will still consist of an interview process and approval by the City Council every three years.

Therefore, staff recommends that Council adopt a Resolution adopting the revised Library Board of Trustees’ Bylaws of July 11, 2017.
RESOLUTION NO. 3665

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF EL SEGUNDO, CALIFORNIA ESTABLISHING A BOARD OF LIBRARY TRUSTEES.

WHEREAS, Education Code Section 18910 et. seq. requires municipal library systems to have a board of library trustees; and

WHEREAS, the City Council is desirous of complying with state law and providing for citizen review of library activities;

THE CITY COUNCIL OF THE CITY OF EL SEGUNDO, CALIFORNIA DOES RESOLVE AS FOLLOWS:

SECTION 1. There is hereby established a board of library trustees to consist of five members to serve without compensation. The members of the board shall be appointed by the Mayor with the consent of the City Council.

Members of the Board shall hold office for three years. No member may serve more than two terms. The members of the first board appointed shall so classify themselves by law that one member of their number shall go out of office at the end of the current fiscal year, two at the end of one year thereafter, and two at the end of two years thereafter.

The proceedings of the board shall be governed by the provisions of Education Code Sections 18910-18918. The board may establish for itself bylaws not inconsistent with these foregoing Education Code Sections.

The board of library trustees shall meet not less than monthly at a regular meeting the date and time of which shall be set by resolution at the initial meeting of the board.

SECTION 2. The powers and duties of the board of library trustees shall be as follows:

(a) The board of library trustees may make and enforce all rules, regulations, and bylaws necessary for the administration, government, and protection of the El Segundo Public Library;

(b) The board of library trustees may administer any trust declared or created for the library, and receive by gift, devise, or bequest and hold in trust or otherwise, property situated in this state or elsewhere, and where not otherwise provided, dispose of the property for the benefit of the library;

(c) The board of library trustees may request the appropriate state officials to furnish the library with copies of any and all reports, laws, and other publications of the state not otherwise disposed of by law;

(d) The board of library trustees shall, on or before August 31 in each year, report to the City Council and to the State Librarian on the condition of the library, for the year ending the 30th day of June preceding. The reports shall, in addition to other matters deemed expedient by the board of trustees, contain such statistical and other information as is deemed desirable by the state librarian.

SECTION 3. The City Council may, from time to time by resolution, expand or reduce the powers of the board of library trustees.
SECTION 4. The City Clerk shall certify to the passage and adoption of this resolution; shall enter the same in the book of original resolutions of said City; and shall make a minute of the passage and adoption thereof and the records of the proceedings of the City Council of said City, and the minutes of the meeting in which the same is passed and adopted.

PASSED, APPROVED AND ADOPTED this 4th day of December, 1990.

ATTEST:

Ronald L. Hart,
City Clerk

(SEAL)
STATE OF CALIFORNIA

COUNTY OF LOS ANGELES

CITY OF EL SEGUNDO

I, Ronald L. Hart, City Clerk of the City of El Segundo, California, DO HEREBY CERTIFY that the whole number of members of the City Council of said City is five; that the foregoing resolution, being Resolution No. 3665 was duly passed and adopted by the said City Council, approved and signed by the Mayor of said City, and attested by the City Clerk of said City, all at a regular meeting of the said Council held on the 4th day of December, 1990 and that the same was so passed and adopted by the following vote:

AYES: Councilmembers Dannen, West, Wise and Mayor Jacobson

NOES: None

ABSENT: Councilman Clutter


RONALD L. HART
City Clerk of the
City of El Segundo, California
(SEAL)
RESOLUTION NO. _____

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF EL SEGUNDO ADOPTING THE REVISED VERSION OF BY-LAWS FOR THE LIBRARY BOARD OF TRUSTEES.

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

SECTION 1: Recitals:

A. On December 4, 1980, the City Council created a Library Board of Trustees which would be comprised of five members who are City residents appointed by the City Council;

B. The Library Board advises the City Council and staff in all matters pertaining to the Library Department and the provision of library services for the community of El Segundo;

C. Pursuant to state law, the term of each Library Board Trustee is set at 3 years (Educ. Code § 18911); the Library Board’s by-laws – previously adopted by the City Council on December 4, 1990, pursuant to Resolution No. 3665 – “capped” the number of terms a trustee could serve to two terms;

D. On July 11, 2017, the Library Board voted to approve a revised version of the by-laws that eliminate the cap on the number of terms each trustee may serve;

E. In order to allow seated Board members the opportunity to continue in their advisory roles to the City Council and staff, the City Council desires to adopt the revised version of the by-laws removing the restriction in number of term limits.

SECTION 2: Adoption. The by-laws approved by the Library Board of Trustees on July 11, 2017, and attached as Exhibit A are hereby adopted.

SECTION 3: Authorization. The City Manager or designee is hereby directed and authorized to take the administrative steps necessary to effectuate the changes in the Library Board of Trustees term limits.

SECTION 4: The City Clerk is directed to certify the adoption of this Resolution; record this Resolution in the book of the City’s original resolutions, and make a minute of the adoption of the Resolution in the City Council’s records and minutes of this meeting.

SECTION 5: This Resolution will become effective immediately upon adoption and remain effective unless superseded by a subsequent resolution.
PASSED, APPROVED AND ADOPTED this 1st day of August, 2017.

Suzanne Fuentes, Mayor

ATTEST:

STATE OF CALIFORNIA  )
COUNTY OF LOS ANGELES )   SS
CITY OF EL SEGUNDO  )

I, Tracy Weaver, City Clerk of the City of El Segundo, California, do hereby certify that the whole number of members of the City Council of said City is five; that the foregoing Resolution No. ____ was duly passed, approved and adopted by said City Council at a regular meeting held on the 1st day of August, 2017, approved and signed by the Mayor, and attested to by the City Clerk, by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

______________________________
Tracy Weaver, City Clerk

APPROVED AS TO FORM:

______________________________
Mark D. Hensley, City Attorney
LIBRARY BOARD OF TRUSTEES BYLAWS

ARTICLE I – NAME

The name of this organization shall be the Board of Trustees of the El Segundo Public Library.

ARTICLE II – PURPOSE

The Board acts in an advisory capacity to the City Council in all matters pertaining to the Library and cooperates with other governmental agencies and civic groups in the advancement of sound planning and programming.

The Board considers, reviews, edits and issues policy recommendations on library service, recommends the adoption of standards pertaining to library services and programs and makes recommendations for the provision of adequate library services consistent with community needs.

The Board may administer any trust declared or created for the Library and receive by gift, devise, or bequest and hold in trust or otherwise, property situated in this state or elsewhere, and where not otherwise provided, dispose of the property for the benefit of the Library.

ARTICLE III – QUALIFICATIONS

Members of the Board shall be legal residents of the City of El Segundo for one (1) year prior to the time of appointment and during their tenure in office.

