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, FEBRUARY 20, 2018 – 5:00 PM
CLOSED SESSION CANCELLED

REGULAR MEETING OF THE EL SEGUNDO CITY COUNCIL
TUESDAY, FEBRUARY 20, 2018 - 7:00 P.M.

7:00 P.M. SESSION

CALL TO ORDER

INVOCATION – Pastor Lee Carlile, United Methodist Church

PLEDGE OF ALLEGIANCE – Council Member Brann
PRESENTATIONS

a) Presentation – Treasury's Quarterly Investment Portfolio Report

b) Presentation – National Engineer's Week

c) Presentation – Overview of LA Impact

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)

1. Consideration and possible action to open the Public Hearing and receive testimony concerning adopting a Resolution approving fee increase for Golf Course and Driving Range at The Lakes at El Segundo (400 S. Sepulveda Blvd.) as recommended by the Golf Course Subcommittee and Recreation and Parks Commission.
   (Fiscal Impact: Estimated Annual Revenue Increase of $65,000-$70,000 to Golf Course Enterprise Fund)
   Recommendation – 1) Open the public hearing and hear testimony regarding the proposed new fees for The Lakes at El Segundo; 2) Close the public hearing and adopt the proposed Resolution approving the new fee schedule; 3) Alternatively, discuss and take other possible action related to this item.

C. UNFINISHED BUSINESS

2. Consideration and possible action to receive the quarterly update of the Capital Improvement Program.
   (Fiscal Impact: $0)
   Recommendation – 1) Receive and file the FY 17/18 1st Quarter Update on the Capital Improvement Program; 2) Alternatively, discuss and take other possible action related to this item.

D. REPORTS OF COMMITTEES, COMMISSIONS AND BOARDS

3. Consideration and possible action to provide direction to staff and The Lakes RFP Task Force related to finalizing the Request for Proposals for The Lakes at El Segundo Site (400 S. Sepulveda Blvd.).
   (Fiscal Impact: None)
   Recommendation – 1) Provide direction to staff and The Lakes RFP Task Force to finalize the Request for Proposals for The Lakes at El Segundo Site (400 S. Sepulveda Blvd.); 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.
4. Warrant Numbers 3019913 through 3020098 and 9000244 through 9000280 on Register No. 9 in the total amount of $578,933.20 and Wire Transfers from 1/29/18 through 2/11/18 in the total amount of $867,896.75.

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.

5. Regular City Council Meeting Minutes of February 6, 2018.

Recommendation – Approval

6. Consideration and possible action to authorize the City Manager to transfer $9,838 of funds from the General Plan Maintenance reserve to the Planning and Building Safety Department’s Fiscal Year FY 2017/18 “professional/technical service charges” budget category.

(Fiscal Impact: $9,838.00)

Recommendation – 1) Authorize the City Manager to transfer $9,838 of funds from the General Plan Maintenance reserve to the Planning and Building Safety Department’s Fiscal Year FY 2017/18 “professional/technical service charges” budget category; 2) Alternatively, discuss and take other possible action related to this item.

7. Consideration and possible action regarding approval of an amendment to the Robert Half International, Inc. (dba Accountemps) agreement number 4810 for temporary staffing in the Finance Department.

(Fiscal Impact: $200,000.00)

Recommendation – 1) Authorize City Manager to execute an agreement amendment, in a form approved by the City Attorney, with Accountemps, for additional temporary staffing; 2) Alternatively, discuss and take other possible action related to this item.

8. Consideration and possible action to adopt a resolution adopting the Environmental Committee By-Laws.

(Fiscal Impact: None)

Recommendation – 1) Adopt a resolution adopting Environmental Committee’s proposed By-Laws; 2) Alternatively, discuss and take other possible action related to this item.
9. Consideration and possible action adopting an ordinance amending Title 1, Chapter 3 of the El Segundo Municipal Code adopting a City Council-approved City Logo and establishing rules for its use.  
( **Fiscal Impact: None**)

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

F. **NEW BUSINESS**

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 –

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: 2/14/18
TIME: 12:30pm
NAME: [Signature]
AGENDA DESCRIPTION:
Presentation of Investment Portfolio Report
(Fiscal Impact: None)

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

ATTACHED SUPPORTING DOCUMENTS:
Investment Portfolio Report – December, 2017

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

STRATEGIC PLAN:
- Goal: 5 Champion Economic Development & Fiscal Sustainability
- Objective: 3 The City will maintain a stable, efficient, and transparent financial environment

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

BACKGROUND AND DISCUSSION:
The Treasury Department presents the December, 2017 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: February 20, 2018

From: Office of the City Treasurer

To: El Segundo City Council

RE: Investment Portfolio Report – As of December 31, 2017

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 December 31, 2017 are as follows:

<table>
<thead>
<tr>
<th>Security Type</th>
<th>Cost</th>
<th>Market value</th>
<th>Market % of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Government</td>
<td>19,840,503.55</td>
<td>19,691,958.00</td>
<td>25.23%</td>
</tr>
<tr>
<td>Corp. Bonds</td>
<td>6,933,786.02</td>
<td>6,873,261.42</td>
<td>8.81%</td>
</tr>
<tr>
<td>CD’s</td>
<td>11,714,638.95</td>
<td>11,629,701.20</td>
<td>14.90%</td>
</tr>
<tr>
<td>Union Bank Trust</td>
<td>38,488,927.52</td>
<td>38,194,920.62</td>
<td>48.95%</td>
</tr>
<tr>
<td>Plaza Bank CBD</td>
<td>5,000,000.00</td>
<td>5,000,000.00</td>
<td>6.41%</td>
</tr>
<tr>
<td>LAIF Immediate</td>
<td>16,596,380.08</td>
<td>16,596,380.08</td>
<td>21.27%</td>
</tr>
<tr>
<td>LAIF Sr. Housing</td>
<td>1,102,877.04</td>
<td>1,102,877.04</td>
<td>1.41%</td>
</tr>
<tr>
<td>LAIF - LAWA</td>
<td>10,458,625.65</td>
<td>10,458,625.65</td>
<td>13.40%</td>
</tr>
<tr>
<td>LAIF Subtotal</td>
<td>28,157,882.77</td>
<td>28,157,882.77</td>
<td>36.08%</td>
</tr>
<tr>
<td><strong>Total Invested</strong></td>
<td><strong>71,646,810.29</strong></td>
<td><strong>71,352,803.39</strong></td>
<td><strong>91.44%</strong></td>
</tr>
<tr>
<td>Trust Acct. Cash</td>
<td>432.95</td>
<td>432.95</td>
<td>0.00%</td>
</tr>
<tr>
<td>Chase Bank - Cash</td>
<td>6,682,058.11</td>
<td>6,682,058.11</td>
<td>8.56%</td>
</tr>
<tr>
<td><strong>Total Portfolio</strong></td>
<td><strong>78,329,301.35</strong></td>
<td><strong>78,035,294.45</strong></td>
<td><strong>100.00%</strong></td>
</tr>
</tbody>
</table>
The portfolio Breakdown by Short Term (< 1 year) and Long Term is:

<table>
<thead>
<tr>
<th></th>
<th>Short Term</th>
<th>Long Term</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Portfolio Value (Market)</td>
<td>$42,358,465</td>
<td>$28,994,772</td>
<td>$71,353,236</td>
</tr>
<tr>
<td>Effective Yield</td>
<td>1.227%</td>
<td>1.794%</td>
<td>1.457%</td>
</tr>
<tr>
<td>Average Wtd. Maturity</td>
<td>52 Days</td>
<td>2.76 Years</td>
<td>1.208 Years</td>
</tr>
<tr>
<td>Benchmark Yield</td>
<td>1.28%</td>
<td>1.98%</td>
<td>1.76%</td>
</tr>
</tbody>
</table>

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

The interest income received during the period was:

<table>
<thead>
<tr>
<th>Month</th>
<th>Invested Cost</th>
<th>Interest Received</th>
<th>% Yield</th>
</tr>
</thead>
<tbody>
<tr>
<td>October</td>
<td>69,076,785</td>
<td>126,300</td>
<td>2.19%</td>
</tr>
<tr>
<td>November</td>
<td>69,148,110</td>
<td>60,990</td>
<td>1.06%</td>
</tr>
<tr>
<td>December</td>
<td>71,646,810</td>
<td>79,574</td>
<td>1.33%</td>
</tr>
<tr>
<td>Avg/Total</td>
<td>69,957,235</td>
<td>266,864</td>
<td>1.53%</td>
</tr>
</tbody>
</table>

* Note: the monthly fluctuation is because interest on most bonds is paid semi-annually, with LAIF paid quarterly, and some investments paid monthly.

**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:

<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>25.23%</td>
<td>Y</td>
</tr>
<tr>
<td>Negotiable Certificate of Deposit</td>
<td>5 years</td>
<td>30%</td>
<td>None</td>
<td>14.90%</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>8.81%</td>
<td>Y</td>
</tr>
<tr>
<td>Collateralized Bank Deposits</td>
<td>5 years</td>
<td>None</td>
<td>None</td>
<td>6.41%</td>
<td>Y</td>
</tr>
<tr>
<td>Local Agency Investment Fund (LAIF)</td>
<td>N/A</td>
<td>None</td>
<td>None</td>
<td>36.08%</td>
<td>Y</td>
</tr>
</tbody>
</table>
Investment Environment:

During the fourth quarter of 2017, rates up to five years increased significantly, with the one and two year showing the highest increase for the quarter. As of February 12th the rates up to five years have increased from where they were at December 31st. The FOMC raised the Federal Funds Rate at the December meeting to 1.25-1.50%, and at this time there is a high probability that the Fed may raise rates two to three times in 2018. The current expectation is for gradual increases, but this could change depending on the current economic data and the possibility of a new Federal Reserve Chairperson.

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 12/31/17

Composite Bond Rates (as of 1/3/18)

<table>
<thead>
<tr>
<th>Maturity</th>
<th>Yield</th>
<th>Yesterday</th>
<th>Last Week</th>
<th>Last Month</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 Month</td>
<td>1.34</td>
<td>1.34</td>
<td>1.29</td>
<td>1.22</td>
</tr>
<tr>
<td>6 Month</td>
<td>1.5</td>
<td>1.47</td>
<td>1.47</td>
<td>1.39</td>
</tr>
<tr>
<td>2 Year</td>
<td>1.9</td>
<td>1.86</td>
<td>1.88</td>
<td>1.76</td>
</tr>
<tr>
<td>3 Year</td>
<td>1.99</td>
<td>1.95</td>
<td>1.99</td>
<td>1.87</td>
</tr>
<tr>
<td>5 Year</td>
<td>2.23</td>
<td>2.19</td>
<td>2.22</td>
<td>2.1</td>
</tr>
</tbody>
</table>

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, a large payment to CalPers for the pension Unfunded Accrued Liability, 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. The first large CalPers payment for the Unfunded Accrued Liability was made in July of 2017 in the amount of $7,019,291.
**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.
### Fed Economic Projections (central tendencies as of December 2017)

<table>
<thead>
<tr>
<th>Variable</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
<th>Longer run</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Change in real GDP</strong></td>
<td>2.4 - 2.5</td>
<td>2.2 - 2.6</td>
<td>1.9 - 2.3</td>
<td>1.7 - 2.0</td>
<td>1.8 - 1.9</td>
</tr>
<tr>
<td>September projection</td>
<td>2.2 - 2.5</td>
<td>2.0 - 2.3</td>
<td>1.7 - 2.1</td>
<td>1.6 - 2.0</td>
<td>1.8 - 2.0</td>
</tr>
<tr>
<td>Unemployment rate</td>
<td>4.1</td>
<td>3.7 - 4.0</td>
<td>3.6 - 4.0</td>
<td>3.6 - 4.2</td>
<td>4.4 - 4.7</td>
</tr>
<tr>
<td>September projection</td>
<td>4.2 - 4.3</td>
<td>4.0 - 4.2</td>
<td>3.9 - 4.4</td>
<td>4.0 - 4.5</td>
<td>4.5 - 4.8</td>
</tr>
<tr>
<td>PCE inflation</td>
<td>1.6 - 1.7</td>
<td>1.7 - 1.9</td>
<td>2</td>
<td>2.0 - 2.1</td>
<td>2.0</td>
</tr>
<tr>
<td>September projection</td>
<td>1.5 - 1.6</td>
<td>1.8 - 2.0</td>
<td>2</td>
<td>2.0 - 2.1</td>
<td>2.0</td>
</tr>
<tr>
<td>Core PCE inflation4</td>
<td>1.5</td>
<td>1.7 - 1.9</td>
<td>2</td>
<td>2.0 - 2.1</td>
<td></td>
</tr>
<tr>
<td>September projection</td>
<td>1.5 - 1.6</td>
<td>1.8 - 2.0</td>
<td>2</td>
<td>2.0 - 2.1</td>
<td></td>
</tr>
<tr>
<td>Memo: Projected appropriate policy path</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Federal funds rate</td>
<td>1.4</td>
<td>1.9 - 2.4</td>
<td>2.4 - 3.1</td>
<td>2.6 - 3.1</td>
<td>2.8 - 3.0</td>
</tr>
<tr>
<td>September projection</td>
<td>1.1 - 1.4</td>
<td>1.9 - 2.4</td>
<td>2.4 - 3.1</td>
<td>2.5 - 3.5</td>
<td>2.5 - 3.0</td>
</tr>
</tbody>
</table>

### Unemployment

![Unemployment Chart](image_url)

**Source:** [http://data.bls.gov/cgi-bin/surveymost?bls](http://data.bls.gov/cgi-bin/surveymost?bls)
Inflation:

![Inflation Rates by Month](chart1.png)

![Average Inflation Rates by Year](chart2.png)

**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.

In the past 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 $1,102,877.04 which belong to the El Segundo Senior Citizens Housing Fund and is now shown as its own LAIF balance. There are also LAWA RSI (Los Angeles World Airports Residential Sound Insulation) funds of $10,458,625.65 included in the City’s LAIF balances. The applicable interest for these accounts is posted quarterly in the same manner as the regular City LAIF interest posting.

In October, 2016 we deposited $5,000,000 into a Collateralized Bank Deposits account at Plaza Bank. This is a special account structure set up for Government funds and backed by a Federal Home Loan Bank of San Francisco
Irrevocable Letter of Credit. The interest rate is above that of LAIF, and the funds, while intended for a 1 year deposit, are available if needed.