ARTICLE IV – MEMBERSHIP

Section I – Appointment to the Board
The Board shall consist of five (5) members appointed by the Mayor with consent of the City Council.

Section II – Term of Office
Terms of office shall be for three (3) years. No member may serve more than two (2) terms. There is no limit on the number of terms a member may serve. To be re-appointed a member must go through the interview process and be selected by the City Council.

Section III – Vacancy
In the event of a vacancy the Mayor, with consent of Council, shall appoint a member to serve the unexpired term of his or her predecessor.

Section IV – Compensation
In accordance with City Council Resolution 3665, dated December 4, 1990, the Board shall serve without compensation.
Section V - Removal
If a member is absent without cause from three (3) successive regular meetings the Board may consider the office vacated. The Secretary of the Board shall notify the City Council of the action of the Board.

ARTICLE V - MEETINGS

All meetings shall be open and public pursuant to the Government Code of the State of California.

Section I - Regular Meetings
Regular meetings of the Board shall be bi-monthly, meeting the second Tuesday of January, March, May, July, September and November.

Section II - Special Meetings
Special Meetings of the Board may be held at any time upon the call of the President or by a majority of the voting members following at least 24 hours notice to each member. The time and place of the Special Meeting shall be determined by the President or a majority of the Board.

Section III - Study Sessions/Workshops/Seminars
The Board may be convened as a whole or as a committee of the whole in the same manner as prescribed for the calling of a special meeting for the purpose of holding a study session, workshop or attending a seminar provided that no official action will be taken and no quorum shall be required. Compensation may be made within budget amounts of the El Segundo Public Library, if approved by a majority of the Board.

Section IV - Organization Meeting
There shall be an annual organizational meeting of the Board at the regular meeting in July for the purpose of electing officers, appointing subcommittees and conducting regular business.

Section V - Quorum
A three (3) member majority of the Board shall constitute a quorum. A quorum is necessary for action by the Board.

Section VI - Voting
Each member shall have one vote.

Section VII - Meeting Procedures
Conduct of the meetings not specified in these bylaws or by Council Resolutions shall conform with Robert's Rules of Order, Revised.
ARTICLE VI - OFFICERS

Officers of the Board shall be a President, a Vice President and a Secretary/Treasurer, who shall serve at the pleasure of the Board. Term of office shall be for one (1) year. Duties of the officers shall conform to the regular parliamentary duties as set forth by Robert’s Rules of Order, Revised, unless otherwise stated.

Section I - President
The President shall preside over the meetings of the Board. The Agenda shall be the mutual responsibility of the President and the Library Director.

Section II - Vice President
During the absence, disability, or disqualification of the President, the Vice President shall perform all the duties and be subject to all the responsibilities of the President. The Vice President shall succeed the President if he/she vacates the office before the term expires. A new Vice President shall be elected at the next regular meeting.

Section III - Secretary/Treasurer
The Secretary/Treasurer shall be responsible for the minutes of all actions of the Board.

ARTICLE VII - OFFICIAL DOCUMENTS

Section I - Minutes
Minutes of all meetings shall be prepared and maintained with the Board’s records. Copies shall be distributed to each Board Member, City Council Member and to the City Clerk.

Section II - Distribution of Documents
Preparation and distribution of Board documents to the members, City Council and City Clerk shall be the responsibility of the Director of Library Services.

ARTICLE VIII - CONDUCT OF MEMBERS

Section I - Personal
Board members shall make no personal commitment to speak on behalf of the Board without majority approval.

Section II - Conflict of Interest
Each Board member shall abstain from participating in any matter to come before the Board in which he or she has any direct or indirect economic interest. Should conflict of interest exist, the Board member shall remove himself/herself from discussions and abstain from voting. Each April, a Conflict of Interest Statement shall be filed with the City Clerk.

Section III - Other Committees and Meetings
No Board member shall attend any meetings as a representative of the Board without majority consent.
ARTICLE IX – ELECTIONS

Candidates for Board offices shall be proposed by a nominating committee consisting of two (2) Board members. A quorum consisting of three (3) Board members shall be required to hold an election. Election shall be by secret ballot. A majority vote shall be required to be elected. The Library Director shall be responsible for counting votes and announcing the results. Officers shall assume duties immediately following election.

ARTICLE X – SELECTION OF PUBLIC LIBRARY DIRECTOR

The Board requests the presence of a Trustee during the interview process for selection of the Library Director.

Approved this 11th day of July, 2017.

Penny Armstrong
President, Library Board of Trustees

Debra Brighton
Director, Library Services

BYLAWS/Approved at the Board Meeting, 7/11/17
AGENDA DESCRIPTION:
Consideration and possible action to increase the number of members from seven to eleven for the Arts and Culture Advisory Committee and alter the selection process for new members in that they would be interviewed by the Committee and, if selected, submitted to the City Council for approval. (Fiscal Impact: None)

RECOMMENDED COUNCIL ACTION:
1. Discuss and provide direction to staff; and/or,
2. Alternatively, discuss and take other action related to this item.

ATTACHED SUPPORTING DOCUMENTS: None

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

STRATEGIC PLAN:
Goal: 1  Enhance Customer Service and Engagement
Objective: 2  El Segundo’s engagement with the community ensures excellence

PREPARED BY: Arecia Yee, Recreation Superintendent
REVIEWED BY: Meredith Petit, Recreation and Parks Director
APPROVED BY: Greg Carpenter, City Manager

BACKGROUND & DISCUSSION:
The Arts and Culture Advisory Committee is comprised of 7 members who are appointed by City Council. Two of the members are City Council Members. The members are committed to 3 year terms. The Board was established as an advisory group to City Council.

Current members of the Arts Advisory and Culture Committee are:
Sally Martin, Vice Chair
Jay Beynon, Member
Brian Mitchell, Member
Eva Sweeney, Member
Dolores McAllister, Member
Council Member Dr. Don Brann, Member
Council Member Carol Pirsztuk, Member

The Board currently has two vacancies. However, they would like to expand membership to be able to complete goals and objectives more efficiently. The board would also like to have more input in the selection process of new members. Since many Arts and Culture Advisory Committee members

22
connected to other art enthusiasts, their input could add greater insight to the talents and abilities regarding prospective members.
### CITY OF EL SEGUNDO
### PAYMENTS BY WIRE TRANSFER
### 7/10/17 THROUGH 7/23/17

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**DATE OF RATIFICATION: 7/20/17**

**TOTAL PAYMENTS BY WIRE:**

11,752,999.25

Certified as to the accuracy of the wire transfers by:

Deputy City Treasurer II: [Signature]  
Date: 7/20/17

Director of Finance: [Signature]  
Date: 7/24/17

City Manager /Acting City Manager: [Signature]  
Date: 7/24/17

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
MONDAY, JULY 10, 2017 – 9:00 AM
(CLOSED SESSION)