The City of El Segundo utilizes the following Brokers/Dealers to conduct investment trades:

- Cantor Fitzgerald & Co.
- CastleOak Securities, L.P.
- Higgins Capital Management, Inc.
- Multi-Bank Securities, Inc.
- Mutual Securities, Inc.
- Vining Sparks IBG, L.P.
- Wells Fargo Securities, LLC
<table>
<thead>
<tr>
<th>Item</th>
<th>Availability</th>
<th>Par Value</th>
<th>Cumulative Balances</th>
<th>% of Total Assets</th>
<th>% of Total Assets</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash in Bank</td>
<td>Immediate</td>
<td>6,682,058.11</td>
<td>$6,682,491.06</td>
<td>8.52%</td>
<td>8.52%</td>
</tr>
<tr>
<td>Union Bank - Trust Account</td>
<td>Immediate</td>
<td>432.95</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash in Bank - Total</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>L.A.I.F. (State of California)</td>
<td>LAIF Immediate</td>
<td>$16,596,380.08</td>
<td>$23,278,871.14</td>
<td>29.70%</td>
<td>21.17%</td>
</tr>
<tr>
<td>L.A.I.F. - Senior Housing Fund</td>
<td>LAIF Immediate</td>
<td>1,102,877.04</td>
<td>$24,381,748.18</td>
<td>31.10%</td>
<td>1.41%</td>
</tr>
<tr>
<td>L.A.I.F. - LAWA (Restricted)</td>
<td>LAIF Immediate</td>
<td>10,458,625.65</td>
<td>$34,840,373.83</td>
<td>44.45%</td>
<td>13.34%</td>
</tr>
<tr>
<td>Plaza Bank CBD</td>
<td>5,000,000.00</td>
<td>$39,840,373.83</td>
<td>$55,100,000.00</td>
<td>74.84%</td>
<td>12.23%</td>
</tr>
<tr>
<td>Portfolio Investments:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>&lt; 30 Days</td>
<td>$1,000,000.00</td>
<td>$40,840,373.83</td>
<td>$41,840,373.83</td>
<td>52.10%</td>
<td>1.28%</td>
</tr>
<tr>
<td>31 to 90 Days</td>
<td>$0.00</td>
<td>$40,840,373.83</td>
<td>$40,840,373.83</td>
<td>52.10%</td>
<td>0.00%</td>
</tr>
<tr>
<td>91 to 180 Days</td>
<td>$2,245,000.00</td>
<td>$43,085,373.83</td>
<td>$45,330,373.83</td>
<td>54.96%</td>
<td>2.86%</td>
</tr>
<tr>
<td>181 to 365 Days</td>
<td>$5,990,000.00</td>
<td>$49,075,373.83</td>
<td>$55,065,373.83</td>
<td>62.61%</td>
<td>7.64%</td>
</tr>
<tr>
<td>1 to 2 Years</td>
<td>$9,590,000.00</td>
<td>$58,665,373.83</td>
<td>$68,255,373.83</td>
<td>74.84%</td>
<td>12.23%</td>
</tr>
<tr>
<td>2 to 3 Years</td>
<td>$8,675,000.00</td>
<td>$67,543,373.83</td>
<td>$76,228,373.83</td>
<td>86.17%</td>
<td>11.33%</td>
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<tr>
<td>3 to 4 Years</td>
<td>$7,685,000.00</td>
<td>$75,228,373.83</td>
<td>$82,913,373.83</td>
<td>95.97%</td>
<td>9.80%</td>
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<tr>
<td>4 to 5 Years</td>
<td>$3,160,000.00</td>
<td>$78,388,373.83</td>
<td>$81,548,373.83</td>
<td>100.00%</td>
<td>4.03%</td>
</tr>
<tr>
<td>Subtotal</td>
<td></td>
<td>$55,109,502.69</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Grand Total</td>
<td>$78,388,373.83</td>
<td></td>
<td></td>
<td>100.00%</td>
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</tr>
</tbody>
</table>

Investment Portfolio subtotal $71,706,315.72
City of El Segundo  
Investment Advisory Committee  
Investments by Security Type  
As of: December 31, 2017

<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></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Chase</td>
<td>Immediate</td>
<td>6,682,058.11</td>
<td>$6,682,058.11</td>
<td>8.56%</td>
<td>8.56%</td>
</tr>
<tr>
<td>Union Bank - Trust Account</td>
<td>Immediate</td>
<td>432.95</td>
<td>$6,682,491.06</td>
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<td></td>
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<tr>
<td>Cash in Bank - Total</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>L.A.I.F. (State of California)</td>
<td>LAIF Immediate</td>
<td>16,596,380.08</td>
<td>$23,278,871.14</td>
<td>29.83%</td>
<td>21.27%</td>
</tr>
<tr>
<td></td>
<td>Cash Immediate</td>
<td>23,278,871.14</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>L.A.I.F. - Senior Housing Fund</td>
<td>LAIF Immediate</td>
<td>1,102,877.04</td>
<td>$24,381,748.18</td>
<td>31.24%</td>
<td>1.41%</td>
</tr>
<tr>
<td>L.A.I.F. - LAWA (Restricted)</td>
<td>LAIF Immediate</td>
<td>10,458,625.65</td>
<td>$34,840,373.83</td>
<td>44.65%</td>
<td>13.40%</td>
</tr>
<tr>
<td>Plaza Bank CBD</td>
<td>5,000,000.00</td>
<td>$39,840,373.83</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Portfolio Investments:</td>
<td>CD’s</td>
<td>11,629,701.20</td>
<td>$51,470,075.03</td>
<td>65.96%</td>
<td>14.90%</td>
</tr>
<tr>
<td></td>
<td>Gov’t Obligations</td>
<td>19,691,958.00</td>
<td>$71,162,033.03</td>
<td>91.19%</td>
<td>25.23%</td>
</tr>
<tr>
<td></td>
<td>Bonds</td>
<td>6,873,261.42</td>
<td>$78,035,294.45</td>
<td>100.00%</td>
<td>8.81%</td>
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<tr>
<td>Subtotal</td>
<td></td>
<td>$54,756,423.31</td>
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<tr>
<td>Grand Total</td>
<td></td>
<td>$78,035,294.45</td>
<td></td>
<td></td>
<td>100.00%</td>
</tr>
<tr>
<td>Investment Portfolio subtotal</td>
<td></td>
<td>$71,353,236.34</td>
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</table>

**Investments by Security Type**

![Pie chart showing distribution of investments by security type]
Presentation
National Engineer's Week
Presentation

Overview of LA IMPACT
EL SEGUNDO CITY COUNCIL

AGENDA ITEM STATEMENT

AGENDA DESCRIPTION:
Consideration and possible action to open the Public Hearing and receive testimony concerning adopting a Resolution approving fee increase for Golf Course and Driving Range at The Lakes at El Segundo (400 S. Sepulveda Blvd.) as recommended by the Golf Course Subcommittee and Recreation and Parks Commission. (Fiscal Impact: Estimated Annual Revenue Increase of $65,000-$70,000 to Golf Course Enterprise Fund)

RECOMMENDED COUNCIL ACTION:
(1) Open the public hearing and hear testimony regarding the proposed new fees for The Lakes at El Segundo;
(2) Close the public hearing and adopt the proposed Resolution approving the new fee schedule; and/or
(3) Alternatively, discuss and take other action related to this item.

ATTACHED SUPPORTING DOCUMENTS:
(1) Resolution including Exhibit A, Schedule of Proposed Fees & Local Green Fee Comparison

STRATEGIC PLAN:

Goal: 5b El Segundo approaches its work in a financially strategic and responsible way.

Objective: 2 The City will maintain a stable, efficient, and transparent financial environment.

FISCAL IMPACT: Estimated Annual Revenue Increase of $65,000-$70,000 to Golf Course Enterprise Fund

Amount Budgeted: $0
Additional Appropriation: N/A
Account Number(s): N/A

ORIGINATED 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:
At the regular meeting of the Golf Course Subcommittee on December 6, 2017, the Subcommittee voted to recommend the City Council revise the fee schedule at the golf course and driving range. After surveying rates and service offerings of other public golf courses and driving ranges in the surrounding area, the Subcommittee proposed the fees be revised to establish rates that remain comparable as well as assist the City in recovering the costs associated with operating and maintaining the facility. Furthermore, on January 18, 2018, the Recreation and Parks Commission voted unanimously to support the proposed fees and allow City Council to make a final decision.

The most recent fee increases at The Lakes were approved in April 2013. Additional fee increases were discussed by the Subcommittee in subsequent years, but determined that due to the uncertainty surrounding the Topgolf proposal at that time, fee increases were not recommended.
The Subcommittee recognizes the need to focus on both short-term and long-term fiscal planning for the facility. The Subcommittee also realizes that fee increases are sometimes inconvenient to customers, but is confident that customer attrition will be minimal due to the fact that the proposed fees will remain the comparable to other courses in the area and the quality and value of the product will remain high.

The increased fees will go into effect on April 1, 2018, and are estimated to increase annual revenue by $65,000-$70,000.
RESOLUTION NO. _____

A RESOLUTION ADOPTING GOLF COURSE FEES FOR THE LAKES AT EL SEGUNDO GOLF COURSE

The City Council of the city of El Segundo resolves as follows:

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

A. The City owns a golf course known as "The Lakes at El Segundo," which is managed and operated by a private company;

B. The City charges green fees and similar fees for use of the golf course and driving range; the fees were last increased in April 2013;

C. The Golf Course Subcommittee, the Recreation and Parks Commission and staff have recommended the City Council adopt new fees for use of the golf course;

D. Fees for the use of government property may be established at commercial rates and may be adopted by the City Council (Cal. Const. art. XIIIIC, § 1(e)(4); Plaza v. City of San Mateo (1954) 123 Cal.App.2d 103);

E. On February 20, 2018, the City Council heard public testimony and considered evidence in a public hearing held and noticed in accordance with state law;

F. The City Council believes it is in the public interest to establish the recommended fees.

SECTION 2: Adoption. The City Council adopts the fees set forth in Exhibit "A," which is incorporated herein by this reference. The fees will take effect as of April 1, 2018.

SECTION 3: This resolution is exempt from review under the California Environmental Quality Act (Cal. Pub. Res. Code §§ 21000 et seq.; "CEQA") and CEQA regulations (14 Cal. Code Regs. §§ 15000 et seq.) because it establishes fees for the use of existing City property. This ordinance, therefore, does not have the potential to cause significant effects on the environment and is exempt from CEQA review under 14 Cal. Code Regs. § 15061(b)(3).

SECTION 4: This Resolution will become effective immediately upon adoption and will remain effective unless repealed or superseded.

SECTION 5: The City Clerk will certify to the passage and adoption of this Resolution; will enter the same in the book of original Resolutions of the City; and will make a
minute of the passage and adoption thereof in the record of proceedings of the City Council of the City, in the minutes of the meeting at which the same is passed and adopted.

PASSED AND ADOPTED this _____ day of February, 2018.

______________________________
Suzanne Fuentes, Mayor

ATTEST:

______________________________
Tracy Weaver, City Clerk

APPROVED AS TO FORM:

______________________________
Mark D. Hensley, City Attorney
## WEEKDAY | WEEKEND
--- | ---
**Non-Residents**<br>Regular | $15 | $16 | $18 | $20<br>Senior | $12 | $13 | $18 | $20<br>Junior | $11 | $12 | $15 | $16<br>Twilight | n/a | $10 | n/a | $15<br>**Residents**<br>Regular | $10 | $11 | $12 | $13<br>Senior | $8 | $9 | $12 | $13<br>Junior | $8 | $9 | $12 | $13<br>Twilight | n/a | $8 | n/a | $12<br>Replay Rate | $9 | $10 | n/a | $15

### MONTHLY PASSES
**Non-Residents**<br>Regular | $75 | $100<br>**Residents**<br>Regular | $50 | $60<br>Senior | $40 | $50

### PUNCH CARDS (5 Rounds + 1 Small Bucket)
**Non-Residents**<br>Senior | $50 | $75<br>**Residents**<br>Senior | $35 | $40

### DRIVING RANGE BUCKETS
| | Current | Proposed |
--- | --- | --- |
Small | $6 (35 balls) | $6 (35 balls) |
Medium | $8 (70 balls) | $9 (75 balls) |
Large | $10 (105 balls) | $12 (110 balls) |

### DRIVING RANGE DISCOUNT KEYS
| | Current | Proposed |
--- | --- | --- |
Par | $30 for $35 | no change |
Birdie | $55 for $75 | $60 for $100 |
Eagle | $110 for $150 | no change |
Hole In One | $250 for $400 | no change |
# Local Green Fees For Comparison

<table>
<thead>
<tr>
<th>Course</th>
<th>Weekday</th>
<th>Weekend</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Marriott 9 Holes</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Regular</td>
<td>$19</td>
<td>$22</td>
</tr>
<tr>
<td>Senior 65+</td>
<td>$15</td>
<td>-</td>
</tr>
<tr>
<td>Junior</td>
<td>$15</td>
<td>-</td>
</tr>
<tr>
<td><strong>Alondra 18 Holes Par 3</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Regular</td>
<td>$13.75</td>
<td>$17</td>
</tr>
<tr>
<td>Senior</td>
<td>$8.25</td>
<td>-</td>
</tr>
<tr>
<td>Junior</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>Rancho Park 9 Holes</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Regular</td>
<td>$8</td>
<td>$9</td>
</tr>
<tr>
<td>Senior</td>
<td>$5.50</td>
<td>$6.50</td>
</tr>
<tr>
<td>Junior</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>Penmar 9 Holes</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Regular</td>
<td>$16</td>
<td>$20.50</td>
</tr>
<tr>
<td>Senior</td>
<td>$9.50</td>
<td>$13</td>
</tr>
<tr>
<td>Junior</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>Westchester 18 Holes</strong></td>
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<td></td>
</tr>
<tr>
<td>Regular</td>
<td>$25.50</td>
<td>$32.50</td>
</tr>
<tr>
<td>Senior</td>
<td>$18.50</td>
<td>-</td>
</tr>
<tr>
<td>Junior</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>Terranea 9 Holes</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Regular</td>
<td>$48</td>
<td>$60</td>
</tr>
<tr>
<td>Senior</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Junior</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>
AGENDA DESCRIPTION:

Consideration and possible action to receive the quarterly update of the Capital Improvement Program. (Fiscal Impact: None.)

RECOMMENDED COUNCIL ACTION:

1. Receive and file the FY 17/18 1st Quarter Update on the Capital Improvement Program.
2. Alternatively, discuss and take other possible action related to this item.

ATTACHED SUPPORTING DOCUMENTS:

FY 17/18 1st Quarter Update on the Capital Improvement Program.

FISCAL IMPACT: N/A

STRATEGIC PLAN:

Goal: 4    Develop Quality Infrastructure and Technology
Objective: (a) El Segundo’s physical infrastructure supports an appealing, safe, and effective City

Goal: 3    Develop as a Choice Employer & Workforce
Objective: 4    The City has an inspired, engaged workforce

PREPARED BY: Ken Berkman, Public Works Director
APPROVED BY: Greg Carpenter, City Manager

BACKGROUND AND DISCUSSION:

One of the most critical services Public Works provides to the City within the Strategic Plan is the development and execution of the projects that comprise the CIP. This is the first of four quarterly updates for the current Fiscal Year.
STRATEGIC PLAN

GOAL #4: DEVELOP QUALITY INFRASTRUCTURE & TECHNOLOGY
OBJECTIVE: THE CITY'S INFRASTRUCTURE IS WELL MAINTAINED AND SUPPORTS AN APPEALING, SAFE, AND EFFECTIVE CITY.
CAPITAL IMPROVEMENT PROGRAM
FY 2017/18 Q1 Review
February 20, 2018

$17M OF PROJECTS

$4.3M GENERAL FUND
$10.6 WATER/SEWER
$2.2M OTHER

$4.5M OF WORK COMPLETED LAST QUARTER
Fiber Optic Network Expansion ($600,000)
Center Street Water Main Replacement ($675,000)
Main Street Lighted Crosswalks ($130,000)
Annual Concrete Project ($201,000)
Annual Concrete Project ($201,000)
Annual Concrete Project ($201,000)
Fire Station #1 Kitchen ($138,000)
Fire Station #1 Kitchen ($138,000)
Fire Station #1 Kitchen ($138,000)
Police Department Roof ($533,000)
Police Department Roof ($533,000)
Annual Pavement Rehabilitation ($1,000,000)
Sewer Pump Stations 1 & 7 Modifications ($3.25M)
COMING NEXT QUARTERS...

- Fire Station #1 Seismic Retrofit!
- Catch Basin Connector Pipe Screens!
- ADA Ramps!
- Pump Station 17 Engine/Pump Replacement!
- and MORE...
AGENDA DESCRIPTION:
Consideration and possible action to provide direction to staff and The Lakes RFP Task Force related to finalizing the Request for Proposals for The Lakes at El Segundo Site (400 S. Sepulveda Blvd.).
(Fiscal Impact: None)

RECOMMENDED COUNCIL ACTION:
1. Provide direction to staff and The Lakes RFP Task Force to finalize the Request for Proposals for The Lakes at El Segundo Site (400 S. Sepulveda Blvd.); and/or,
2. Alternatively, discuss and take other action related to this item.

ATTACHED SUPPORTING DOCUMENTS:
1. The Lakes RFP Task Force – Activities
2. Draft Request for Proposals

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:
Over the last two months, The Lakes RFP Task Force has met four times to discuss the most critical elements and requirements to include in the Request for Proposals for operations of The Lakes at El Segundo Site. The Task Force has reviewed background and historical documents, solicited community input through a Recreation and Parks Facility Needs Assessment survey, and initiated further study of the current condition of the existing facilities at The Lakes property.

Recognizing the desire of the City Council to have the RFP released by the end of this month and the complexities of the project, staff engaged the consulting services of CDB Golf Properties, led by Carol Beck, to assist the process. While the Task Force, consultant, and staff continue to accomplish the many tasks necessary to produce a thorough RFP that will attract high quality proposals, the original timeline remains a concern as there are some outstanding items to accomplish. To that end, this discussion item is intended to seek City Council feedback on the draft RFP to date and request direction on the
outstanding items. Pending direction from City Council, the Task Force can make final adjustments to the RFP and prepare it for its release by the end of the month.

Points of Discussion

(1) **Deal Structure – Lease Agreement vs. Management Contract:** The RFP is currently written to solicit a lease agreement deal arrangement. However, the RFP can be revised to allow the proposer to propose other deal structures, such as a traditional management contract. The Task Force favors the lease agreement structure as it is the best way to secure guaranteed revenue to the City and up-front capital investment.

(2) **Identify Minimum Rent Requirement:** The RFP can indicate a minimum rent requirement payable to the City by the operator. For example, the City can indicate a minimum annual rent of $225,000 and the City Council can determine the best use of those funds (i.e. loan repayment or other).

Currently, the City allocates approximately $235,000 in other charges associated with The Lakes, comprised of Computer and Equipment Replacement Charges, General Administrative, Insurance, and SCE Right of Way Lease. It would be expected that the City continue to recoup appropriate overhead costs, but may be reduced under a new deal structure such as a lease.

A determination should be made as to the expected financial return of the operations to the City and whether all of the above items will be required to be covered by the operator.

(3) **Capital Improvements / Investment Requirement:**

A professional consultant, Golf Maintenance Solutions, conducted a Facility Assessment of the golf course and driving range to identify areas of improvement, prioritize needed repairs, and provide cost estimates. The top priority items included renovation of the bunkers on course, various netting and fencing repairs, lake liner and pump repairs, and tee box leveling.

The Public Works and Building Safety Departments conducted a cursory assessment of the Clubhouse Building and identified many areas needing repairs and improvements within the interior and exterior of the building, such as air conditioning, restroom remodel, interior fixtures and finishes, and kitchen equipment. The total estimate of needed repairs is close to $900,000. However, without the time to hire a third-party expert to fully assess the structural systems (i.e. plumbing, roofing, mechanical and electrical), the full extent of the Clubhouse needs remain unknown.

Additionally, the RFP should indicate to what extent the City is willing to invest in the needed capital improvements. Some level of investment demonstrates a good faith effort on the part of the City as well as willingness to be a partner in the improvement efforts. The FY17/18 CIP budget includes $200,000 originally allocated to supplementing the golf course lighting project. Staff requests the City Council to identify the degree in which funds are available to contribute towards improvements at The Lakes.
(4) **Updated Timeline**

February 20  City Council Review and Direction  
February 26  Task Force Meeting – for final review/approval of RFP  
March 1    RFP Released  
March 12    Mandatory Pre-Bid Meeting & Site Walk  
April 3     Proposals Due by 4:00pm  
April 9     Interviews with Qualified Proposer(s)  
April 17    Selection of Preferred Proposer by City Council  

In order for the current City Council to make the final selection as illustrated in the timeline above, the RFP period for proposals to be written and submitted is limited to 34 total days. The ideal amount of time for proposals to be submitted would be 6-8 weeks.

(5) **Legal Review**

The RFP requires a thorough review by the City Attorney as well as other departments to ensure compliance with City policies, including submittal requirements, insurance requirements, and contract negotiation procedures. These reviews have not yet taken place.

Staff and the Task Force respectfully request City Council direction on the abovementioned items.
# The Lakes RFP Task Force - Activities

<table>
<thead>
<tr>
<th>DATE</th>
<th>ACTIVITY</th>
<th>ACTION ITEMS / KEY NOTES</th>
</tr>
</thead>
<tbody>
<tr>
<td>7-Nov-17</td>
<td>Task Force Created</td>
<td>Commissions/Committees to appoint representation</td>
</tr>
<tr>
<td>30-Nov-17</td>
<td>All Members Appointed</td>
<td>Schedule meeting(s)</td>
</tr>
<tr>
<td>11-Dec-17</td>
<td>Task Force Meeting #1</td>
<td>Develop community survey; facility assessment of course, driving range and clubhouse building</td>
</tr>
<tr>
<td>2-Jan-18</td>
<td>Task Force Meeting #2</td>
<td>Focused on financial goals of the facility to include revenue to operate, fund immediate and future capital improvements, and provide revenue to City that could be used to service existing debt; Solicit proposals for golf RFP consultant</td>
</tr>
<tr>
<td>3-Jan-18</td>
<td>Course/Range Facility Assessment conducted by Golf Maintenance Solutions</td>
<td>Final report provided to City 1/24/18; identified needed improvements totaling $73,000-$333,000 of immediate first-year needs, and between $738,000-$908,000 over the next 3 years</td>
</tr>
<tr>
<td>16-Jan-18</td>
<td>Status Update provided to City Council</td>
<td>City Council stressed the importance of the timeline</td>
</tr>
<tr>
<td>18-Jan-18</td>
<td>Community Survey Released</td>
<td>Will remain open for approximately one month</td>
</tr>
<tr>
<td>23-Jan-18</td>
<td>Clubhouse Facility Assessment conducted by PW and BS Departments</td>
<td>Assessment provides a list of maintenance improvements and approximate cost estimates, totaling $875,000</td>
</tr>
<tr>
<td>29-Jan-18</td>
<td>Task Force Meeting #3</td>
<td>Discussed utilization of survey results; reviewed facility assessment reports to identify needed improvements</td>
</tr>
<tr>
<td>30-Jan-18</td>
<td>Consultant Interviews</td>
<td>City Manager and Director of Rec/Parks selected CDB Golf Properties</td>
</tr>
<tr>
<td>12-Feb-18</td>
<td>Task Force Meeting #4</td>
<td>Engage professional engineer for structural assessment of Clubhouse; Reviewed draft RFP components and table of contents</td>
</tr>
</tbody>
</table>
CITY OF EL SEGUNDO
DEPARTMENT OF RECREATION AND PARKS
REQUEST FOR PROPOSALS
FOR THE
MANAGEMENT AND OPERATIONS OF
THE LAKES AT EL SEGUNDO SITE

Meredith Petit, Director of Recreation and Parks
310-524-2880 / mpetit@elsegundo.org

REQUEST FOR PROPOSALS ISSUED: ____________

PROPOSALS DUE: ____________, 2018 at ___:00pm, PST
________________, El Segundo, CA

RFP # 18-02
# REQUEST FOR PROPOSALS
THE LAKES AT EL SEGUNDO SITE

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## Exhibits

A. The Lakes at El Segundo Site Plan
B. Last 3 Years' Historical Financial Information
C. Grant Deed from Chevron
D. Golf Course Operations Manual
E. List of Equipment and FF&E owned/leased by City
F. List of Equipment and FF&E owned/lease by current operator
G. Minimum and Optional Capital Improvements
I. INTRODUCTION

The City of El Segundo is currently seeking competitive proposals for the management and operations of The Lakes at El Segundo Site ("The Lakes") for the operation of a public golf course or other public outdoor recreational activities that would be open to the public. The Lakes is a 30-acre parcel located in the City of El Segundo ("City") in the County of Los Angeles. It is located approximately 2 miles from Los Angeles International Airport on Sepulveda Blvd. just south of El Segundo Blvd. and across from the Chevron refinery. Chevron grant deeded The Lakes to the City as a public recreation facility. The grant deed includes a restrictive land use covenant that states the parcel can be used as a public golf course or other public outdoor recreational use. This RFP provides specific instructions to the prospective Proposers regarding the minimum information that must be included in any RFP response, including formatting of responses, as well as pertinent data about the existing facility.

II. COMMUNITY OVERVIEW

The City of El Segundo is located within Los Angeles County and is bounded by Los Angeles International Airport to the north, Hawthorne to the east, Manhattan Beach to the south, and the Pacific Ocean to the west. Occupying approximately 5.5 square miles, El Segundo’s population is 16,654 (per 2010 Census). While enjoying its small town feel, El Segundo has the second highest concentration of Fortune 500s in the State of California, only behind San Francisco. The following companies are either headquartered or have a major presence here: Chevron, Raytheon, Northrup Grumman, Oracle, Boeing, Hewlett-Packard and IBM, to name just a few. El Segundo was honored as The Most Business Friendly City in 2015 for cities under 57,000 population category.

In a mere five-square-mile radius, are businesses have access to two major freeways, a light rail station, a bus depot and LAX. Regional access to the community is provided via Interstate 405 (the San Diego Freeway), Interstate 105, and State Highway #1 (Sepulveda/Pacific Coast Highway) which runs north-south through the eastern portion of the city. With its ideal location, diverse business base, affordable lease rates and available space, El Segundo has become the preferred alternative to the pricier and denser West Los Angeles and Downtown LA area markets. Sepulveda, the Rosecrans Corridor, the new Elevon at Campus El Segundo development and the up-and coming Smokey Hollow districts are among the prized sections in town attracting notable companies into El Segundo.
III. FACILITY DESCRIPTION

The Lakes currently operates as a 9-hole executive golf course that is owned by, and operated under the oversight of the City. Built in 1994, the facility also includes a two-level driving range, practice area and clubhouse with a restaurant. A large patio overlooks the course, lakes and a waterfall. The source of the golf course irrigation water is reclaimed water from the West Basin Water District Reclamation Plant located immediately south of the golf course.

The Lakes facilities include the following:
- 9 hole, par 29, 1,327 yard golf executive golf course
- Double-decked driving range with 58 stalls with lights for night use
- A short game practice area covered with natural grass, which includes a 10,000 square foot putting green and 800 square foot chipping and pitching green with a practice bunker
- Clubhouse building (approximately 4,000 square feet) with food/beverage facilities, pro shop, small banquet space, administrative offices, and men's and women's restrooms.
- Concrete patio adjacent to the Clubhouse for outdoor food and beverage service and special event support
- Maintenance facility for outdoor material storage, a wash down area, and a maintenance/storage building
- Parking lot; landscaped and lighted

The day-to-day management and operations of the facility is currently provided by Lane Donovan Golf Partners LLC, a golf course management company, under contract with the City and under the general oversight of a Golf Course subcommittee comprised of community members, appointed and elected City officials, and staff of the Recreation and Parks Department.

IV. CITY’S VISION AND GOALS

The City is dedicated to providing the entire community - both residents and visitors - an exceptional and affordable golfing or other outdoor recreational experience in a safe, friendly, and inclusive environment for socializing and enjoying the outdoors. Currently, The Lakes is a community resource that emphasizes the outdoor, recreational aspects of golf for citizens of all age groups. The City’s Vision and Goals will incorporate the following components:

A. Recreation and Parks’ Values – Community involvement that incorporates the needs of El Segundo residents is an essential component to the operations at The Lakes. Educational and other community programs involving juniors, seniors, local schools, and charities (to name a few) will be critical and a key element of the evaluation process. Youth camps, adult leagues and other golf
activities as well as increased participation from non-golfers through activities and other functions will be important. If maintained as a golf course facility, the City's Golf Course Manual will be incorporated into the operating plan. This addresses elements such as safety, cleanliness, quality customer service, operating and maintenance standards that would be expected at the facility. (The current Golf Course Manual is attached. It is currently under review and may be subject to change; however, any material changes would be addressed with the Operator if there were to be any significant impact.) Additionally, a survey was recently completed to assist the City in understanding how to best use the available resources of the City to meet the needs of the community. The El Segundo Recreation and Parks Facility Needs Assessment was distributed and the results will help establish priorities for the future development and improvement of El Segundo's recreation and parks facilities and will be incorporated into the evaluation process.

B. Financial Performance is "self-sustaining" – The Lakes operates as an Enterprise Fund for the City with the intention to generate adequate revenues to cover operating expenses, debt service ($225k annually), long-term capital improvements without assistance from the City's General Fund and provide the Operator an adequate return on its investment. In doing so, it is anticipated that pricing will be established that is affordable to City residents and represents excellent value for visitors and surrounding area residents. Certain operational expenses, administrative charges, and other City expenses required under enterprise funding accounting methods will be addressed in the financial statements provided.

C. Capital Investment and Facility Improvements – Given the excellent location of The Lakes, its strong demographics, and efficient facility layout, the City believes the opportunity and cash flow potential allows for a proposed deal structure that will allow for an Operator to fund some level of capital improvements as well as contribute to a capital reserve for future capital improvements. The City's goal is to make nominal capital investment and will consider a deal structure that allows for an Operator's adequate return on investment. Details regarding minimum and optional capital improvements are addressed in Exhibit G.

D. Compliant with existing Grant Deed – If a proposed use is different from the existing operation, the use will need to adhere to the Grand Deed from Chevron (attached). The Grant Deed allows for a) a public golf course and supporting amenities or b) other outdoor public recreation uses.

E. Risk Assessment and Track Record - The City is looking for a partnership with an experienced and proven operator. Credentials to be reviewed will include experience with similar facilities as proposed, financial capabilities, references and other related aspects as addressed in the Submittal section under Statement of Qualifications and Experience.
V. SUBMITTAL REQUIREMENTS

A. Cover Letter
Each Proposer must submit a cover letter identifying the Proposer and the scope of the proposed project. Proposers may include other important general information that is deemed significant enough to be highlighted. An authorized representative of the proposing entity must sign the cover letter.

B. Description of Business and Operating Plan
a. Describe the business and marketing plan for the facility. At a minimum, this must include a detailed description of the services to be provided, proposed rate structure, operating hours, ongoing marketing and business development practices, and the target market. Describe community involvement programs to be implemented. If maintained as a golf facility, describe the proposed structure for providing lessons and arrangements with teaching pros.

b. Provide a description of the proposed revenue and expense internal controls and reporting systems.

c. Provide a financial pro forma covering the term of the lease structure proposed including financial projections, cash flow, and potential revenue participation projections for the City and Proposer.

d. Describe both short-term and long-term capital improvement plans including cost estimates and timelines. See attached Exhibit G.

e. Provide a rationale showing why the Proposer should be selected.

C. Statement of Qualifications and Experience
Provide information regarding the Proposer's professional experience, identifying similar operations that it operates. Describe how the company is organized and how its resources will be utilized, including identifying the individuals that would be involved in the operation of The Lakes, any partners or sub-consultants providing a significant portion of the work and/or with an ongoing presence in the operation, and their experience with this kind of operation. Provide current financial statements and balance sheet for proposing entity. Disclose any contracts terminated prior to expiration and cause for termination.

D. Staffing Plan and Organizational Chart
a. Describe how the proposed operations will be managed. Include an organization chart for the proposed operations, including which positions will be involved in the operation and the reporting structure for such personnel.
b. Describe the organization's customer service philosophy/programs and the Proposer's goals with regard to customer service. Include training programs to be employed to achieve customer service goals.

E. Access to Capital
Identify sources of funds the company will use for proposed capital improvements and its current access to financing, if needed.

F. Proposed Project, if applicable
If the proposal includes an operation different from the current operation, identify the type of operation the Proposer would propose for the site, including: needed construction including understanding of the zoning and regulatory permitting required for alterations to the site; type of programming and other details that demonstrate compliance with the vision set forth within this proposal.

The proposal shall include a preliminary description of the proposed project and should include the list of qualified consultants and engineers and the project manager who has successfully completed similar projects.

If modifications to the site are necessary for the proposed operation of the site, the selected Operator for the property will be responsible for seeking and obtaining any and all required approvals from the City of El Segundo, County of Los Angeles and any other agency with regulatory authority over the use of the property prior to initiating any construction activities on the site necessary for implementation of the selected use. Additionally, the Operator shall be responsible for all design and capital improvements (including securing any necessary financing) that are required to initiate the proposed site use modifications. This includes, and is not limited to, the responsibility for all costs associated with construction of new facilities and modifications to existing facilities. A bond sufficient to cover the construction costs of any improvements and in a form acceptable to the City Attorney shall be required to be submitted and approved prior to issuance of any City construction permits.

G. Anticipated Timeline
If different from the current operation, identify an approximate timeline to begin the operations of The Lakes site, including how soon the company would expect to complete the planning process, secure financing, begin and complete project construction, if needed, and open the operations to the public. Also indicate if the company would pursue a phased project. If the project is proposed to be phased, identify the breakdown of each phase and how long the overall project would take to complete. The timeline should include the required permitting and all approval requirements.

H. Franchises/Sub-lessees
Proposers who are proposing to operate with franchises or sub-lessees from other
companies must submit letters of intent that confirm the franchising/sub-lessee arrangements between the Proposer and the franchising/sub-lessee company.

I. Deal Structure and Terms; Capital Improvement Plan
Proposers are required to provide an outline of proposed lease terms, including but not limited to, length of term plus any options, amount of guaranteed rent (not to be less than $225,000 annually), capital contribution, and description of additional cash flow to the City and Proposer. Refer to Exhibit G and describe proposed short term and long term capital improvement plans with cost estimates and timeline.

J. References
Provide at least three (3) references from other cities or counties within which the Proposer has operated similar facilities. Proposer may also provide any additional references it believes would be helpful in providing the City with a more complete understanding of its professional experience in this type of operation.

VI. INTERPRETATION OF PROPOSAL DOCUMENT

A. If discrepancies or omissions are found by any prospective Operator or there is doubt as to the true meaning of any part of the RFP, written request for a clarification or interpretation shall be submitted to City no later than 2:00 p.m., __________, __________, 2018.

B. Any clarification or interpretation of the RFP will be posted to the City’s website in an addendum. Any change to the RFP shall be made by addendum and posted to the City’s website.

C. The City is not responsible for any explanation, clarification, interpretation or approval made or given in any manner except by addendum. A copy of each addendum will be posted to City’s website. Any addenda so posted are to be considered a part of this RFP document.

VII. RIGHT TO REJECT

The City of El Segundo reserves the right, at its sole discretion, to select or reject any or all submittals received pursuant to this Request for Proposals.