9:00 A.M. SESSION

CALL TO ORDER

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): -1- matters

1. Kartsen v. City of El Segundo, LASC Case No. BC617434

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): -0- matters

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

PUBLIC EMPLOYMENT (Gov't Code § 54957) -1- matter

Title: Labor Negotiator

CONFERENCE WITH CITY'S LABOR NEGOTIATOR (Gov't Code §54957.6): -7- matters

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

Agency Designated Representative: City Manager, Greg Carpenter

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

ADJOURNMENT at 12:00 PM

____________________________
Tracy Weaver, City Clerk
MEETING OF THE EL SEGUNDO CITY COUNCIL
TUESDAY, JULY 18, 2017 – 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 Environmental Committee and Senior Citizen Housing Corporation Board. (Fiscal Impact: None)

Council interviewed candidates for the Environmental Committee and Senior Citizen Housing Corporation Board. The appointments will be announced at the City Council meeting on August 1, 2017.

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): -1- matters

1. Kartsen v. City of El Segundo, LASC Case No. BC617434
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): -1- matters

1. Public Employee Performance Evaluation
   Title: City Manager

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

PUBLIC EMPLOYMENT (Gov't Code § 54957) -1- matter

1. Title: Labor Negotiator

CONFERENCE WITH CITY’S LABOR NEGOTIATOR (Gov't Code §54957.6): -3-matters

1. Employee Organizations: Police Management Association; Supervisory and Professional Employees Association; City Employees.

   Agency Designated Representative: City Manager, Greg Carpenter

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

Adjourned at 5:50 PM
REGULAR MEETING OF THE EL SEGUNDO CITY COUNCIL  
TUESDAY, JULY 18, 2017 - 7:00 P.M.

7:00 P.M. SESSION

CALL TO ORDER

INVOCATION – Pastor Lee Carlile, Methodist Church

PLEDGE OF ALLEGIANCE – Council Member Pirsztuk

PRESENTATIONS - None

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)
Dr. John Dorsey, resident, in favor of the Mayor’s Climate Network and asked Council to reconsider the motion presented by the Environmental Committee at the July 5, 2017 meeting.
Gail Church, resident, in favor of the Mayor’s Climate Network and asked Council to reconsider the motion presented by the Environmental Committee at the July 5, 2017 meeting. Commended the Council on adopting the Accessory Dwelling Unit Ordinance.

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 Dugan 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

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.

1. Approve Warrant Numbers 3017154 through 3017297 on Register No. 19 in the total amount of $676,687.49 and Wire Transfers from 6/19/17 through 7/9/17 in the total amount of $2,527,719.58. Ratified Payroll and Employee Benefit checks; checks released early due to contracts or agreement; emergency disbursements and/or adjustments; and wire transfers.


3. Adopt Resolution No. 5045, an amendment to the conditions of approval for Final Vesting Map No. 71582, regarding the formation of homeowners associations and allowing one of the lots to not be part of a homeowner’s association at 540 Imperial Avenue. (Fiscal Impact: N/A)

4. Adopt Resolution No. 5046, approving the El Segundo Mass Debris Management Plan. (Fiscal Impact: $21,869.00)

5. Adopt Resolution No. 5047, approving Plans and Specifications for the FY 16/17 Sidewalk, Curb and Gutter Replacement Project and authorize advertising for bids; Project No. PW 17-19. (Fiscal Impact: To Be Determined)

6. Authorize the City Manager to execute a standard Public Works Professional Services Agreement No. 5365 in a form approved by the City Attorney with KPFF, Inc. in the amount of $35,000.00 to develop construction plans and specifications for a dedicated bike lane on Rosecrans Ave. adjacent to The Point development property and approve an additional $3,500 for related contingencies; Project No. PW 16-11. (Fiscal Impact: $38,500.00, TDA Article 3 Bikeway grant)

7. Adopt Resolution No. 5048, approving the Plans and Specifications for Recreation and Parks Picnic Shelter; Project No. PW 16-15. (Fiscal Impact: To be determined)
8. Authorize the City Manager to execute a standard Public Works Contract No. 5366 in a form as approved by the City Attorney with Alfaro Communications Construction, Inc. in the amount of $119,000, plus 10% contingency of $11,900 and authorize a transfer of $51,812.00 from the General Fund to completely fund the project; Project No. PW 17-20.
   (Fiscal Impact: $131,812.00)

9. Authorize the City Manager to execute a standard Public Works Contract in a form approved by the City Attorney with Aid Builders, Inc. in the amount of $168,850.50 and authorize an additional $25,327.00, for construction related contingencies and authorize the City Manager to execute a Public Works Professional Services Agreement No. 5368 in the form approved by the City Attorney with AKM Consulting Engineers in the amount of $19,988 for construction inspection; Project No. PW 15-23A.
   (Fiscal Impact: $214,165.50)

10. Adopt Resolution No. 5049, approving Plans and Specifications for East of Sepulveda Boulevard Pavement Rehabilitation Project; Project No. PW 17-27.
    (Fiscal Impact: to be determined)

11. PULLED BY STAFF AND MOVED TO THE AUGUST 15, 2017 AGENDA.

12. Receive and file an informational report on the Strategic Plan’s Key Performance Indicators (KPIs) for the month of June 2017.
    (Fiscal Impact: None)

MOTION by Mayor Pro Tem Boyles, SECONDED by Council Member Dugan to approve Consent Agenda items 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, and 12. MOTION PASSED BY UNANIMOUS VOICE VOTE. 5/0

F. NEW BUSINESS

G. REPORTS – CITY MANAGER – Mentioned the City is conducting two survey’s; one concerning short term rentals and the other concerning changing/updating the City Seal. Congratulated Mark Trujillo, Maintenance Park Superintendent, on his retirement. Mark worked for the City for 32 years. Ken Berkman, Public Works Director, gave an update on both the Center St. Water Main Replacement Project and the Sewer Pump Plants 1 & 7 Project at Acacia Park.

H. REPORTS – CITY ATTORNEY – Stated the Top Golf item will brought to Council at the August 15, 2017 meeting and mentioned the Plaza El Segundo Project; an amendment to the Development Agreement and changes to the C4 Zone proposed by the developer will go before the Planning Commission in August.

I. REPORTS – CITY CLERK
13. Consideration and possible action regarding Introduction of an Ordinance consolidating future stand-alone municipal elections in the City with statewide November even year elections to comply with the California Voter Participation Rights Act (California State Senate Bill 415).
   (Fiscal Impact: Estimated Savings of $20,000.00)

Mayor Fuentes introduced the item.

Tracy Weaver, City Clerk and Mona Shilling, Deputy City Clerk II gave a presentation.