VIII. EVALUATION AND SELECTION CRITERIA
Following a comprehensive evaluation based on the quality and compatibility with the City’s objectives and competitiveness of the proposals received in response to this RFP, City staff will contact the Proposers best suited to partner with the City. The City will then conduct interviews with the top qualified Proposers and will identify the most suitable and qualified company. The City Council, at its sole discretion, will choose the Proposer that it determines will provide the best service to the City and the
community, balanced with financial return to the City, and will then begin negotiations to enter into a contract. The submission of a proposal by any Proposer does not in any way commit the City to enter into a lease with that Proposer, or any other Proposer. The City will enter into negotiations with the Proposer that it deems the best able to provide and fund a golf range, facility operations, and improvements, or other outdoor recreational activities. The City reserves the right to reject any or all proposals.

Criteria to be utilized by the City in its evaluation process will include:

- Responsiveness to minimum information requested
- Shows understanding of the City's Vision and Goals
- Experience and qualifications
- Demonstrated ability in partnering with other municipalities with a similar deal structure as proposed
- Compliant with the Grant Deed
- Delivers a financially attractive proposal to the City

IX. PROPOSED SCHEDULE

Submittals Due: April __, 2018 – 2:00 p.m.
Interviews with Qualified Proposer: April, 2018
Selection of Preferred Proposer: April/May, 2018
Contract executed: May, 2018
Commence operations: TBD

X. SUBMITTAL INFORMATION

Please respond with ___ (___) copies of Proposer’s submittal, addressing the requirements identified above, formatted to standard letter-size paper. Additional promotional materials providing an overview of the company or prior operations may also be submitted.

All submittals must be mailed or otherwise delivered to:
City Clerk’s Office
City of El Segundo
350 Main Street
El Segundo, California 90245

All questions regarding this Request for Proposals shall be directed to Meredith Petit, Director of Recreation and Parks, via e-mail at mpetit@elsegundo.org or by telephone at (310) 524-2880.
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**TOTAL WARRANTS** $579,933.20

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 fund for payment thereof.

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

**CODES:**

**R** = Computer generated checks for all non-emergency/urgent 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/or adjustments approved by the City Manager. Such as: payments for utility services, petty cash and employee travel expense reimbursements, various refunds, contract employee services consistent with current contractual agreements, instances where prompt payment discounts can be obtained or late payment penalties can be avoided when situations arise that the City Manager approves.

**H** = Handwritten Early Release disbursements and/or adjustments approved by the City Manager.

**FINANCE DIRECTOR**

**DATE:** 2-13-18

**CITY MANAGER**

**DATE:** 2-13-18

**VOID CHECKS DUE TO ALIGNMENT:** N/A

**VOID CHECKS DUE TO INCORRECT CHECK DATE:**

**VOID CHECKS DUE TO COMPUTER SOFTWARE ERROR:**

**NOTES:**

[Signature]
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**DATE OF RATIFICATION: 2/9/18**

**TOTAL PAYMENTS BY WIRE:**

867,896.75

Certified as to the accuracy of the wire transfers by:

Deputy City Treasurer

Date: 2/9/18

Director of Finance

Date: 2/3/18

City Manager

Date: 2/3/18

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, FEBRUARY 6, 2018 – 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): -0- matters

CONFERENCE WITH LEGAL COUNSEL – ANTICIPATED LITIGATION

Significant exposure to litigation pursuant to Government Code §54956.9(d)(2): -1- matters.


DISCUSSION OF PERSONNEL MATTERS (Gov’t Code §54957): -1- matters
Public Employee Performance Evaluation

1. Title: City Manager

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; City Employees Association and Fire Fighters Association.

Agency Designated Representative: Labor Negotiator, Irma Rodriguez Moisa 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, FEBRUARY 6, 2018 - 7:00 P.M.

7:00 P.M. SESSION

CALL TO ORDER - Mayor Fuentes at 7:00 PM

INVOCATION – Pastor Rob McKenna, The Bridge Church

PLEDGE OF ALLEGIANCE – Council Member Pirsztuk

PRESENTATIONS

a) Presentation by Mickie Tagle, Senior Executive Assistant, on the City eNews Update.

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.
David King, Assistant City Attorney, stated there is to be no campaigning during Public Communications for the duration of the election period. El Segundo’s election will be held on April 10, 2018.
Ryan Baldino, resident, commented on item #E9 and thanked the Recreation and Parks Department for organizing the Laker’s Basketball game at their new facility.
Sam Pena thanked the Community and Council for the kind hospitality over the years in his position with Republic Services. Mr. Pena announced he is now Executive Vice President for the Inglewood LAX Chamber of Commerce and is looking forward to working with El Segundo and the surrounding communities.

CITY COUNCIL COMMENTS – (Related to Public Communications)
Mayor Fuentes and Council Member Dugan thanked Sam Pena for his years of service with Republic and congratulated him on his new position.

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

1. Consideration and possible action to receive and file report on Accessory Dwelling Units (ADUs), 6 month review. This report is on ADU applications received since adoption of the ADU ordinance in July, 2017. (Fiscal Impact: None)

   Greg Carpenter, City Manager, introduced the item.

   Gregg McClain, Planning Manager, reported on the item.

   Council Discussion

   Council consensus to receive and file report regarding ADU permits. Council requested another review in 6 months.

2. Consideration and possible action to introduce an ordinance amending Title 1, Chapter 3 of the El Segundo Municipal Code adopting a City Council-approved City Logo and establishing rules for its use. (Fiscal Impact: $0)

   Greg Carpenter, City Manager, introduced the item.

   Mickie Tagle, Senior Executive Assistant, reported on the item.

   Council Discussion

   David King, Assistant City Attorney, read by title only:

   ORDINANCE NO. 1565

   AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF EL SEGUNDO AMENDING TITLE 1, CHAPTER 3 OF THE EL SEGUNDO MUNICIPAL CODE ADOPTING A NEW CITY LOGO AND ESTABLISHING RULES FOR THE USE THEREOF.

   Council Member Brann introduced the Ordinance. Ordinance will be ready for approval at the February 20, 2018 regular City Council meeting.
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 3019675 through 3019912 and 9000243 through 9000243 on Register No. 8 in the total amount of $1,364,200.91 and Wire Transfers from 1/8/18 through 1/28/18 in the total amount of $3,434,718.45. Ratified Payroll and Employee Benefit checks; checks released early due to contracts or agreement; emergency disbursements and/or adjustments; and wire transfers.


5. Waive the formal bidding process and allow for a direct purchase of a cloud based fully-integrated body-worn and in-car video recording solution/system and authorize the City Manager to execute a contract no. 5477, in a form approved by the City Attorney’s office, with Pileum Corporation for a body-worn and in-car video system, using funds from the Equipment Replacement account, grant funds from COPS and Asset Forfeiture. (Fiscal Impact: $498,000.00)

6. Adopt Resolution No. 5073 approving the Plans and Specifications for Police Department Floor Replacement, Project No. PW 18-02. (Fiscal Impact: To be determined)

7. Adopt Resolution No. 5074, adopting the Arts and Culture Advisory Committee Bylaws. (Fiscal Impact: None)

8. Authorize the City Manager to sign the Amendment no. 5348A to the Professional Services Agreement, in a form approved by the City Attorney, with Michael T. Little dba Counter Risk, Inc., authorize an increase of the blanket purchase order by $131,000 to enable the Fire Department to receive the services provided by Michael T. Little dba Counter Risk, Inc. and approve the purchase of urban search and rescue equipment in the amount of $3,440. (Fiscal Impact: $134,440.00)

9. PULLED BY COUNCIL MEMBER PIRSZTUtk
MOTION by Mayor Pro Tem Boyles, SECONDED by Council Member Brann approving Consent Agenda items 3, 4, 5, 6, 7, and 8. MOTION PASSED BY UNANIMOUS VOICE VOTE. 5/0

PULLED ITEM:

9. Consideration and possible action to authorize the City Manager to execute a License Agreement no. 5478 in a form approved by the City Attorney with Good Swings Happen utilization of The Lakes at El Segundo Golf Course and Driving Range.
   (Fiscal Impact: $10,800 Revenue for Monthly Lease plus estimated $25,000+ in additional greens and program fees)

Council Member Pirsztuk introduced the item.

Meredith Petit, Recreation and Parks Director, answered Council questions.

Council Discussion

MOTION by Mayor Pro Tem Boyles, SECONDED by Council Member Dugan authorizing the City Manager to execute a License Agreement, in a form approved by the City Attorney, with Good Swings Happen. MOTION PASSED BY UNANIMOUS VOICE VOTE. 4/1 Yes: Boyles, Brann, Dugan, Fuentes No: Pirsztuk

F. NEW BUSINESS

10. Consideration and possible action regarding Fiscal Year 2017-18 First Quarter Financial Review.
    (Fiscal Impact: None)

Greg Carpenter, City Manager, introduced the item.

Joe Lillio, Finance Director, gave a presentation on the item.

Council discussion

Council consensus to receive and file FY 2017-18 1st Quarter Financial Review.

11. Consideration and possible action to receive an informational report on the quarterly update for the Strategic Work Plan and the Key Performance Indicators (KPIs) for the first quarter of Fiscal Year (FY) 2017-18.
    (Fiscal Impact: None)

Greg Carpenter, City Manager, introduced the item.
Joe Lillio, Finance Director, gave a presentation on the item. Council discussion

Council consensus to receive an informational report on the quarterly update for the Strategic Work Plan and the Key Performance Indicators (KPIs) for the first quarter of Fiscal Year (FY) 2017-18.

12. Consideration and possible action to receive an informational report on the draft comprehensive City-wide fee study and cost allocation plan.
   (Fiscal Impact: None)

Greg Carpenter, City Manager, introduced the item.

Joe Lillio, Finance Director, reported on the item.

Eric Johnson, Revenue & Costs Specialist, LLC gave a presentation.

Council discussion

Council consensus to receive an informational report on the draft comprehensive City-wide fee study and cost allocation.

13. Consideration and possible action related to adding El Segundo Police Department Lieutenant Raymond Garcia and Officer Scott O'Connor to the Wall of Honor to recognize their courage in service to the El Segundo community.
   (Fiscal Impact: Unknown)

Greg Carpenter, City Manager, introduced the item.

Jeff Leyman, Lieutenant, reported on the item.

Council discussion

MOTION by Mayor Pro Tem Boyles, SECONDED by Council Member Pirsztuk to add Lt. Raymond Garcia and Officer Scott O'Connor to the El Segundo Wall of Honor. MOTION PASSED BY UNANIMOUS VOICE VOTE. 5/0

G. REPORTS — CITY MANAGER — Thanked Council for passing the Wall of Honor item. Ken Berkman, Public Works Director, reported on the upcoming closures on Rosecrans Ave. between Sepulveda Blvd. and Aviation Blvd in the next few weeks due to an Edison project.

H. REPORTS — ASSISTANT CITY ATTORNEY - None
I. REPORTS – CITY CLERK – Stated the Nomination period is now closed. There are four candidates running for 2 open seats and Measure C.
J. REPORTS – CITY TREASURER – Not present

K. REPORTS – CITY COUNCIL MEMBERS

Council Member Brann – Attended Independent Cities Association meeting, met with John Erickson with LAX and gave a history lesson concerning the El Segundo and Wiseburn School District boundaries.

Council Member Pirsztuk – Thanked Joe Lilio and Juliana Demers for implementing the business license renewals online, thanked Meredith Petit and her team and Barbara Voss for the new foliage on Main Street and mentioned the Battle of Badges will now take place on March 24, 2018 at the Laker’s Facility.

Council Member Dugan – Attended West Basin’s Water District dedication to the new desalination facility expansion in Torrance.

Mayor Pro Tem Boyles – Boyles sits on the LAX Advisory Committee and mentioned momentum is increasing with regards to developing and building a coalition concerning working together on LAX issues.

Mayor Fuentes – Attended the Sanitation District meeting, a joint EDAC meeting, an Aerospace Alliance meeting, the opening of 777 Aviation, LAAFB meeting concerning housing in the South Bay, attended the South Bay Laker’s game and thanked the Laker’s organization for supporting our community, mentioned Good Friday Breakfast will be held on March 30, 2018, thanked both the Fire and Police Departments for their help in the Montecito area, mentioned State Senator Ben Allen will be holding a joint hearing concerning Education and Aerospace in El Segundo at the DaVinci High School.

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

MEMORIALS – None

ADJOURNMENT at 8:49 PM

Tracy Weaver, City Clerk
AGENDA DESCRIPTION:

Consideration and possible action to authorize the City Manager to transfer $9,838 of funds from the General Plan Maintenance reserve to the Planning and Building Safety Department’s Fiscal Year FY 2017/18 “professional/technical service charges” budget category (Fiscal Impact: $9,838).

RECOMMENDED COUNCIL ACTION:

1. Authorize the City Manager to transfer $9,838 of funds from the General Plan Maintenance reserve to the Planning and Building Safety Department’s Fiscal Year FY 2017/18 “professional/technical service charges” budget category;

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

ATTACHED SUPPORTING DOCUMENTS:

1. KOA Corporation Traffic Engineering Services Proposal Dated January 17, 2018

FISCAL IMPACT: $9,838

Amount Budgeted: $0
Additional Appropriation: $9,838
Account Number(s): General Plan Maintenance – #708-278-0000-1278 (transfer from)
Planning and Building Safety – Planning #708-400-2402-6206 (transfer to)

PREPARED BY: Paul Samaras, Principal Planner
REVIEWED BY: Gregg McClain, Planning Manager
Sam Lee, Planning and Building Safety Director
Joseph Lillio, Finance Director
APPROVED BY: Greg Carpenter, City Manager

The Planning and Building Safety Department has been working with MIG Inc., a planning consulting firm, on a comprehensive update of the Smoky Hollow Specific Plan. One of the primary goals of the update is to address concerns regarding parking in Smoky Hollow and a parking in-lieu fee program is a proposed solution to these concerns. This program would permit property owners to pay a fee in-lieu of providing parking on their property to meet the City’s minimum requirements. In exchange, the City would use the fee revenue to provide public parking in Smoky Hollow. During the Smoky Hollow update process, staff identified an opportunity to provide additional street parking along some of the north-south streets and along El Segundo Boulevard. This would involve limited construction, striping, and signage on those street, which would be more cost effective and could be completed faster that parking in parking structures.
Typically, a parking in-lieu fee is based on the cost of providing the corresponding public parking. For the parking in-lieu fee program in the Downtown Specific Plan, the City based its fee on a construction estimate for the downtown parking structure at the intersection of Grand Avenue and Richmond Street. For Smoky Hollow, MIG Inc. provided a construction cost estimate for building parking structures. However, their estimate did not include the cost of providing additional street parking as well. As a result, staff solicited a separate proposal from KOA Corporation, a traffic engineering company, to estimate the cost of providing street parking in Smoky Hollow. KOA is familiar with Smoky Hollow and is best suited to do this work, because of its work as a sub-consultant for the Smoky Hollow Specific Plan update. As part of that project, KOA prepared conceptual designs of additional street parking in Smoky Hollow. They are in the best position to provide a detailed cost estimate to the City.

At staff’s request, KOA submitted a proposal, including a scope of work and fee of $9,838, for the purpose of estimating the cost of additional on-street parking (Exhibit No. 1). Before staff enters into a Professional Services Agreement with KOA, the amount of $9,838 would have to be budgeted for this purpose. There are sufficient funds available in the General Plan maintenance reserve for City Council to appropriate into the Professional/Technical services expense account (708-400-2402-6206).
January 17, 2018

Mr. Paul Samaras  
Principal Planner  
City of El Segundo  
350 Main Street  
El Segundo, CA 90245  
TEL: (310) 524-2340

Subject: Revised Traffic Engineering Services Proposal for  
Smoky Hollow Engineering Concepts and Cost Estimates  
City of El Segundo

Dear Mr. Samaras,

KOA Corporation is pleased to submit the enclosed revised proposal to provide traffic engineering services for the Smoky Hollow Specific Plan on-street parking and related improvements in the City of El Segundo.

We have 30 years working experience in parking design and cost estimating for engineering improvements. We will ensure that this project will be another successful one. The attached proposal presents our scope of services, cost estimate, and schedule. If you concur with the terms of this proposal, you may authorize KOA Corporation (KOA) to begin work by signing the authorization form on this proposal and returning it to our office. The proposal is valid for 30 days.

This project will be managed by Mr. Brian Marchetti, AICP. Should you have any questions, or if you require additional information regarding this proposal, please contact Mr. Marchetti at (323) 260-4703. We look forward to the opportunity to work with you to make this project a successful one.