Council consensus to return in August with two possible options; 1) Stand-alone election in April 2018 and consolidate with Los County in November 2020 and 2) Stand-alone elections in both April 2018 and 2020 and consolidate with Los Angeles County in November 2022.

J. REPORTS – CITY TREASURER – Not Present

K. REPORTS – CITY COUNCIL MEMBERS

Council Member Brann – Attended the Chamber Mixer at Chevron Park last week and attended the Ribbon cutting for The Chan Soon-Shiong Institute for Medicine in El Segundo.

Council Member Pirsztuk – Thanked staff for their time and participation in the recent Strategic Planning Session held on July 11, 2017.

Council Member Dugan – No report

Mayor Pro Tem Boyles – Mentioned that he would like staff to present a report in 6 months concerning the Accessory Dwelling Units, would like an Environmental Impact statement added to all policy decisions brought before Council and would like the Police Department and Chief Whalen to revisit the Clutter's Bluff situation.

Mayor Fuentes – Thanked all for attending and participating in the recent Strategic Planning Session held on July 11, 2017, attended the recent Chamber Mixer at Chevron Park, attended the Ribbon cutting for the Chan Soon-Shiong Institute for Medicine in El Segundo, representing El Segundo, the Mayor attended a banquet honoring Mayor Cheng, the Mayor of Tawain, attended 2 meeting concerning Vista Del Mar, one meeting was attended by Supervisor Janice Hahn, who has jurisdiction over the area, invited the everyone to the Centennial Carnival to be held on Sunday, August 27, 2017 at Chevron Park, tickets are now on sale at Recreation and Parks Check Out and mentioned the Disaster Preparedness Council met that morning.

PUBLIC COMMUNICATIONS – (Related to City Business Only – 5 minute limit per person, 30 minute limit total)
Jack Axelrod, resident, commented on items of concern.
MEMORIALS – None

Council moved back in to Closed Session at 7:51 PM

ADJOURNMENT at 8:55 PM

Tracy Weaver, City Clerk
AGENDA DESCRIPTION:
Consideration and possible action to re-appoint Elyse Beardsley to the South Bay Workforce Investment Board (SBWIB). (Fiscal Impact: None)

RECOMMENDED COUNCIL ACTION:
1. Ratify the El Segundo Chamber of Commerce nomination to re-appoint Elyse Beardsley to seat #18 of the SBWIB;
2. Request the City Clerk to forward a certified copy of Council's action to the SBWIB;
3. Alternatively, discuss and take other action related to this item.

ATTACHED SUPPORTING DOCUMENTS:
Letters of request from the El Segundo Chamber of Commerce, dated July 1, 2017 and a letter of request from SBWIB dated July 3, 2017

FISCAL IMPACT: $

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STRATEGIC PLAN:
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<th>Goal:</th>
<th>1</th>
<th>Enhance Customer Service Engagement</th>
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<td>Objective:</td>
<td>1</td>
<td>The City is available as a virtual City with online services that are convenient &amp; efficient for all residents and businesses</td>
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PREPARED BY: Mishia Jennings, Executive Assistant
REVIEWED BY: 
APPROVED BY: Greg Carpenter, City Manager

BACKGROUND & DISCUSSION:
The South Bay Workforce Investment Board (SBWIB) provides guidance for programs administered under the Federal Workforce Investment Act, under a Joint Powers Agreement (JPA), for the eight cities of El Segundo, Gardena, Hawthorne, Hermosa Beach, Inglewood, Lawndale, Manhattan Beach and Redondo Beach. The JPA is the instrument that allows the cities to pool and utilize available federal funds. Pursuant to the amended JPA dated May 16, 2002, Section 3, Sub-Part 3 of Section 4 of Agreement No. 83-100 requires that each of the SBWIB member cities shall appoint at least two private-sector employees, to serve on the SBWIB as representative of their respective cities' private-sector businesses. The process specified by the JPA requires that nominees originate from a business group. Historically, the chambers of the member cities are the business group. The chambers nominate a business representative to the SBWIB, which nomination is then ratified by the respective city council.
July 1, 2017

Honorable Mayor Fuentes and City Council
City of El Segundo
350 Main Street
El Segundo, CA 90245

Dear Honorable Mayor Fuentes and Members of the City Council:

On behalf of the Board of Directors of the El Segundo Chamber of Commerce, please accept the nomination of the following individual to be appointed to serve on the South Bay Workforce Investment Board for the 4-year term of office commencing July 1, 2017, as a representative of the El Segundo business private-sector:

Elyse Beardsley, Owner, Industrial Lock & Security, to serve the 4-year term of office from July 1, 2017 to June 30, 2021.

Thank you for your acceptance.

Sincerely,

Marsha Hansen

Marsha Hansen
President/CEO
July 3, 2017

Mr. Greg Carpenter, City Manager
City of El Segundo
350 Main Street,
El Segundo, CA 90245

Dear Mr. Carpenter:

Currently, there is one El Segundo business private sector vacancy on the South Bay Workforce Investment Board (SBWIB), which needs to be filled. The term of office for this seat, will take effect on July 1, 2017 and will expire on June 30, 2021.

On July 1, 2017, the El Segundo Chamber of Commerce re-nominated Ms. Elyse Beardsley Owner of Industrial Lock & Security, to fill the El Segundo Business Private Sector Seat. We are requesting that the Mayor and City Council please initiate the process to re-appoint Ms. Beardsley at the City of El Segundo’s next regularly scheduled City Council Meeting or at your earliest convenience.

Your cooperation in this matter is greatly appreciated. If you have any questions or require assistance, please contact me, or my assistant, Sha’Ron Berry, at (310) 970-7700. Thank you!

Sincerely,

Jan Vogel
Executive Director

Attachments

JAN VOGEL
EXECUTIVE DIRECTOR
AGENDA DESCRIPTION:
Consideration and possible action to approve the use of the City of El Segundo logo and vehicle graphics of the El Segundo Fire and Police Departments on a new special edition “Hot Wheels” die-cast replica toy fire and police vehicles to be designed and produced by Mattel, Inc. (Fiscal Impact: None)

RECOMMENDED COUNCIL ACTION:
1. Authorize the City Manager to execute a License Agreement with Mattel, Inc., in a form approved by the City Attorney, to allow the use of the City of El Segundo logo and vehicle graphics of the El Segundo Fire Department for production of die-cast replica toy fire vehicles;
2. Alternatively, discuss and take other action related to this item.