Sincerely,

KOA Corporation

Joel Falter  
Chief Operating Officer  
KOA Corporation
Traffic Engineering Service Proposal
Smoky Hollow Improvements Cost Estimates
City of El Segundo, California

Summary of Project

The Smoky Hollow Specific Plan traffic study was completed by KOA in September 2017, and KOA assisted the prime consultant MIG in developing preliminary concepts for roadway and on-street parking improvements, including diagonal parking on north-south roadways. For some elements, conceptual designs were produced by KOA and used for urban design concepts by MIG. For other elements, KOA provided general design guidance and some review, but did not produce conceptual engineering designs.

On November 6, 2017, the City of El Segundo (City) requested that KOA provide engineering services to produce engineering cost estimates for all roadway improvements that would be implemented within the Specific Plan area, along with estimated costs for design, permitting and other services. We will also provide estimated costs for maintenance. The scope of work below defines this effort in more detail.

Scope of Services

The cost estimates will consider typical areas desired by the City for landscaping, where conceptualized by the Specific Plan urban design efforts and desired by the City in the KOA efforts, but not included in the original KOA conceptual designs. Other elements will be considered as well where they would affect the cost estimates. The cost estimates will also consider the need for new curb-returns for typical modified corners on one-way roadways.

1. A draft engineering cost estimate will be produced for City review,

2. KOA will schedule an in-person meeting or conference call with the City to discuss the cost estimate details and potential improvement sequencing based on funding resources and implementation priorities.

3. A phased and detailed engineering cost estimate with construction management and inspection categories will be prepared and provided. Costs will be broken down by a per-space value, and will consider small incremental improved areas of one block in scale (which would be likely as developments pay for the on-street parking upgrades).

4. We will provide a cost estimate for the future provision of engineering design service, permit, and other directly and/or in-direct cost for an engineering design phase, based on our working experience.

5. We will coordinate with City maintenance to verify the City's periodic maintenance processing and procedures to provide maintenance cost estimate. We will work with the City to determine the duration for periodic maintenance.
6. Cost estimates will be derived from a combination of available sources including Caltrans published data, recent bid prices from other local projects, and any other data that the City might be able to provide for application to the estimates.

7. The cost estimates will be submitted to the City of El Segundo for review and approval.

8. We will attend a maximum of two meetings at the City of El Segundo, if needed, to discuss cost estimate details and outcomes, and to reach resolution on comments.

**Work Scope Assumptions**

- The work scope is considered complete upon City's approval of the finalized cost estimates. Fees for extra work will be determined prior to the start of that work.
- KOA Corporation assumes the cost estimates will be reviewed by the City of El Segundo. Any revisions requested by the City of El Segundo will be fully addressed and incorporated into the estimates until they are ready for final approval.

**Out of Scope Work**

Services rendered for out-of-scope work will be billed based on a negotiated maximum fee basis. Out-of-scope work includes:

- Requests, by the City, for items not covered in work program tasks described in this proposal.
- Extra work effort required of KOA Corporation in order to expedite the overall schedule or the reviewing agency's plan checking time other than the normal review process.
- Preparation of conceptual designs, turning templates, and other elements related to conceptual plan revisions from the separate Specific Plan effort.
- Preparation of street improvement and/or utility connection plans.
- Preparation of traffic signal or signal interconnect plan.
- Preparation of utility potholing.
- Design of any onsite improvements.
- Presentations at public meetings to community groups, City Council, or any Commission.
- Preparation and processing of permit applications.
- Any traffic studies, traffic counts, or traffic signal warrant analyses.

**Exclusions**

The following exclusions describe situations that we frequently encounter that result in the need for extra work and additional compensation:

- Our approach assumes a consensus regarding the need for this project. We have not allocated any resources to achieving a consensus regarding the need for improvements.
6. Cost estimates will be derived from a combination of available sources including Caltrans published data, recent bid prices from other local projects, and any other data that the City might be able to provide for application to the estimates.

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- Presentations at public meetings to community groups, City Council, or any Commission.
- Preparation and processing of permit applications.
- Any traffic studies, traffic counts, or traffic signal warrant analyses.

Exclusions

The following exclusions describe situations that we frequently encounter that result in the need for extra work and additional compensation:

- Our approach assumes a consensus regarding the need for this project. We have not allocated any resources to achieving a consensus regarding the need for improvements.
• Attendance at additional meetings, except as specifically indicated in the Scope of Services, will be considered as additional work and billed accordingly.
• Our fee excludes Permit fees or any costs paid to the City, utility companies, or any other agency for plan checking, construction inspection, or utility records.
• Additional intersection or roadway improvements not identified in this scope of work.
• Coordination with Specific Plan prime consultant on changes to related documents, or separate modifications to original Specific Plan conceptual design plans and report

**Work Schedule**

Upon receiving an executed agreement and all pertinent information, we will complete an initial cost estimate within three weeks. Subsequent revisions with detailed cost estimates will be completed within one to two weeks after receiving comments.

**Fee Estimate**

The fee for the service would be a lump sum amount of $9,838. Attachment A provides the detailed estimate of required hours and related fees.

This total amount is based upon the work scope and level of effort presented above and includes the cost of all related technical and administrative services. The work effort is considered complete upon plan approval. Any additional services requested after plan approval is considered extra work and those fees will be negotiated prior to start of work and secured in writing.

If the work is not authorized in thirty days, if changes occur in the work scope or level of effort, or if our work is suspended for more than 180 days due to any circumstances beyond KOA Corporations’ control, we reserve the right to revise the work scope, budget and schedule to reflect current conditions. Such revisions will be effected through mutually agreed upon amendments or modifications to this agreement. The proposal is valid for 30 days and is subject to a 5% annual adjustment.

**Invoicing**

Invoices will be submitted monthly, based upon our estimated percentage of completion for each task. We consider the first submittal of the plans as representing 80% completion. Accounts are past due after 30 days. All work will be immediately stopped if any invoice is unpaid for 60 days or more, and such delinquent invoice payments may be subject to a late payment penalty of 1.5 percent per month and/or turned over to a collections agency at our discretion. In any lawsuit brought to enforce the terms of this contract, the prevailing party shall be entitled to their reasonable attorney’s fees.

**Termination**

The Client or KOA Corporation may terminate this agreement by giving the other party ten days written notice of such termination. KOA Corporation shall receive fee payments from the Client proportionate to the services
completed as of the date of termination. The Client will be entitled to receive deliverables at the level of completion relative to the fee payments received by KOA Corporation.

**Indemnification**

KOA Corporation and the City of El Segundo each agree to indemnify and hold the other harmless from any and all losses, damages, awards, penalties or injuries or costs, including reasonable attorney's fees and cost of defense, which accrue or arise from or result by reason of a claim asserted by a third party which arises from any alleged breach of such indemnifying party's representations and warranties made under this Agreement or such indemnifying party's own negligent acts, errors, and omissions in the performance of their obligation under this Agreement or with respect to the Project.

**Insurance**

KOA Corporation is fully able to meet the insurance requirements of this project. The firm has coverage in the following areas: Professional Liability ($1 million per claim, $2 million aggregate), Automobile Liability ($2 million) and General Liability ($5 million). Our Worker's Compensation coverage meets the insurance requirements of California State law.

**Project Manager**

Our proposed Project Manager for this project is Brian Marchetti, AICP. The engineering lead will be Mr. Eric Yang, C.E. T.E. If you have any questions about this proposal and our scope of services, please contact Brian or Eric at (323) 260-4703.

**Authorization**

The signature below indicates the Client has carefully reviewed this proposal and authorizes KOA Corporation to proceed. Please return this authorization together with a copy of the complete proposal to our office. Our work cannot commence until we receive this written authorization or an executed agreement.

Sincerely,

[Signature]

Joel Falter
Chief Operating Officer
KOA Corporation

Approved By:

City of El Segundo (Client) has carefully reviewed this proposal and hereby authorizes KOA Corporation to commence work as indicated within the terms and conditions of this proposal.

Signed ___________________________ Date ___________________________

Print Name: ___________________________

Title: ___________________________

Smoky Hollow Improvements Cost Estimates
Traffic Engineering Services Proposal

January 17, 2018
MB71254

-5-
# ATTACHMENT A - FEE CALCULATION

## CITY OF EL SEGUNDO

Smoky Hollow Improvements Cost Estimates

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<th>DELIVERABLES</th>
<th>Principal / QA/QC Manager</th>
<th>Project Manager</th>
<th>Senior Engineer</th>
<th>Associate Planner</th>
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EL SEGUNDO CITY COUNCIL
AGENDA STATEMENT

MEETING DATE: February 20, 2018
AGENDA HEADING: Consent Agenda

AGENDA DESCRIPTION:
Consideration and possible action regarding approval of an amendment to the Robert Half International, Inc. (dba Accountemps) agreement number 4810 for temporary staffing in the Finance Department. (Fiscal Impact $200,000.00)

RECOMMENDED COUNCIL ACTION:
1. Authorize City Manager to execute an agreement amendment, in a form approved by the City Attorney, with Accountemps, for additional temporary staffing.
2. Alternatively, discuss and take other possible action related to this item.

ATTACHED SUPPORTING DOCUMENTS:
Sixth Amendment to Agreement No. 4810

FISCAL IMPACT: None

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STRATEGIC PLAN:

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<tbody>
<tr>
<td>Objective:</td>
<td>2</td>
<td>The City will maintain a stable, efficient, and transparent financial environment</td>
</tr>
</tbody>
</table>

ORIGINATED BY: Joseph Lillo, Director of Finance
APPROVED BY: Greg Carpenter, City Manager

BACKGROUND AND DISCUSSION:
In February 2015, the City Manager approved a five year on-call agreement for staffing services with Accountemps to provide staffing services for the City in order to address City-wide vacancies. It is anticipated an additional amount of $200,000 will be necessary to meet the operational needs of various departments that have vacancies. Currently, there are a total of twenty-one non-sworn vacant positions within various departments that will result in salary and benefit savings which can be used towards the contract increase. This amendment, if approved, will bring the contract total to an amount not to exceed $480,000. Because this amendment to the agreement exceeds $50,000, City Council approval is required.
City-wide, Department Heads are currently reassessing departmental operational needs to best accommodate the changing business needs of the City. The amendment to the Robert Half contract will allow the City to continue to deliver excellent customer service, continue to fully service the needs of the residential and business community, while reevaluating the business model of each department that has vacancies. The salary savings of the current vacant positions are sufficient to cover the sixth amendment. Robert Half/Accountemps has provided customer service consistent with their agreement terms and conditions.

At this time, staff is requesting City Council approve a Sixth amendment to the agreement for an additional amount of $200,000.00, in a form approved by the City Attorney, for Robert Half International, Inc. to provide temporary staffing services to various City departments.
SIXTH AMENDMENT TO
AGREEMENT NO. 4810 BETWEEN
THE CITY OF EL SEGUNDO AND
ROBERT HALF INTERNATIONAL INC., DOING BUSINESS THROUGH ITS
DIVISIONS OFFICETEAM AND ACCOUNTEMPS

THIS SIXTH AMENDMENT ("Amendment") is made and entered into this 20th day of February 2018, by and between the CITY OF EL SEGUNDO, a general law city and municipal corporation existing under the laws of California ("CITY"), and ROBERT HALF INTERNATIONAL INC., a Delaware Corporation, doing business through its divisions OFFICETEAM and ACCOUNTEMPS ("STAFFING FIRM").

1. Pursuant to Section 31 of Agreement No. 4810 ("Agreement"), Section 1 of the Agreement is amended to read as follows:

   "1. CONSIDERATION.

   A. As partial consideration, STAFFING FIRM agrees to perform the work listed in the SCOPE OF SERVICES, below;

   B. As additional consideration, STAFFING FIRM and CITY agree to abide by the terms and conditions contained in this Agreement;

   C. As additional consideration, CITY agrees to pay CONTRACTOR an additional Two-Hundred Thousand Dollars ($200,000.00) for CONTRACTOR’s services not to exceed a total of Four Hundred-Eighty-Thousand Dollars ($480,000.00)."

2. The parties also desire to amend the Agreement to delete references to Task Orders. Task Orders are no longer required to be completed as part of the Agreement.

3. This Amendment may be executed in any number or counterparts, each of which will be an original, but all of which together constitutes one instrument executed on the same date.

3. Except as modified by this Amendment, all other terms and conditions of Agreement No. 4810 remain the same.

[SIGNATURES ON FOLLOWING PAGE]
IN WITNESS WHEREOF the parties hereto have executed this contract the day and year first hereinabove written.

CITY OF EL SEGUNDO

Greg Carpenter,
City Manager

ACCOUNTEMPS, a division of ROBERT HALF INTERNATIONAL, INC.

Brandi Britton
District President

Taxpayer ID No. 94-1648752

ATTEST:

Tracy Weaver,
City Clerk

APPROVED AS TO FORM:

By: Mark D. Hensley, City Attorney
EL SEGUNDO CITY COUNCIL
AGENDA STATEMENT

AGENDA DESCRIPTION:
Consideration and possible action to adopt a resolution adopting the Environmental Committee By-Laws. (Fiscal Impact: None)

RECOMMENDED COUNCIL ACTION:
1. Adopt a resolution adopting Environmental Committee’s proposed By-Laws.
2. Alternatively, discuss and take other possible action related to this item.

ATTACHED SUPPORTING DOCUMENTS:
Resolution
Environmental Committee By-Laws

FISCAL IMPACT: $0

<table>
<thead>
<tr>
<th>Amount Budgeted:</th>
<th>$0</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>

ORIGINATED BY: Jasmine Allen, Interim Management Analyst
REVIEWED BY: Ken Berkman, Public Works Director
APPROVED BY: Greg Carpenter, City Manager

BACKGROUND AND DISCUSSION:
The El Segundo City Council adopted the first Environmental Work Plan on January 8, 2008, and thus established the Environmental Work Council, now called the Environmental Committee. The Environmental Committee is currently comprised of seven volunteer members representing El Segundo-based businesses, El Segundo residents, the El Segundo Unified School District, and City staff.

The Environmental Committee is tasked with reviewing current City environmental practices and identifying new goals and objectives for City governance over municipal, residential and business entities within its jurisdiction. The Committee has operated without official By-Laws since its inception, and has drafted By-Laws for consideration and adoption by the City Council.
RESOLUTION NO. __

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF EL SEGUNDO ADOPTING BY-LAWS FOR THE ENVIRONMENTAL COMMITTEE.

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

SECTION 1: Recitals:

A. The El Segundo City Council adopted the first Environmental Work Plan on January 8, 2008, and thus established the Environmental Work Council, now called the Environmental Committee;

B. The Environmental Committee is currently comprised of seven volunteer members representing El Segundo-based businesses, City residents, and the El Segundo Unified School District;

C. The Environmental Committee is an advisory body tasked with reviewing current City environmental practices and identifying and recommending new goals and objectives for City governance over municipal, residential and business entities within its jurisdiction;

D. On November 20, 2017, the Environmental Committee approved the attached by-laws; the City Council now desires to adopt the Environmental Committee's proposed by-laws.

SECTION 2: Adoption of By-laws. The by-laws recommended for adoption by the Committee and attached as Exhibit A are hereby adopted. Any amendments to the by-laws must be approved by the City Council.

SECTION 3: This Resolution will become effective immediately upon adoption and remain effective unless superseded by a subsequent resolution.

PASSED AND ADOPTED this ___ day of _______________, 2018.

______________________________________________
Suzanne Fuentes, Mayor

ATTEST:

______________________________________________
Tracy Weaver, City Clerk
APPROVED AS TO FORM:

___________________________________________
Mark D. Hensley
City Attorney
CITY OF EL SEGUNDO - ENVIRONMENTAL COMMITTEE

BY-LAWS

ARTICLE I – NAME

The name of this organization shall be the Environmental Committee.

ARTICLE II – PURPOSE

The purpose of the Environmental Committee is to research and advise the City Council on environmental-related issues, such as any programs or business practices including but not limited to those that affect air quality, energy usage, solid waste, urban planning and development, hazardous waste, transportation and water usage. The Committee shall collaborate with City staff and the local community to help formulate responsible environmental strategies that are consistent with governmental standards, and to provide suggestions for a “best practices” approach to implementing environmentally conscious standards. The Committee is a standing advisory committee that serves at the pleasure of the City Council.

ARTICLE III – QUALIFICATIONS

Members of the Environmental Committee shall represent a cross-section of the community, including both residents and business representatives who have applicable knowledge and notable interest in Environmental issues and practices.

ARTICLE IV – MEMBERSHIP

The Environmental Committee shall be composed of six (6) voting members appointed by the City Council, three (3) to represent the residential perspective and three (3) to represent the business perspective, plus one (1) voting member appointed by ESUSD. A Public Works staff person shall support the Committee in a de facto status.

The City Council shall appoint at least one (1) member of the City Council to serve as a non-voting liaison for the Committee.