ATTACHED SUPPORTING DOCUMENTS:
1. Mattel Licensing Agreement with Exhibits

FISCAL IMPACT: None

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STRATEGIC PLAN:

Goal: 5a El Segundo promotes economic growth and vitality for businesses and the community
Objective: 1 The City promotes economic growth through a range of programs, PR, marketing and communication strategies

ORIGINATED BY: Carol Lynn Anderson
REVIEWED BY: Christopher Donovan
APPROVED BY: Greg Carpenter

BACKGROUND AND DISCUSSION:
Mattel, Inc. is proposing to manufacture a “Hot Wheels” toy version of an El Segundo Fire and Police Department vehicles. They are requesting permission to use the El Segundo Fire Department, and El Segundo Police Department names and graphic images of the City of El Segundo logo. The City will not receive any profits made from this production. The City retains the right to purchase units at wholesale price. A production pilot sample will be delivered to the City Manager for inspection and approval prior to actual production. The City and Fire Department will benefit from the public relations and promotional value of the toys.
LICENSE AGREEMENT

THIS AGREEMENT SUPERSEDES AND REPLACES THAT CERTAIN LICENSE AGREEMENT DATED JUNE 26, 2007, FOR THE EL SEGUNDO POLICE DEPARTMENT PROPERTY (AGREEMENT NO. 3746), AND THAT CERTAIN LICENSE AGREEMENT DATED SEPTEMBER 19, 2016, FOR THE EL SEGUNDO FIRE DEPARTMENT AND RESCUE VEHICLES PROPERTY, AND ANY AMENDMENTS THERETO BETWEEN LICENSOR AND LICENSEE FOR THE TERM UNDER THIS AGREEMENT.

THIS LICENSE AGREEMENT (the “Agreement”) is made and entered into as of August 01, 2017, (the “Effective Date”) by and between City of El Segundo, a California municipal corporation having its principal place of business at 350 Main Street, El Segundo, California 90245 (hereinafter referred to as “Licensor”) and Mattel, Inc., a corporation organized under the laws of the State of Delaware, having a principal place of business at 333 Continental Boulevard, El Segundo, California 90245-5012 (hereinafter referred to as “Licensee”).

WITNESSETH:

WHEREAS, Licensor represents and warrants that it is the owner of various trademarks, copyrights and other proprietary rights in and to the Property as set forth below; and

WHEREAS, Licensee is engaged in the business of manufacturing and selling toys and games and other consumer products; and

WHEREAS, Licensee desires to use certain of Licensor’s trademarks, copyrights, and other intellectual property in the manufacturing and distribution of Licensee’s products, and

WHEREAS, Licensor is willing to license Licensee the right to use certain of Licensor’s trademarks, copyrights, and other intellectual property in the manufacturing and distribution of Licensee’s products under the terms set forth in this Agreement.

NOW, THEREFORE, for and in consideration of the mutual covenants and agreements contained herein and other good and valuable consideration, receipt of which is hereby acknowledged, it is hereby agreed as follows:

1. **Grant of Rights.** Licensor hereby grants to Licensee a non-exclusive royalty-free worldwide license to use the trademarks, tradenames, copyrights, designs, logos and likenesses including names, accessories and other visual or identifying representations associated with El Segundo Police Department and the El Segundo Fire Department and Rescue Vehicles (hereinafter referred to as the “Licensed Property”), and depicted in the attached exhibits, in conjunction with the manufacture, marketing, distribution, promotion and sale of vehicle replicas in any size, scale and material, including, without limitation, die-cast vehicle replicas with or without plastic parts, plastic replicas and innovation replicas (motorized or non-motorized), battery powered ride-ons, related play sets and accessories (hereinafter referred to as the “Licensed Products”). In accordance with El Segundo Municipal Code Section 1-3-3, Licensor agrees that Licensee’s use of Licensor’s Seal is, in part, to advertise the City of El Segundo and, in doing so, encourage tourism and other economic development. The rights granted herein shall apply to all channels of
distribution, including without limitation, direct marketing to consumers, the Internet and online marketing and sale. In addition to the foregoing rights, Licensor herein grants to Licensee the right to use the name, nickname, likenesses and visual or identifying representations of the Licensed Property in connection with the marketing and sale of the Licensed Products, including in advertising, selling, packaging and promotional and publicity materials relating to the Licensed Products.

2. **Term.** This Agreement shall become effective on the date first written above and shall continue in effect for a term expiring on December 31, 2020, Licensee, in its sole discretion, shall have the option to renew this Agreement for two additional one-year periods, by written notice given to Licensor at least sixty (60) days prior to the expiration of the then current term.

3. **Approvals.** In the event that Licensee does manufacture Licensed Products, then Licensee shall submit to Licensor electronic “e-sheet” (e.g. jpeg) samples of each Licensed Product (including packaging and artwork) to the City Manager for approval. Licensor shall have ten (10) business days to approve or disapprove the electronic “e-sheet” samples, which Licensor shall not unreasonably delay. In any event, the failure by Licensor to provide written approval/disapproval within ten (10) business days shall be deemed approved.

4. **Legal Notice.** Licensee agrees to affix a legal notice on the packaging and other materials that incorporate the Licensed Property in order to denote Licensor’s trademark and/or copyright in materials that incorporate the Licensed Property. The legal notice when used on the Licensed Products may be abbreviated in accordance with legal requirements and as space permits. Subject to Licensor's exclusive rights to the Licensed Property, Licensee is expressly permitted to apply to the Licensed Products any trademarks, artwork and designs that it selects and to apply appropriate patent, trademark and/or copyright notices. All such trademark and copyright notices shall be in the name of Licensee, subject to the Licensor's exclusive rights to the Licensed Property.

5. **Licensed Product Samples.** In the event that Licensee does manufacture Licensed Products, then, in full consideration for the rights granted to Licensee hereunder, Licensee agrees to furnish Licensor with two-hundred (200) units of each single pack of such Licensed Products, where such Licensed Products are featured, at no charge, shipping and handling included. Licensee shall not be required to furnish to Licensor units of any SKU (Stock-keeping Unit, the identification number assigned to individual products) of any Licensed Products unless Licensee has completed a full and final production run for such SKU. No inadvertent failure of Licensee to provide any such Licensed Products to Licensor shall be deemed a breach of this Agreement, provided that, to the extent reasonably possible and provided that such Licensed Products are currently being manufactured, Licensee shall retrospectively provide such Licensed Products upon notice from Licensor of Licensee’s failure to do so. Notwithstanding the foregoing, Licensee shall have no duty to manufacture and/or sell any Licensed Products or to otherwise exploit the rights granted herein. Upon request and subject to availability and in reasonable quantities, Licensor has the right to purchase additional quantities of the Licensee’s products at Licensee’s best wholesale price.

6. **Ownership.** Licensee acknowledges that nothing contained in this Agreement is intended as an assignment or grant to Licensee of any right, title or interest in or to the Licensed Property or the goodwill attached thereto. Licensor shall at all times remain the owner of any and all of the Licensed Property created by Licensor and used by Licensee in connection with the
Licensed Products. Licensee shall own all intellectual property rights embodied in the Licensed Products excluding the Licensed Property.