• Section I – Selection of Members
  o The City of El Segundo shall advertise and solicit applications to fill any vacant position among the six voting members appointed by the City Council that might occur. After the application period has closed, the Chair and Vice Chair of the
Environmental Committee shall review the applications with the sole purpose of making a recommendation for selection to the Mayor and members of the City Council. The Council may interview the recommended candidates and the City Council shall make the final selection and appointments. A candidate for a City seat on the Committee may not serve on the Committee without City Council final approval.

- Section II – Term of Office
  - The term for each voting member of the Environmental Committee is four (4) years, with the exception of the ESUSD seat, which must be reappointed by ESUSD annually. Terms are set on a rotating basis to avoid turnover of the complete Committee at any time.

- Section III – Compensation
  - Environmental Committee members shall serve without compensation.

- Section IV – Removal
  - Members of the Environmental Committee are expected to attend all meetings. When any member has three or more consecutive absences, or a total of 6 or more within a 12-month period, the member’s seat will be deemed vacant.

ARTICLE V – MEETINGS

All meetings of the Committee shall be publicly noticed, open to the public and in a publicly accessible location as required by State law.

- Section I – Regular Meetings
  - Regular meetings of the Environmental Committee shall be on the third Monday of every month at 6:00 pm. The Location shall be a meeting room in City Hall.

- Section II – Special Meetings
  - Special Meetings of the Environmental Committee may be held at any time upon the call of the Committee Chair, or by a majority of the voting members, or the City Council following at least forty-eight (48) hours’ notice to each Committee member. The Committee Chair or a majority of the voting members shall determine the time and location of the Special Meeting.

- Section III – Quorum
  - A majority of the voting members of the Environmental Committee shall constitute a quorum. A quorum is necessary for action by the Environmental Committee.
• Section IV – Voting
  ○ Each voting member shall have one vote.

• Section V – Meeting Procedures
  ○ Except as otherwise provided by these By-laws, City Council Resolutions or State law, the Environmental Committee will follow the latest edition of the Robert’s Rules of Order for the orderly conduct of meetings.

ARTICLE VI - OFFICERS

Officers of the Environmental Committee shall be a Committee Chair and a Vice Chair who shall serve at the pleasure of the Environmental Committee. Term of office shall be for two (2) years. Duties of the officers shall conform to the regular parliament duties set forth by the latest edition of the Robert’s Rules of Order, unless otherwise stated.

• Section I – Committee Chair
  ○ The Committee Chair shall preside over the meetings of the Environmental Committee.
  ○ The Committee Chair shall work with Public Works staff to draft the monthly meeting agenda.

• Section II – Committee Vice Chair
  ○ During the absence, disability, or disqualification of the Committee Chair, the Committee Vice Chair shall perform all the duties and be subject to all the responsibilities of the Committee Chair. The Committee Vice Chair shall succeed the Committee Chair if he/she vacates the office before the term expires. If this occurs, a new Committee Vice Chair shall be elected at the next regular meeting.

• Section III – Duties of the Environmental Committee Members
  ○ It is intended that the Environmental Committee shall serve an advisory body to the City Council. Nothing herein contained shall be construed as a limitation on the powers of the City Council or the City’s administrative staff in their supervision or authority over property or personnel under their jurisdiction.
  ○ Members of the Environmental Committee are not expected to perform any services or work that would normally be performed by City staff or contractors.
ARTICLE VII – OFFICIAL DOCUMENTS

- Section I – Agendas
  - Agendas for all meetings shall be prepared and maintained with the Environmental Committee records by a staff member from the Public Works Department. Copies shall be distributed to each Environmental Committee member, City Council member, and to the City Clerk.

- Section II – Minutes
  - Minutes of all meetings shall be prepared and maintained with the Environmental Committee records by a staff member from the Public Works Department. Copies shall be distributed to each Environmental Committee member, City Council member, and to the City Clerk.

- Section II – Distribution of Documents
  - Preparation and distribution of Environmental Committee documents to the members, City Council and City Clerk shall be the responsibility of a designated staff member from the Public Works Department.

ARTICLE VIII – CONDUCT OF MEMBERS

- Section I – Personal
  - Environmental Committee members shall make no personal commitment on behalf of the Environmental Committee without the Committee’s majority approval.

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

- Section III – Attendance at Meetings
  - Members are expected to attend the monthly meeting. When any member has three or more consecutive absences, or a total of 6 or more within a 12-month period, the member’s seat will be deemed vacant.
ARTICLE IX – ASSISTANCE OF STAFF

The Public Works Director, or designee, shall provide the Environmental Committee with such information and staff assistance as the Environmental Committee may request from time to time subject to the limitations imposed by the City Council. The staff member(s) designated by the Public Works Director shall attend meetings of the Environmental Committee and submit such reports as requested by the Environmental Committee and as deemed necessary or desirable, subject to limitations imposed by the City Council.

ARTICLE X – AMENDMENTS

The Committee may recommend amendments to these By-laws. Such recommendations may be made by simple majority of the voting members at any legal meeting of the Environmental Committee. Such amendments must be approved by the City Council.

PASSED AND ADOPTED by the Environmental Committee – November 20, 2017

PASSED AND ADOPTED by the El Segundo City Council – ________________
AGENDA DESCRIPTION:
Consideration and possible action adopting an ordinance amending Title 1, Chapter 3 of the El Segundo Municipal Code adopting a City Council-approved City Logo and establishing rules for its use. (Fiscal Impact: $0)

RECOMMENDED COUNCIL ACTION:
1. Adopt the proposed ordinance; or
2. Alternatively, discuss and take other possible action related to this item.

ATTACHED SUPPORTING DOCUMENTS:
1. New City Logo Ordinance Draft
2. Related Staff Report from the February 6, 2018 City Council Meeting Agenda
3. Related Staff Report from the September 19, 2017 City Council Meeting Agenda

FISCAL IMPACT: None
   Amount Budgeted: $0
   Additional Appropriation: N/A
   Account Number(s): 001-400-XXXX-XXXX

STRATEGIC PLAN:
1. Goal: 1 It does not fall under a Strategic Plan or KPI
   Objective: 1 It does not fall under a Strategic Plan or KPI

ORIGINATED BY: Mickie Tagle, Senior Executive Assistant
REVIEWED BY: Department Heads
APPROVED BY: Greg Carpenter, City Manager

BACKGROUND AND DISCUSSION:
The City Council introduced the proposed ordinance on February 6, 2018, and it is now presented to the City Council for the second reading. If adopted by the City Council, the ordinance will take effect in 30 days.

At the September 19, 2017 Council Meeting, City Council approved the addition of a new City Logo to be used for marketing and promotional materials. The design is identical to the Centennial Seal with the following minor revisions: added “City of” to “El Segundo”, removed the word, “Centennial”, and changed “1917-2017” to “Incorporated 1917”. The new revised design is shown to your left.

To regulate the use of the City logo, staff recommends that City Council adopt the attached ordinance. It identifies and describes the logo as well as establishes permissible uses and penalties
for unauthorized uses. The proposed ordinance also makes minor revisions to the existing Code relating to the City Seal.

ENVIRONMENTAL REVIEW:

The proposed project, adoption and implementation of an ordinance pertaining to the City’s purchasing procedures and execution of contracts, is categorically exempt from the requirements of the California Environmental Quality Act (CEQA) because it can be seen with certainty that there is no possibility that the proposed ordinance will have a significant impact on the environment. Therefore, adoption and implementation of this ordinance does not constitute a “project” under CEQA and is exempt from further review under CEQA pursuant to CEQA Guidelines section 15061(b)(3).

CONCLUSION:

Staff recommends the City Council adopt the proposed ordinance.
ORDINANCE NO. ___

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF EL SEGUNDO AMENDING TITLE 1, CHAPTER 3 OF THE EL SEGUNDO MUNICIPAL CODE ADOPTING A NEW CITY LOGO AND ESTABLISHING RULES FOR THE USE THEREOF.

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

SECTION 1: Title 1, Chapter 3 of the El Segundo Municipal Code ("ESMC") is amended as follows (the proposed revisions are illustrated with strikethrough for existing language proposed for deletion and **bold and underlined** for proposed new, added language):

Chapter 3: CITY SEAL, CITY LOGO

1-3-1: ADOPTION OF CITY SEAL; DESCRIPTION:

Pursuant to the provisions of section 34501 of the State Government Code, as the same presently provides, the City Council does hereby approve and adopt as and for the Corporate Seal of the City the following seal, with lettering, form, arrangement and designs all as set forth and shown in the embossed or stamped impression thereof which follows:

![City Seal](image)

1-3-2: USE REQUIRED:

The only form of Corporate Seal for use by or for the City shall be the form of a Seal set forth in Section 1-3-1 of this Chapter.

1-3-3: UNLAWFUL USES:

It is unlawful for any person to make or use the Seal of the City or any cut, facsimile or reproduction of the Seal, or to make or use any seal or any design which is an imitation of the Seal, or of the design thereof, or which
may be mistaken for the Seal of the City, or the design thereof, for any purpose other than for City purposes, or for the purposes of any board, officer or department thereof.

1-3-43: CUSTODY:

The City Clerk shall have the official custody of the Official Seal of the City.

1-3-5: DISPLAY ON PRIVATE VEHICLES:

It is unlawful for any person to display or place, either temporarily or permanently, the Official Seal of the City, or any facsimile or representation, or near representation thereof, on any privately owned vehicle, unless by express written permit first had and obtained from the City Council so to do. In the event any such permit is so granted by the City Council, it is unlawful for any person to place or display the Seal in any manner or at any time contrary to or in violation of the provisions of the permit.

1-3-4: ADOPTION OF CITY LOGO:

The City Council of the City of El Segundo, California, hereby approves and adopts as and for the Official Logo of the City the following logo, with lettering and form, arrangement and design all as set forth and shown in the embossed or stamped impression thereof which follows:

![City of El Segundo Logo](image)

1-3-5: USE OF CITY SEAL AND LOGO:

The City Seal and City Logo shall only be used for the official business of the City of El Segundo and its City Council except upon written approval of the City Manager. No person may reproduce, make, use, display, give away, sell, or distribute the City Seal or City Logo, or imitation or facsimile thereof, without the written authorization of the
City Manager. In the event such written authorization is granted, it is unlawful for any person to reproduce, use or display the Seal or Logo in any manner or at any time contrary to such written authorization.

1-3-6: PROMOTIONAL USE OF CITY SEAL AND LOGO:

The City Manager or his designee is empowered to authorize the use of the City Seal or City Logo on items that are offered for sale by the City or otherwise promote the City.

1-3-7: CUSTODY OF LOGO:

The City Manager is the official custodian of the City Logo.

1-3-8: ADDITIONAL CITY LOGOS:

The City of El Segundo City Manager retains the right to create variations of the City Logo and to adopt and establish other official logos. Such variations may include, but are not limited to, centennial logos, or other logos which mark anniversaries, events, and/or any other City occasion the City Manager wishes to commemorate.

1-3-9: PENALTIES:

Any person violating this chapter is guilty of an infraction. Unauthorized use of the City Seal or City Logo is declared a public nuisance and the City can abate or enjoin such use pursuant to this Code. A violation of this chapter may be prosecuted by the City Attorney in the name of the people of the State of California, or redressed by civil action. The City reserves the right to take any other legal action it finds appropriate to enforce this chapter.

SECTION 2: Environmental Review. This ordinance is exempt from environmental review under the California Environmental Quality Act (California Public Resources Code §§ 21000, et seq., “CEQA”) and CEQA regulations (14 California Code of Regulations §§ 15000, et seq.) because it does not portend any new development and does not relax existing regulatory restrictions on future development. This ordinance, therefore, does not have the potential to cause significant effects on the environment and is exempt from CEQA review under 14 Cal. Code Regs. § 15061(b)(3).

SECTION 3: Severability. If any provision or clause of this chapter is held to be unconstitutional or otherwise invalid by any court of competent jurisdiction, such invalidity shall not affect other provisions of this chapter, and clauses of this chapter are declared to be severable.
SECTION 4: The City Clerk is directed to certify the passage and adoption of this ordinance; cause it to be entered into the City of El Segundo's book of original ordinances; make a note of the passage and adoption in the records of this meeting; and, within 15 days after the passage and adoption of this ordinance, cause it to be published or posted in accordance with California law.

SECTION 5: This Ordinance will become effective on the thirty-first day following its passage and adoption.

PASSED AND ADOPTED this ___ day of ____________, 2018.

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 Ordinance No. ___ was duly introduced by said City Council at a regular meeting held on the ___ day of ____________, 2018, and was duly passed and adopted by said City Council, approved and signed by the Mayor, and attested to by the City Clerk, all at a regular meeting of said Council held on the ___ day of ____________, 2018, and the same was so passed and adopted by the following vote:

AYES:
NOES:
ABSENT:
ABSTAIN:

Tracy Weaver, City Clerk

APPROVED AS TO FORM:

Mark D. Hensley, City Attorney
AGENDA DESCRIPTION:
Consideration and possible action to introduce an ordinance amending Title 1, Chapter 3 of the El Segundo Municipal Code adopting a City Council-approved City Logo and establishing rules for its use. (Fiscal Impact: $0)

RECOMMENDED COUNCIL ACTION:
1. Introduce the proposed ordinance; or
2. Alternatively, discuss and take other possible action related to this item.

ATTACHED SUPPORTING DOCUMENTS:
1. New City Logo Ordinance Draft
2. Related Staff Report from the September 19, 2017 City Council Meeting Agenda

FISCAL IMPACT: None
- Amount Budgeted: $0
- Additional Appropriation: N/A
- Account Number(s): 001-400-XXXX-XXXX

STRATEGIC PLAN:
1. Goal: 1 It does not fall under a Strategic Plan or KPI
   Objective: 1 It does not fall under a Strategic Plan or KPI

ORIGINATED BY: Mickie Tagle, Senior Executive Assistant
REVIEWED BY: Department Heads
APPROVED BY: Greg Carpenter, City Manager

BACKGROUND AND DISCUSSION:
At the September 19, 2017 Council Meeting, City Council approved the addition of a new City Logo to be used for marketing and promotional materials. The design is identical to the Centennial Seal with the following minor revisions: added “City of” to “El Segundo”, removed the word, “Centennial”, and changed “1917-2017” to “Incorporated 1917”. The new revised design is shown to your left.

To regulate the use of the City logo, staff recommends that City Council adopt the attached ordinance. It identifies and describes the logo as well as establishes permissible uses and penalties for unauthorized uses. The proposed ordinance also makes minor revisions to the existing Code relating to the City Seal.
ENVIRONMENTAL REVIEW:

The proposed project, adoption and implementation of an ordinance pertaining to the City's purchasing procedures and execution of contracts, is categorically exempt from the requirements of the California Environmental Quality Act (CEQA) because it can be seen with certainty that there is no possibility that the proposed ordinance will have a significant impact on the environment. Therefore, adoption and implementation of this ordinance does not constitute a "project" under CEQA and is exempt from further review under CEQA pursuant to CEQA Guidelines section 15061(b)(3).

CONCLUSION:

Staff recommends the City Council introduce the proposed ordinance and schedule a second reading at a future City Council meeting.
AGENDA DESCRIPTION:
Consideration and possible action to update/replace/modernize the City Seal and/or approve a new City Logo. (Fiscal Impact: $0 up to $84,850+)

RECOMMENDED COUNCIL ACTION:

STAFF RECOMMENDATION
1. Maintain the current City Seal and continue to use exclusively for official use.
2. Add a City Logo based on the Centennial Seal. Change the name from a Centennial Seal to a City Logo. Designate it to be used for marketing and promotional materials.
3. Direct staff to return with an ordinance for adoption governing the use of the City Logo.
4. And/or alternatively, discuss and take other possible action related to this item.

ATTACHED SUPPORTING DOCUMENTS:
1. Staff Report from June 20, 2017, City Council Meeting
2. Friend of the Library’s Archived City Seal Historical Correspondences & Materials

FISCAL IMPACT: None
Amount Budgeted: $0
Additional Appropriation: N/A
Account Number(s): 001-400-XXXX-XXXX

STRATEGIC PLAN:
1. Goal: 1 It does not fall under a Strategic Plan or KPI
   Objective: 1 It does not fall under a Strategic Plan or KPI

ORIGINATED BY: Mickie Tagle, Senior Executive Assistant
REVIEWED BY: Department Heads
APPROVED BY: Chris Donovan, Acting City Manager

BACKGROUND AND DISCUSSION:
The City Seal is a unifying symbol that constitutes the characteristics of a city and its community culture. It is for official City use and not to be used for non-City events, materials, or property. Guidelines and standards for its use is published in the Municipal Code (ESMC Ch3, 1-3-1 to 1-3-5) with the City Clerk’s Office as its custodian. The original version was adopted in 1917. It reflected what El Segundo represented at the time: industry. A new City Seal was adopted in 1952 to show an industrious refinery complex, a home with a palm tree, a large aircraft representing a growing aviation industry, as well as the El Segundo sand hills. In 1983-84, City Council expressed interest in revising the City Seal but did not move forward with any changes.