7. **Representations and Warranties: Indemnity.** Licensor represents and warrants to Licensee that it is the sole owner of the Licensed Property and that it has the full power and authority to enter into this Agreement. Licensor agrees to indemnify Licensee against any loss and expense including its reasonable attorneys’ fees arising out of any claims, demands, or actions that may be instituted against Licensee by reason of any claim of a superior right to any element of the Licensed Property. Licensee agrees that the Licensed Products shall be of a standard of quality as high as that of other similar Licensee products as of the date of this Agreement. Licensee agrees to indemnify Licensor against all third party claims arising out of its marketing or sale of the Licensed Products, including claims for personal injury, except that Licensor shall be solely responsible for any claims based upon use of the Licensed Property as permitted by this Agreement. Licensee shall have the right to control the defense and settlement of any such third party claims.

8. **Termination; Effect of Termination.** Either party may terminate this Agreement in the event that the other party materially breaches the terms of this Agreement or any of the warranties or representations made herein, provided that the non-breaching party provides the breaching party with written notice of such default and sixty (60) days within which to remove or cure such default. If there is no removal or cure of the default within such period, the Agreement may then be immediately terminated by the non-breaching party. Upon expiration or earlier termination of this Agreement, Licensee agrees to discontinue all use of the Licensed Property, except that Licensee shall continue to have the right to sell off all existing inventory bearing the Licensed Property, whether completed or in the process of manufacture, for a period of six (6) months after expiration or early termination.

9. **Assignment.** Licensee and its subsidiaries may sublicense or assign among themselves and to their entities any and all of their rights and obligations hereunder. Licensee shall remain directly and primarily obligated under all the provisions of this Agreement and any default of this Agreement by its subsidiaries shall be deemed a default by Licensee hereunder.

10. **Notices.** All notices wherever required in this Agreement shall be in writing and sent by facsimile, certified mail or overnight delivery and shall be deemed given when sent or mailed.

11. **Severability.** If any provisions of this Agreement are for any reason declared to be invalid, the validity of the remaining provisions shall not be affected thereby.

12. **Governing Law.** This Agreement and each and every one of its provisions shall be interpreted under the laws of the State of California.

13. **Entire Agreement.** This Agreement represents and expresses the entire agreement of the parties and supersedes all prior agreements, representations and understandings (whether written or oral) between the parties concerning the subject matter hereof. An amendment or modification of a term or condition of this Agreement must be in writing duly executed by both parties.
14. **Counterparts.** This Agreement may be executed in any number of counterparts and by facsimile or scanned email attachments, each of which will be deemed an original, but all of which together will constitute one instrument.

IN WITNESS WHEREOF, the parties hereto have executed this Agreement as of the day and year first written above.

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**CITY OF EL SEGUNDO**

Greg Carpenter,  
City Manager

**MATTEL, INC.**

Todd Piccus  
V.P. Legal & Business Affairs

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**ATTEST:**

Tracy Weaver,  
City Clerk

**APPROVED AS TO FORM:**

Mark D. Hensley,  
City Attorney
Consideration and possible action to authorize the City Manager to execute a contract amendment with The Phelps Group (dba Phelps) for expanded economic development and hospitality and tourism marketing services. (Fiscal Impact: FY 16-17 - $565,000 in Economic Development Division Advertising and Publishing budget and Chevron Grant Fund expenditures.)

1. Authorize the City Manager to execute a contract amendment with The Phelps Group (dba Phelps), 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.

Scope of Work

Goal: Champion Economic Development & Fiscal Sustainability

Objective: Implement a comprehensive economic development strategy to ensure the City encourages a vibrant business climate that is accessible, user-friendly and welcoming to all residents, businesses, and visitors.

FISCAL IMPACT:

<table>
<thead>
<tr>
<th>Amount Budgeted FY 16-17:</th>
<th>$565,000</th>
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<tbody>
<tr>
<td>Amount Budgeted FY 17-18:</td>
<td>$0</td>
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<tr>
<td>Additional Appropriation:</td>
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<td>Account Numbers:</td>
<td>001-400-2401-6201 (ED Advertising and Publishing) 702-200-2401-2609 (Chevron Grant Fund)</td>
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</table>

ORIGINATED BY: Barbara Voss, Economic Development Manager
REVIEWED BY: Greg Carpenter, City 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 hospitality and tourism marketing fund to increase hotel occupancy and stimulate related visitor-serving businesses.

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. Due to a potential conflict of interest and delays in receiving feedback and guidance from the California Fair Political Practices Commission, the implementation of the marketing program was delayed.

At the February 7, 2017 City Council Meeting, City Council directed staff to identify a firm to provide interim economic development and hospitality and tourism marketing services. The budget for these interim marketing services was $25,000. Staff and the EDAC Chair interviewed four firms, reviewed proposals, and recommended the top two firms for a second interview with the City Manager and EDAC marketing committee. The second round of interviews took place on February 24th and the committee selected Phelps, a full-service marketing firm.

On March 13, 2017, the City entered into an agreement with Phelps to provide interim economic development and hospitality and tourism marketing services. The scope of work for that agreement was complete on May 1, 2017. On May 2, 2017 City Council authorized the City Manager to approve a contract amendment with Phelps for $60,000.00 for continued marketing services. At that time staff agreed to develop a scope of work and proposal and return to City Council with a longer term marketing program.

At the July 19th, 2017 EDAC meeting, Phelps presented a draft budget for the remainder of FY 16-17 and all of FY 17-18. EDAC agreed that the proposal would be reviewed and discussed in greater detail by the EDAC marketing committee and moved to have the recommendation of the marketing committee act at the recommendation for all of EDAC. The EDAC marketing committee met on July 20th, 2017.

EDAC (via the marketing committee) recommended an annual budget for the remainder of FY 16-17 of $117,000.00 and an annual budget for FY 17-18 of $448,000 for ongoing economic development and hospitality and tourism marketing. In 2016 and 2017, the City received an economic development grant of $200,000.00 and $185,000.00 respectively from Chevron Products Company. Staff recommends that these funds be utilized to continue and enhance the existing economic development marketing efforts with focus on commercial and industrial business attraction.

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 hospitality and tourism marketing effort (hotel, retail, restaurants, arts/culture and recreation), and;
- Ensure one "voice" for all economic development and hospitality and tourism marketing efforts.

This comprehensive outreach strategy will be achieved using a fully integrated campaign, including: new collateral materials, enhanced public relations, special events, enhanced social media engagement, paid search and paid social media, digital advertising, account strategy and analytics, and account leadership services.