To celebrate the City’s Centennial birthday on January 20, 2017, a temporary City Seal was created in color with images of the city’s refinery, water tank, satellite, high school, blue butterfly, the sun, and beach waves. The design is symbolic of our 100th anniversary and this centennial brand is used all year round for all celebratory events and on all accompanying materials.

Since the Centennial Seal has received positive feedback, City Council requested that city staff conduct research regarding the future of our City Seal and to bring back for discussion. (For reference, see attached Staff Report from the June 20, 2017, City Council Meeting Agenda. Watch the item discussion on video → jump to timestamp: 55:15 →
https://www.youtube.com/watch?v=ekRScej0lDDI.)

The research included online search for cities that have changed their seal and/or added a logo; online community survey, staff input, as well as implementation impact and cost.

CHALLENGE:
1. Low online survey participation (283 out of 7k+ residents and 17k+ daytime population)
2. Online survey result close between Centennial, current, and new City Seal
3. Survey representation limited to online audience
4. City-wide project priority and limited resources
5. It does not fall under a Strategic Plan or KPI
6. Branding concerns
7. Cost concerns

ONLINE SURVEY RESULTS:

<table>
<thead>
<tr>
<th>City Seal Image</th>
<th>Option</th>
<th>Vote</th>
</tr>
</thead>
<tbody>
<tr>
<td>![El Segundo Seal]</td>
<td>Make the Centennial Seal the new City Seal</td>
<td>107</td>
</tr>
<tr>
<td>![El Segundo Seal]</td>
<td>Don’t change. Keep the current official City Seal.</td>
<td>95</td>
</tr>
<tr>
<td>![El Segundo Seal]</td>
<td>Design a new City Seal.</td>
<td>80</td>
</tr>
<tr>
<td>![El Segundo Seal]</td>
<td>None of the above. Here’s what I propose:</td>
<td>1</td>
</tr>
<tr>
<td>![El Segundo Seal]</td>
<td>Comments</td>
<td>58</td>
</tr>
</tbody>
</table>

Sentiment of Online Survey Comments
1. Cost concern (13/58 comments)
2. Specifications from changes to text and adding stars to edits to the images
## IMPLEMENTATION IMPACT & COST:

<table>
<thead>
<tr>
<th>Department</th>
<th>Impact of New Seal</th>
<th>Cost to Design a New Seal</th>
<th>Cost to Keep City Seal / Slightly Modify Centennial Seal for Marketing &amp; Promotional Use</th>
</tr>
</thead>
<tbody>
<tr>
<td>City Clerk</td>
<td>Work with codifier to codify new ordinance and municipal code. SMC notebooks, stationary, envelopes, name badges, &amp; official city seal / logo stamp(s).</td>
<td>Unknown</td>
<td>Unknown</td>
</tr>
<tr>
<td>City Council</td>
<td>Challenge Coins / Pins / Proclamation Folders</td>
<td>$10,000+</td>
<td>$10,000+</td>
</tr>
<tr>
<td>City Manager</td>
<td>Business Cards / Uniform Patches</td>
<td>$500</td>
<td>$500</td>
</tr>
<tr>
<td>City Treasurer</td>
<td>None</td>
<td>None</td>
<td>None</td>
</tr>
<tr>
<td>Finance</td>
<td>25 labor hours for digital documents to be updated including printer used to print A/P checks.</td>
<td>$5,000</td>
<td>None</td>
</tr>
<tr>
<td>Human Resources</td>
<td>New Letterhead, business cards, any/all other City forms and/or documents that include the seal; buildings with seal, all City vehicles, web site all pages related pages and/or document links, across the board, employee awards, uniform patches, caps, jackets, employee ID’s, all City road signs, etc. Other online software systems; i.e., NeoGov Recruiting &amp; all related sites, online forms, policies &amp; procedures, new hire documents, EDEN where applicable (i.e., employee services, etc.).</td>
<td>Unknown</td>
<td>Unknown</td>
</tr>
<tr>
<td>Information Systems</td>
<td>Business cards; uniform patch; vehicle.</td>
<td>500</td>
<td>None</td>
</tr>
<tr>
<td>Library</td>
<td>Promotional material at $100 per year.</td>
<td>$100</td>
<td>$100</td>
</tr>
<tr>
<td>Police</td>
<td>1. Uniform patches/alterations; 2. Uniform &amp; flat badges; 3. Hat pieces; 4. Business cards/set-up; 5. Give-aways (stickers, challenge coins)</td>
<td>$22,000</td>
<td>None</td>
</tr>
<tr>
<td>Planning &amp; Building Safety</td>
<td>Vehicles, uniform patches, update of city handouts, and update of website.</td>
<td>5,000</td>
<td>None</td>
</tr>
<tr>
<td>Public Works</td>
<td>1. Council chamber logo; 2. Vehicles; 3. Uniform patches; 4. Signs (welcome and emergency alert)</td>
<td>$25,000</td>
<td>None</td>
</tr>
<tr>
<td>Recreation &amp; Parks</td>
<td>Business cards and parks uniform patches</td>
<td>$1,750</td>
<td>None</td>
</tr>
<tr>
<td>City-wide</td>
<td>If changed, design cost</td>
<td>Unknown</td>
<td>Unknown</td>
</tr>
<tr>
<td>Project Coordination</td>
<td>Project Coordinator ~ Hire or Staff Time &amp; Material Cost</td>
<td>Unknown</td>
<td>Unknown</td>
</tr>
</tbody>
</table>

**Estimated Total** $84,850 $10,600

Sentiment of Staff Comments
1. Cost concern
2. Design a new seal but different than the Centennial seal.
3. Add and determine where this falls in the city-wide priority list.
4. Have two: a seal exclusively for official use and a logo for promotional use.
5. If change is directed by Council, a new design of the City Seal and/or Logo must be thoughtfully and thoroughly studied and evaluated.
DISTINCTION SEAL vs. LOGO

In ancient times, a seal was used to authenticate a document. This tradition has evolved and expanded to other uses of the seal. It is used as a proper representation of the City’s visual identity embossed onto City properties such as a police car or city building for example. While a logo has a similar purpose of symbolizing an organization, it is most commonly used for branding. A logo is typically designed to be more colorful, modern and contemporary conveying the organization’s message and leaving an impression reflective of the City’s brand.

USE of SEAL vs. LOGO

The City Seal would be for official use on all documents, records, publications, city owned properties including on Fire and Police badges and uniforms. The City Logo would be used for marketing including events, promotions, and public relations efforts. Examples of cities with both the City Seal and Logo are Torrance, Redondo Beach, Malibu, Pacifica, Palo Alto, San Diego, and Simi Valley to name a few.

METHODOICAL ROLL-OUT vs. BRANDING IMPACT

It is estimated that an adoption of a new seal or logo could take up to three years through a slow and methodical roll-out to mitigate as much cost impact. As existing stocks are depleted, the new seal or logo will be implemented on replacements. For city properties such as vehicles or buildings, roll-out and cost would be incurred immediately, if Council directs staff to implement a new seal.

However, although a methodical roll-out may save cost, it will consequently have an impact on the City’s branding. The City’s brand is key to the community identity and economic development. A City Seal and/or Logo is vital to a brand and is a symbolic representation of the City. A brand is associated with how the City is perceived and remembered to help with community pride, to increase awareness and support economic development. It silently distinguishes the City of El Segundo from other Cities and communicates who we are as a City. Having discontinued City seals appear alongside active version(s) could cause confusion, negative word of mouth, and communicate the wrong message ultimately impacting the City’s brand.

ORDINANCE

Based on Council’s direction, the City Attorney’s Office assistance will be requested to help revise the existing City Seal Ordinance (ESMC Ch3, Section 1-3-1 to 1-3-5) and/or draft a new ordinance to restrict the use of the new City Logo.

STAFF RECOMMENDATION

In light of the information and feedback gathered, staff recommends the following actions:

1. Maintain the current City Seal and continue to use exclusively for official use.
2. Add a City Logo based on the Centennial Seal. Change the name from a Centennial Seal to a City Logo. Designate it to be used for marketing and promotional materials.
3. Direct staff to return with an ordinance for adoption governing the use of the City Logo.
4. And/or alternatively, discuss and take other possible action related to this item.
EL SEGUNDO CITY COUNCIL
AGENDA STATEMENT
MEETING DATE: June 20, 2017
AGENDA HEADING: Councilmember Don Brann

AGENDA DESCRIPTION:
Consideration and possible action to replace/modernize the City Logo to reflect most elements of the Centennial Logo. (Fiscal Impact: Can be mitigated over time)

RECOMMENDED COUNCIL ACTION:
1. Support the replacement/modernization of the City Logo and direct staff to implement use of the new City Logo; 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): N/A

STRATEGIC PLAN:
  
  Goal: N/A
  Objective: To modernize the City Logo as the current is dated

ORIGINATED BY: Mishia Jennings, Executive Assistant

REVIEWED BY: Councilmember Dr. Don Brann

APPROVED BY: Greg Carpenter, City Manager

BACKGROUND AND DISCUSSION:

The City unveiled its Centennial Logo in January, 2017 and it has been well received among the community. The new logo has relevant and current features in it that pertain to this city. The word "centennial" will be removed with all other elements of the new logo to stay as is.

The new logo could be phased in to reduce cost over the next several years. I request the City Council's support to direct staff to implement use of the new City Logo.
Ms. Barbara Kirby
City Librarian
El Segundo, California 90245

Dear Barbara:

The City Council has for some time now expressed interest in revising the City's Corporate Seal, and I thought perhaps the Fine Arts Committee might want to take on as a project the design or solicitation of artwork, several variations of which might be presented for Council consideration.

As background material, I am enclosing a photograph of the official seal adopted July 9, 1952 (and the applicable ordinance), together with two logos (not to be confused with the official seal) which have been used in more recent years on City documents, letterhead and the City vehicle fleet.

Would you please present this request and information to the Fine Arts Committee and determine their willingness to undertake this important project?

Best regards,

William D. Bue
Mayor

WDB:eh
Enclosures
cc: Le Synadinos
<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7-13</td>
<td>Mr. Willard Hansen, Mrs. Howard Cassells, Mr. Art Petsch named to the</td>
</tr>
<tr>
<td></td>
<td>Committee. Councilmen Nagel &amp; Kimport also members (Library Minutes</td>
</tr>
<tr>
<td></td>
<td>Page 955)</td>
</tr>
<tr>
<td>8-3</td>
<td>Mike Giannini named to Committee (Library Minutes, Page 957)</td>
</tr>
<tr>
<td>12-14</td>
<td>Mrs. A. Gruber &amp; Mr. Eugene Stevens named to Committee (Library Minutes</td>
</tr>
<tr>
<td></td>
<td>Page 973)</td>
</tr>
<tr>
<td>10-26</td>
<td>Mrs. Elmer Ping art work on exhibit at Library</td>
</tr>
<tr>
<td>11-9</td>
<td>Mr. Diemietz work on exhibit at Library</td>
</tr>
<tr>
<td>1965</td>
<td></td>
</tr>
<tr>
<td>1-11</td>
<td>Mrs. Naomi Love work on exhibit at Library</td>
</tr>
<tr>
<td>5-24</td>
<td>Additional members named: Robt. Blessing, Robt. Hughes, Mrs. Joyce</td>
</tr>
<tr>
<td></td>
<td>O'Neill                                                             X</td>
</tr>
<tr>
<td></td>
<td>Diana Gruber named chairman of committee.                           X</td>
</tr>
<tr>
<td></td>
<td>Current exhibit - Junior &amp; Senior High School students.              X</td>
</tr>
<tr>
<td></td>
<td>Next exhibit by Mr. Anton Gruwel, sculptor.                         X</td>
</tr>
<tr>
<td>6-14</td>
<td>Art. Petsch report on Anton Gruwel reception                         X</td>
</tr>
<tr>
<td>8-9</td>
<td>Art exchange with Guaymas - Mexican art on display in City Hall      X</td>
</tr>
<tr>
<td>10-18</td>
<td>Report of activities of Fine Arts Committee                          X</td>
</tr>
<tr>
<td>11-8</td>
<td>Eugene Stevens resigned from Committee                               X</td>
</tr>
<tr>
<td>11-8</td>
<td>Richard Sabey, 402 Concord, named to Committee                       X</td>
</tr>
</tbody>
</table>

MINUTED INDEX 1964-83
<table>
<thead>
<tr>
<th>Item</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>Exhibit by Mrs. Vlasta Ping (paintings), ceramics by Lorraine Elton, Recreation Dept.; pottery by Jack Ruiss, Recreation Dept.</td>
</tr>
<tr>
<td>14</td>
<td>Exhibit by Janel Lessing - presented city with book she has written on Japanese Art Form</td>
</tr>
<tr>
<td>23</td>
<td>Exhibit of work from Industrial Arts Div. of North American Aviation</td>
</tr>
<tr>
<td>28</td>
<td>Exhibit in City Hall by City employees and their families</td>
</tr>
<tr>
<td>11</td>
<td>Exhibit of H.C. Dodenhoff and his son, Glenn Dodenhoff</td>
</tr>
<tr>
<td>25</td>
<td>Mrs. Diana Gruber - resignation as Chairman of Committee</td>
</tr>
<tr>
<td>9</td>
<td>Mrs. Diana Gruber - present certificate of appreciation</td>
</tr>
<tr>
<td>9</td>
<td>Resume of committee's activities for past year</td>
</tr>
<tr>
<td>9</td>
<td>Nagel renamed to Council's Fine Arts Committee</td>
</tr>
<tr>
<td>9</td>
<td>Richard Sabey named Chairman of Fine Arts Committee</td>
</tr>
<tr>
<td>23</td>
<td>Fine Arts Association formed in City; first show Library Park May 23</td>
</tr>
<tr>
<td>13</td>
<td>Exhibit of works of Johanna Sallors</td>
</tr>
<tr>
<td>13</td>
<td>Nagel commendation of Art Assn. on first annual art show June 4</td>
</tr>
<tr>
<td>11</td>
<td>Art Petsch resignation from committee; Mrs. Suzanne Hughes, Fred Schock, Myron Yates named to committee.</td>
</tr>
</tbody>
</table>

2 MUNICIPAL FINE ARTS COMMITTEE
<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Book</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>8-29</td>
<td>Exhibit by members of the Committee</td>
<td>X</td>
<td>2184</td>
</tr>
<tr>
<td>12-12</td>
<td>Anton Grauel to be commissioned by Committee to complete work of sculpture re El Segundo &amp; make a gift to City to be placed at City Hall</td>
<td>X</td>
<td>2245</td>
</tr>
<tr>
<td>12-12</td>
<td>Display of the art collection of Gary Vinson</td>
<td>X</td>
<td>2246</td>
</tr>
<tr>
<td>1967</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6-26</td>
<td>Robert Hughes replaced Richard Sabey as Chairman. Joyce Gutz and Suzanne Hughes resigned from Committee. Lillian Compton appointed to committee</td>
<td>X</td>
<td>2340</td>
</tr>
<tr>
<td>6-26</td>
<td>Report of committee's activities for 1967</td>
<td>X</td>
<td>2340</td>
</tr>
<tr>
<td>1968</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4-22</td>
<td>Nagel named to Municipal Fine Arts Committee</td>
<td>X</td>
<td>2469</td>
</tr>
<tr>
<td>1969</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11-10</td>
<td>Mrs. DeWitt M. Lockman presented oil painting to Library</td>
<td>X</td>
<td>2736</td>
</tr>
<tr>
<td>4-27</td>
<td>Municipal Fine Arts appointments; Richard G. Nagel</td>
<td>X</td>
<td>2839</td>
</tr>
<tr>
<td>1972</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4-24</td>
<td>Nagel appointed to Committee</td>
<td></td>
<td></td>
</tr>
<tr>
<td>DATE</td>
<td>MINUTES INDEX</td>
<td></td>
<td></td>
</tr>
<tr>
<td>------</td>
<td>---------------</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3-19</td>
<td>Nagel appointed to committee</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1974</td>
<td>X 3630</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1975</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1976</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4-6</td>
<td>Nagel and Balmer appointed to serve</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1977</td>
<td>X 4186</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3-3</td>
<td>Jo Irene Murphy named Chairman. Richard Sabey resigned as Chairman. Mr. Myron Yates and Mrs. Allena West appointed to serve on committee</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1978</td>
<td>X 4438</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4-4</td>
<td>Nagel and Balmer appointed to serve on committee</td>
<td></td>
<td></td>
</tr>
<tr>
<td>X 4685</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4-4</td>
<td>City Mgr suggested Committee might be get involved in applying for funds for civic center mall art works</td>
<td></td>
<td></td>
</tr>
<tr>
<td>X 4688</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5-29-79</td>
<td>Mr. Myron Yates appointed as Chairman</td>
<td></td>
<td></td>
</tr>
<tr>
<td>X 4951</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

MUNICIPAL FINE ARTS COMMITTEE
<table>
<thead>
<tr>
<th>Date</th>
<th>Minutes</th>
<th>Index</th>
<th>Book</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>5-6-80</td>
<td>Bue &amp; Van Vranken appointed to serve</td>
<td></td>
<td>X</td>
<td>5159</td>
</tr>
<tr>
<td>12-15-81</td>
<td>YATES, Marvin presented with Plaque for dedicated service to City</td>
<td></td>
<td>X</td>
<td>5566</td>
</tr>
<tr>
<td>5-4-82</td>
<td>Siadek designated as delegate with Bue alternate</td>
<td></td>
<td>X</td>
<td>5677</td>
</tr>
<tr>
<td>10-18-83</td>
<td>Synadinus reported committee investigating history of City Seal</td>
<td></td>
<td>X</td>
<td>6039</td>
</tr>
</tbody>
</table>
The Honorable March Fong Eu
Secretary of State of California
1230 J Street
Sacramento, California
95814

Dear Madam Secretary:

The Mayor has asked me to research the city seal. Our Deputy City Clerk said that there should be copies of the seals on file in your office.