Staff requests City Council to formally authorize the City Manager to approve a contract amendment
with The Phelps Group (dba Phelps) in a form approved by the City Attorney, for $565,000.00 for marketing services to include hospitality and tourism and economic development marketing. A complete scope of work is attached.
City of El Segundo

Integrated Marketing Communications
Scope of Work
FY17 (August – September 2017)
FY18 (October 2017 – September 2018)

Prepared for Barbara Voss
July 27, 2017

© 2017 Phelps
The following Scope of Work (SOW) details services and deliverables based on our current understanding of your marketing needs and goals. This document is intended to align our planned services on your behalf and to provide a budget estimate for required efforts, in order to achieve defined objectives and deliverables.

I. Situation Analysis

The City of El Segundo is currently engaged in marketing and branding efforts aimed to drive awareness and interest in support of two initiatives: new business attraction ("NBA") and hospitality and tourism ("HT"). The ultimate goal being to stimulate related business- and visitor-serving businesses and increase tax revenue. Marketing support is needed to increase the momentum of the NBA efforts to date and develop a strong foundation and plan for HT.

II. Marketing Goals

NBA:
- Highlight the competitive advantages of doing business in El Segundo to potential targets
- Grow awareness of the city’s offerings among brokers, developers and targeted business industries
- Build positive word-of-mouth and endorsements from influencers

HT:
- Establish El Segundo as a “go-to” destination for LAX-bound travelers and Angeleno day-trippers, complete with the latest in hotels, restaurants, retailers and attractions
- Increase interest in the amenities of the greater community by business travelers
- Build positive word-of-mouth and endorsements from influencers

III. Target Audiences

Primary Target: Commercial and industrial real estate brokers, current and potential business owners, foreign direct investment

Secondary Target: business travelers, LAX-bound tourists, Angelenos
IV. Integrated Marketing Services

Phelps has outlined the following impactful and budget conscious integrated marketing tactics for August 1, 2017 through September 30, 2018.

- **Public and Media Relations**
  A strategic approach is needed to bring El Segundo top-of-mind to key reporters and influencers in Los Angeles and beyond for NBA and HT. With so many great stories to be told; outlets and angles can be tailored to capture the attention of the journalists and influencers, while keeping El Segundo considered for future stories. Media relations can be utilized to tell multiple stories across a variety of outlets.

**Press Materials:**
Refresh and update key press materials, as needed.
- Industry-specific one sheets and media fact sheets
- Gather assets such as photos, videos, graphs, logos
- Create press releases, media alerts and new business announcements

**Media Lists:**
Phelps will refine targeted media lists for use in strategic and proactive outreach to the consumer and trade media in Los Angeles and other key markets. The agency’s tools include Cision, a media database and editorial calendar subscription service; ProfNet, which provides daily leads from working journalists looking for resources; and Buzzstream, an influencer search database.

**Media Pitches:**
Develop timely, compelling and newsworthy pitches, both angle and outlet focused. Optimize immediate story prospects and cultivate longer lead media opportunities.

**Events, Local Media FAMs and Relationship Building:**
- Develop and execute 3-5 local media and influencer events/FAMs
- Pursue possible partnership opportunities for international and national media FAMs

**Deliverables:** Monthly reporting of media outreach efforts and status, recap of coverage results with channel metrics.
Includes purchase of 5-10 broadcast clips (up to a maximum of $750).

**Budget:** $10,000 per month (14 months)
• **Paid Search**
  
  - Develop a campaign focused on LA and key markets throughout California and other states, with agreed upon search terms for NBA (directing to elsegundobusiness.com) and HT audience when HT website is live
  - Includes discovery of competitive spend, strategy and creative, goal setting, copywriting, performance monitoring and ongoing optimization
  - KPIs for NBA are inquiry form completions, SOAR email newsletter sign-ups, Smart Business Move guide pdf downloads
  - KPIs for HT are TBD

  **Deliverables:** Monthly performance reporting

  **Service Budget:** $2,000 per month (NBA: 14 months); $2,000 per month (HT: estimated 9 months)
  **Paid Media Budget:** $4,000 per month (NBA: 14 months); $4,000 per month (HT: estimated 9 months)

• **Paid Social**

  - HT-focused paid Facebook campaign, to commence when HT site is live
  - Includes discovery of competitive spend, strategy and creative, goal setting, copywriting, development and management of image library (existing photo assets and purchase of up to $250 royalty-free stock images), targeted performance monitoring and ongoing optimization

  **Deliverables:** Monthly performance reporting

  **Service Budget:** $2,000 per month (estimated 9 months)
  **Paid Media Budget:** $1,000 per month (estimated 9 months)

• **Owned Social**

  - NBA- and HT-focused Facebook and LinkedIn campaign
  - Includes topic recommendations, copywriting, photo/video asset management, monthly calendaring, daily/semi-daily posting, ongoing engagement monitoring

  **Deliverables:** Monthly content calendar and performance reporting

  **Budget:** $2,000 per month (14 months)
• **SOAR Email Newsletter**
  - Content strategy, copywriting, photo asset management, updating of existing layout for each issue with new content, list management, link tagging for tracking, email blasting, monitoring and reporting for each issue
  - Includes email distribution hard costs ($5 per send + $.015 per email)

  Budget: $2,500 each (12 issues)

• **Website Management**
  - Update key facts and information as needed on El SegundoBusiness.org and new HT site
  - Ongoing website functionality monitoring and troubleshooting on both sites
  - NBA site hosting (elsegundobusiness.com) at $150 per month, according to current hosting agreement
  - Consulting on development of new HT site
  - Transfer of HT site hosting to Phelps, as needed
    - Separate HT site hosting agreement to be developed at time of launch with fee to be determined based on site size and traffic. Up to $150/month included in budget below.

  Budget: $2,000 per month (NBA: 14 months); $2,000 per month (HT: estimated 10 months)

• **HT Research, Brand Positioning, Communications Plan**
  - Stakeholder and target discovery:
    - 6 stakeholder interviews (EDAC HT task force, city officials, hotels, restaurants/retail/attractions, arts, residents)
      - Note: Client to provide potential participant list and venue, and facilitate invites
    - Competitive research
    - Third party research on audience and hospitality/tourism trends
    - Online survey/intercept - 3 target audiences: business and leisure travelers, Angelenos
      - Includes online survey hard costs
  - Brand positioning and key messaging:
    - Final report of research findings to be developed including key messaging points for each target audience, communicating the brand proposition and arranged in hierarchy
    - Includes up to two client presentations of same
  - Communications plan:
    - Express customer journey with key touchpoints along the way that will inform, engage and inspire our targets
    - To include recommended communication tactics that will best deliver our new creative message and determine gaps in terms of consumer perceptions and behaviors to assess how our campaign can motivate consumers to consider El Segundo

  Deliverables: Written research report and up to two client presentations of same, written communications plan. To be completed by 9/30/17.

  Budget: $25,000 (Stakeholder and Target Discovery); $5,000 (Brand Positioning and Key Messaging); $3,000 (Communications Plan)
• **HT Creative Concepting and Collateral**
  - Creative concepting for HT look and feel, based on brand positioning and leveraging existing El Segundo logo and assets
  - Develop one El Segundo HT-focused map/brochure
    - Final execution TBD. Will be a combination of map including all tourism destinations and areas of interest (hotels, restaurants, retail, attractions, points of interest, parking, etc.) and listings of events and visitor amenities
    - To be coordinated with stakeholders and city officials
    - Includes 1-2 concepts, based on client input, and 3 rounds of review
      - Note: Client to provide complete business list and contact information. Does not include printing or distribution.

  Deliverables: One print-ready layout and one pdf version for posting to HT site and electronic use. To be completed by 9/30/17.

  Budget: $12,000

• **Account Leadership, Strategy and Management**
  - Account management of all activities pertaining to the above referenced services including team management, client meetings, recommendations, communications, correspondence, budget management, estimating and scope development for planned initiatives
  - Ongoing strategic counsel for all marketing efforts
  - Stewardship of the brand to ensure consistent and appropriate messaging, content and environment
  - Attendance with client at stakeholder and committee meetings, as needed
  - Regular status meetings and reporting

  Budget: $8,000 per month (14 months)

• **Event Management**
  - Includes management of press conferences, partner events and Champions of Business (2017 & 2018)
  - Champions of Business:
    - Creative updating and execution of 5 emails (Save the Date, Invitation, Sold Out, Sponsor Thank You, Event Thank You); event digital & physical signage design; program design and event program collaboration with committee
  - Does not include hard costs, printing or new creative design/graphics for Champions of Business 2018

  Budget: $25,000
V. Measurement and Assessment

Program elements have built-in measurements in order to assess those components that are most successful. Measurement and reporting will include the following:

- Earned media placements and readership: Recap of coverage and reach in key online sites and blogs, national and regional magazines, newspapers and any broadcast segments
- Social media and paid search metrics and reporting: impressions, clicks CTR, CPC, engagement rate, most viewed/searched terms, recommendations for optimization

VI. Client Participation

A key benefit of Phelps is the personal approach, responsiveness and commitment to excellence that we provide our clients. Our strong, talented team of marketing experts service our clients’ needs across all disciplines of an integrated marketing communications plan. To meet the project goals, we anticipate the following client participation:

- **Access**: express with your team the importance of working with us, encourage your associates to proactively provide resources, time, knowledge, ideas and vision
- **Availability**: marketing is deadline oriented, please set aside time to be available, provide approvals and decisions, as needed
- **Alerts**: keep us apprised of anything that may materially affect the success of the project
- **Brainstorming**: bring all your ideas to the table, they could translate into marketing concepts
- **Feedback**: always let us know immediately if there is something we can improve upon and we request your response to our client satisfaction surveys to allow us to continuously improve our processes and relationships on your behalf
- **Over communication**: provide us with plenty of information on your organization at all times, it will help us create a more attractive and stronger picture of your brand
- **Respect**: mutual consideration of confidential and other proprietary materials and approaches
VII. Budget

Based on the scope outlined, the following budget is recommended:

FY17 (August – September 2017):
- Public & Media Relations: $20,000
- Paid Search: $12,000
- Owned Social: $4,000
- SOAR Newsletter: $5,000
- Website Management: $4,000
- Stakeholder and Target Discovery: $25,000
- Brand Positioning and Key Messaging: $5,000
- Communications Plan: $3,000
- Creative Concepting and Collateral: $12,000
- Account Leadership, Strategy and Management: $12,000
- Event Management: $15,000
- TOTAL: $117,000

FY18 (October 2017 – September 2018):
- Public & Media Relations: $120,000
- Paid Search: $126,000
- Paid Social: $27,000
- Owned Social: $24,000
- SOAR Newsletter: $25,000
- Website Management: $44,000
- Account Leadership, Strategy and Management: $72,000
- Event Management: $10,000
- TOTAL: $448,000
Terms: Services to be billed monthly, with Net 30 terms, per the terms of the Professional Services Agreement.

All services related to FY19 (October 1, 2018-September 30, 2019) not specifically listed in this document will be billed separately under another scope to be determined.

This is a budget allocation recommendation. The amount of additional research, strategy sessions, revisions and timing, will impact the budget. Budget assumes rounds of revisions as defined herein. It is flexible based on client requirements, timeline and deliverables. Any changes to scope may incur additional budget and impact schedule.

Incidentals and hard costs are not included, unless as specified. Incidentals may include materials, research, market data, stock photography, fonts, photo shoots, production crews, talent, voiceover, edit bay fees, language translation, webtools, e-communication distribution, shipping, delivery, travel, printing, tax, third-party costs, and other related expenses. Any incidental exceeding $500 will be estimated separately for approval.

VIII. Acceptance and Signature

This Scope of Work may be signed in counterparts, each of which shall be deemed an original. This Scope of Work is governed under by the terms and conditions of the Professional Services Agreement entered into by and between the parties.

The contents of this document are considered confidential in nature and protected under The Phelps Group as proprietary information. Any use of this material without consent or engagement is strictly prohibited.

The parties have caused this Scope of Work to be executed by their duly authorized representatives as identified below.

<table>
<thead>
<tr>
<th>CITY OF EL SEGUNDO</th>
<th>THE PHELPS GROUP (DBA PHELPS)</th>
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<tr>
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AGENDA DESCRIPTION:
Consideration and possible action to direct staff to add an Environmental Impact statement to all policy decisions brought before the City Council (Fiscal Impact: None)

RECOMMENDED COUNCIL ACTION:
1. Discuss whether or not an Environmental Impact statement should be included in all staff reports and what it should consist of;
2. Direct staff to provide the required language in future staff reports, if desired by Council; or,
3. Alternatively, discuss and take other possible action related to this item.

ATTACHED SUPPORTING DOCUMENTS:
None

FISCAL IMPACT: No
- Amount Budgeted: $0
- Additional Appropriation: N/A
- Account Number(s): N/A

STRATEGIC PLAN:
- Goal: N/A
- Objective: N/A

ORIGINATED BY: Ken Berkman, Director of Public Works
REVIEWED BY: Greg Carpenter, City Manager
APPROVED BY: Greg Carpenter, City Manager

BACKGROUND AND DISCUSSION:
Mayor Pro Tem Boyles has requested the City Council consider directing staff to add an Environmental Impact statement to all staff reports brought before the City Council. Direction is required to determine if this would be required of all staff reports or be focused on broader policy decisions, which could range from considerations of Personnel policies, approval of the Capital Improvement Program or the purchase of a piece of equipment, and many others.

Once applicability is determined, an “Environmental Impact” section could be added to staff reports and either left open-ended for staff to complete, or a level of impact could be assigned along with an explanation, for example “Considerable, Moderate, Light, or None”.

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