We are interested in obtaining pictures of any seals on file with respective dates of adoption. I found an Ordinance No. 410 dated July 17, 1952 changing the seal to include "views of El Segundo homes, the beach, an airplane and the refinery" as described by the El Segundo Herald on July 10, 1952. A previous Ordinance No. 4 mentioned in the El Segundo Herald on February 9, 1917 was described a week earlier as "a factory building with a large smoke stack showing smoke issuing from same". As you can see by the letterhead, that smoke has been removed.

To further complicate matters, on some documents there is yet a different angle to the plane. The new Chamber of Commerce logo bears a modernized version. I shall send copies of what we have found locally and hope you can help in the search. The findings will be used to standardize official seal as opposed to a logo.

Thank you for your help.

Sincerely,

Barbara L. Kirby
City Librarian
November 28, 1983

City of El Segundo
Public Library
111 West Mariposa Avenue
El Segundo, Ca. 90245-2299

Attn: Barbara L. Kirby, City Librarian

Re: SEAL OF CITY OF EL SEGUNDO

Dear Ms. Kirby:

This will reply to your letter dated November 8, 1983.

We find no record of the seal of subject city on file with this office pursuant to Government Code Section 12169.

Very truly yours,

[Signature]

Mrs. Rose Mary Machado
Legal Document Examiner
The City Seal - A Little History

1977 and 1978 were the only dates that appear on the seals of El Segundo. The 1977 seal is the current official seal of the City of El Segundo, as approved by the City Council with the last revision in 1995. The 1978 seal was the only design that the City Council considered for its adoption. The 1977 seal is still in use today as the official seal of the City of El Segundo.

The 1977 seal features a stylized image of the city's coat of arms, with a shield and two lions. The text on the seal includes the name of the city and the years 1977 and 1978.

The design was created by local artist Jack Yager, who was also responsible for the 1978 seal. The 1978 seal is a more modern design, featuring a more abstract representation of the city's coat of arms.

In 1977, the City Council approved the design of the 1977 seal, which was used until 1995 when it was replaced by the current seal. The 1977 seal is still in use today as the official seal of the City of El Segundo.

By Jenny Winters
To BK
Date 11-30-84  Time 11:15

While You Were Out

Mr. Ed Panasek
of Applied Products
Phone 312-5972

<table>
<thead>
<tr>
<th>Telephoned</th>
<th>Please Call</th>
</tr>
</thead>
<tbody>
<tr>
<td>Called to see You</td>
<td>Will Call Again</td>
</tr>
<tr>
<td>Wants to see You</td>
<td>Rush</td>
</tr>
</tbody>
</table>

Message Attached by Glenn
Deal is Chuck Kaasberg
Who work (s)ed at Hughes Applied Products and
the original art work
for the 1952 seal.
AP made all the decals for the city trucks up to last year. Mr. P. angry because city went elsewhere after using AP for over 20 yrs.
CITY OF EL SEGUNDO

INTER-DEPARTMENTAL CORRESPONDENCE

Date December 17, 1984

To: Arthur E. Jones, City Manager

From: Kevin B. Northcraft, Assistant City Manager

Subject: City Seal - Completion of Actions Regarding Current Discussions

At the December 4, 1984 City Council meeting, the Council discussed resolving the current City seal issue by continuing to utilize the current seal on all future seal and logo placements (vehicles, stationery, etc.).

In addition to the official City seal as specified in Section 1.04.010, ESMC, there are two additional logos in current use that approximately imitate the official seal. The predominant logo in use is the official seal, which has a level airplane banking slightly to the left. This seal is on our flags, most vehicles, most business cards, and the City Clerk's official stamp.

A similar logo is used on our City stationery with a descending passenger airplane. Finally, recent City vehicles have a similar logo utilizing an ascending jet airplane.

Since Councilmember Schuldt suggested staying with the current seal, I have consulted with him and determined that the official seal is the one he was suggesting at the meeting. Councilwoman Synadinos, who was earlier appointed by the City Council to a committee to investigate the seal, also agrees that the official seal is the most logical one for continued use. Since that seal is in the ordinance, no action is necessary by the City Council. Also, Barbara Lansberg and I have reviewed state law and concur that there is no state provision to file the City seal with any state office.

For the above noted reasons, the only action necessary to complete actions on this issue is to direct City staff by your signature below to use the official seal on future placements if a City logo is to be used.
If approved, it is expected that our limited supply of unused logos that differ from the City seal will be discarded.

Kevin R. Northcraft
Assistant City Manager

Approved ☑️ Disapproved _____

Arthur E. Jones
City Manager

KBN:41

Attachment
The Official Seal
ORDINANCE NO. 410

AN ORDINANCE OF THE CITY OF EL SEGUNDO,
CALIFORNIA, PROVIDING FOR AND ADOPTING
A CORPORATE SEAL FOR SAID CITY, AND
ESTABLISHING CERTAIN REGULATIONS WITH
REFERENCE TO THE USE THEREOF.

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

SECTION 1. That pursuant to the provisions of Section
34501 of the Government Code of the State of California as same
presently provides, the City Council of the City of El Segundo,
California, does hereby approve and adopt as and for the cor-
porate seal of said City, the following seal, with lettering,
form, arrangement and designs all as set forth and shown in
the embossed or stamped impression thereof which follows, to wit:

SECTION 2. That all forms of corporate seal hereto-
fore adopted, established or used by or for said City shall
be and the same are hereby abandoned and nullified for use
after the effective date of this ordinance; and the only form
of corporate seal for use by or for said City, after such ef-
fective date, shall be the form of seal hereinabove set forth
in Section 1 of this ordinance.

SECTION 3. That it shall be unlawful for any person
to make or use the seal of the City of El Segundo, or any cut,
facsimile, or reproduction of said seal, or make or use any
seal or any design which is an imitation of said seal, or of
the design thereof, or which may be mistaken for the seal of
said City, or the design thereof, for any purpose other than
for City of El Segundo purposes, or for the purposes of any
board, officer, or department thereof.

SECTION 4. That the City Clerk shall have the off-
cicial custody of the said official seal of said City.

SECTION 5. That it shall be unlawful for any person
to display or place, either temporarily or permanently, the
official seal of said City, or any facsimile, or representa-
tion, or near representation thereof on any privately owned
vehicle, unless by express written permit first had and ob-
tained from the City Council of said City so to do. In the
event any such permit is so granted by said Council, it shall
be unlawful for any person to place or display such seal in
any manner, or at any time contrary to or in violation of the
provisions of such permit.

SECTION 6. That until the further order of the City
Council, the Director of Public Works of said City shall de-
signate the particular motor vehicles or other vehicles or
items of property belonging to the City of El Segundo, on or
in connection with which replicas or near representations of
the official seal of said City shall be used; and when so
designated the officers or employees having immediate charge
or control of such vehicles or equipment so designated, shall
obtain such replicas from the City Clerk and affix the same
thereto and maintain the same thereon, until the further
order of said Director of Public Works.

SECTION 7. That the word "person" as used in this
ordinance shall include person, firm, association and corpora-
tion, and whether acting as principal, agent, employee or other-
wise.
SECTION 8. That any person violating any of the provisions of this ordinance shall be guilty of a misdemeanor, and upon conviction of any such violation such person shall be punishable by a fine of not more than $500.00 or by imprisonment in the City Jail of the City of El Segundo, California, or in the County Jail of Los Angeles County, California, as the committing magistrate may direct, for a period of not to exceed six months, or by both such fine and imprisonment in the discretion of the court.

Every such person shall be deemed guilty of a separate offense for each and every day during which, or during any portion of which, any of the provisions of this ordinance is violated and shall be punishable therefore as herein provided.

SECTION 9. That this ordinance shall take effect and be in full force and virtue thirty (30) days from and after the date of the final passage and adoption thereof.

SECTION 10. That the City Clerk shall certify to the passage and adoption of this ordinance; shall make a minute of the passage and adoption thereof in the records of the proceedings of the City Council of said City in the minutes of the meeting at which the same is passed and adopted; and within 15 days after the adoption thereof shall cause the same to be published once in the El Segundo Herald, a weekly newspaper of general circulation, published and circulated within said City, and which is hereby designated for that purpose.

Passed, approved and adopted this 9th day of July, 1952.

[Signature]
Mayor of the City of El Segundo, California.

ATTEST:
[Signature]
City Clerk

(SEAL)
STATE OF CALIFORNIA,  
COUNTY OF LOS ANGELES,  
CITY OF EL SEGUNDO,  

I, Neva M. Elsey, City Clerk of the City of El Segundo, California, do hereby certify that the whole number of members of the City Council of the said City is five; that the foregoing ordinance, being Ordinance No. 410, was 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 9th day of July, 1952, and that the same was so passed and adopted by the following vote:

AYES: Councilmen Gordon, Peterson, Swanson and Mayor Selby;  
NOES: Councilmen None;  
ABSENT: Councilmen Baker.  

WITNESS my hand and the official seal of said City this 9th day of July, 1952.

_/Neva M. Elsey_
City Clerk of the City of El Segundo, California.

(SEAL)
STATE OF CALIFORNIA,
COUNTY OF LOS ANGELES,
CITY OF EL SEGUNDO.

I, Neva M. Elsey, City Clerk of the City of El Segundo, California, do hereby certify that the whole number of members of the City Council of the said City is five; that the foregoing ordinance, being Ordinance No. 410, is a full, true and correct copy of Ordinance No. 410 of the said City of El Segundo, California, entitled:

"AN ORDINANCE OF THE CITY OF EL SEGUNDO,
CALIFORNIA, PROVIDING FOR AND ADOPTING
A CORPORATE SEAL FOR SAID CITY, AND
ESTABLISHING CERTAIN REGULATIONS WITH
REFERENCE TO THE USE THEREOF."

which 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 20th day of July, 1952, and that the same was so passed and adopted by the following vote:

AYES: Councilmen Gordon, Peterson, Swanson and Mayor Selby.

NOES: Councilmen None.

ABSENT: Councilmen Baker.

I do hereby further certify that pursuant to the provisions of Section 36933 of the Government Code of the State of California, that the foregoing Ordinance No. 410 was duly and regularly published according to law and the order of the City Council of said City in the El Segundo Herald, a weekly newspaper of general circulation, printed, published and circulated within the said City and that the same was so published therein on the following date, to wit: July 27th, 1952.

Neva M. Elsey
City Clerk of the City of
El Segundo, California.

(SEAL)
Affidavit of Publication

STATE OF CALIFORNIA,
COUNTY OF LOS ANGELES,
CITY OF EL SEGUNDO,

ROGER PARKS, being first duly sworn, deposes and says: That
he is, and at all of the times hereinafter mentioned, a citizen of the United States of America,
over the age of eighteen years, and a resident of the County of Los Angeles, State of California; that he
was, is, and during all of the time of the publication of the instrument hereto attached the...

Editor of EL SEGUNDO HERALD, a newspaper of general circulation, published and circulated weekly in
the City of El Segundo, in said County and State; that said newspaper has been so published and
circulated at regular intervals of one week for more than one year immediately preceding the
publication of the instrument hereto annexed; that said newspaper is, and was, at all of the times here-
inafter mentioned, a newspaper of general circulation within the meaning of Section 4480 of the Political
Code of the State of California; that as provided by said section, said newspaper is published for the
dissemination of local or telegraphic news and intelligence of a general character, having a bona fide
subscription list of paying subscribers; that said newspaper is not and was not at any of the times herein
referred to, devoted to the interests, or published for the entertainment or instruction of a particular
class, profession, trade, calling, race or denomination, or for any number of such classes, professions, trades,
callings, races or denominations, and that said newspaper is not devoted to or published for, nor was it
at any of the times herein mentioned devoted to or published for the purpose, whether avowed or
otherwise, of entertaining or instructing such classes, professions, trades, callings, races or denominations,
or any of such classes, professions, trades, callings, races or denominations.

That the notice, order, ordinance, resolution or instrument hereunto attached on page...numbered
herein in all respects, including subject matter, and size and arrangement of type, is a full, true and
correct copy of the said notice, ordinance, resolution or instrument, in words and figures exactly as
published; that the same was set and printed in type not smaller than composed type and that the body of
the same was printed in black-face type not smaller than composed, describing and expressing in general terms the purpose and character of the notice, order, ordinance, resolution or instrument intended to be published, as will appear from an inspection of the said annexed instruc-
tion that the...ORDINANCE NUMBER 410...
of which the annexed is a printed copy as heretofore stated, was published and printed in said
newspaper at least...one week...by...consecutive publication...commencing on the
17th day of...July...A.D. 19...and ending on the...17th day of
July...A.D. 19...and as often during said time as said newspaper was
regularly issued by...

One time, July 17th, 19...


Subscribed and sworn to before me this.../\.
day of...July...A.D. 19...


City Clerk of the City of El Segundo, County of Los Angeles, State of California.

Deputy City Clerk of said City.
ORDINANCE NO. 419
AN ORDINANCE OF THE CITY OF EL SEGUNDO, CALIFORNIA; PROVIDING FOR
AND ADOPTING A CORPORATE Seal FOR SAID CITY,
AND ESTABLISHING CERTAIN REGULATIONS WITH
REFERENCE TO THE USE THEREOF.

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

SECTION 1. That pursuant to the provisions of Section 24501 of the
Government Code of the State of California as same presently provides,
the City Council of the City of El Segundo, California, does hereby
approve and adopt as and for the corporate seal of said City, the
following seal, with lettering, form, arrangement and designs all as set
forth in the embossed or stamped impression thereof which
follows, to wit:

SECTION 2. That all forms of corporate seal heretofore adopted,
established or used by or for said City shall be and the same are
hereby abandoned and nullified for use after the effective date of this
ordinance: and the only form of corporate seal for use by or for said
City, after such effective date, shall be the form of seal hereinabove set
forth by Section 1 of this ordinance.

SECTION 3. That it shall be unlawful for any person to make or
use, the seal of the City of El Segundo, or any cut, facsimile, or repro-
duction of said seal, or make or use any seal or any design which is
an imitation of said seal, or of the design thereof, or which may be
mistaken for the seal of said City, or the design thereof, for any pur-
pose other than for City of El Segundo purposes, or for the purposes
of any board, officer, or department thereof.

SECTION 4. That the City Clerk shall have the official custody of the
said official seal of said City.

SECTION 5. That it shall be unlawful for any person to display or
place, either temporarily or permanently, the official seal of said
City, or any facsimile, or representa-
1952

Current Official Seal

1983

Centennial Logo
GROUND
Council Request
RESEARCH
- History
- Community Input via Survey
- Other Cities' Seal &/or Logo Info
- Staff Input Including Impact & Cost
1952

Current
Official
Seal

Centennial
Logo

1983
Y RESULT

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HER CITIES – Seal & Logo

City Clerk City Manager
ORDINANCE CUSTODIAN
UNDO

ITIVE LEADERSHIP INPUT

T & COST

New Design $84,850+++ or
Centennial Seal as Logo $10,600+

- Concern
- Funding Concern
- Wide Priority & Limited Resources
- /Different than Centennial Seal Design
- Ughtful & Thorough Study & Evaluation

e 2: Official Seal and Promotional Logo
AMENDATION

in Current City Seal

City Logo Based on

Official Logo Design for

ing & Promotional Use

ce Update (Seal) &
n (Logo)