MEETING DATE: Wednesday September 19th, 2018
MEETING TIME: 4:30 PM
MEETING PLACE: CBRE
2221 Rosecrans Ave., Suite 100
El Segundo, CA 90245

The Economic Development Advisory Council, with certain statutory exceptions, can only take action upon properly posted and listed agenda items. Unless otherwise noted in the Agenda, the public can only comment on City-related business that is within the subject matter jurisdiction of the Economic Development Advisory Council, and items listed on the Agenda during the Public Communications portion of the meeting. The time limit for comments is five (5) minutes per person.

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 Public Communications portions of the Meeting. Additionally, the Public can comment on any Public Hearing item during the Public Hearing portion of such item. The time limit for comments is five (5) minutes per person.

Before speaking to the Economic Development Advisory Council and 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 joint meeting of the Economic Development Advisory Council and City Council. The request may include a brief general description of the business to be transacted or discussed at the meeting. Placing 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 do not exceed five (5) minutes in length.

Before speaking to the Economic Development Advisory Council, please state your name and residence and the organization you represent. The City Council will be in attendance and may make brief comments but will not be taking any action.

In compliance with the Americans with Disabilities Act, if you need assistance to participate in this meeting, please contact the City Clerk (310) 524-2305. Notification 48 hours before the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting.

A. CALL TO ORDER

B. ROLL CALL

City Council
☐ Mayor Drew Boyles
☐ Mayor Pro Tem Carol Pirsztuk
☐ Dr. Don Brann
☐ Chris Pimentel
☐ Scot Nicol

City Staff
☐ Greg Carpenter
☐ Barbara Voss
☐ Tracy Weaver
☐ David King

Economic Development Advisory Council (EDAC)
☐ Al Keahi (Chair)
☐ Sandy Jacobs (Vice Chair)
☐ Alex Abad
☐ Spencer Bauer
☐ Lily Craig
☐ Vandal Espahbodi
☐ Shar Franklin
☐ Robert Gray
☐ Bob Healey
☐ Gary Horwitz
☐ Michael Mothner
☐ Lance Ralls
☐ Tim Harris
☐ Lance Giroux
☐ Corinne Murat
C. PUBLIC COMMUNICATIONS (Related to city business that is within EDAC’s purview – 5 minutes per person; 30 minutes total).

D. APPROVAL OF MINUTES for August 15th, 2018

E. PRESENTATION (Informational Item – No action to be taken and only brief comments from EDAC and Council Members)

1. Delta Air Lines Company Overview – Ranjan Goswami, Delta Air Lines Vice President, Los Angeles & Sales- West Coast Region

F. UNFINISHED BUSINESS

   • Hospitality & Tourism Promotion Activities Update- A. Keahi, S. Franklin, B. Gray, and L. Craig.
     o Hospitality & Tourism website update related to creating a user friendly website for LA Day-Trippers, California Vacationers, LAX-Bound Business Travelers, and Sports Enthusiasts.
     o Hospitality and Tourism Banner Program Update
   • Business Retention & Expansion Activities- S. Bauer, G. Horwitz, B. Healey, and R. Croxall.
   • New Business Attraction Activities- M. Mothner, V. Espahbodi, and L. Ralls.
     o El Segundo Business Website Launch.
     o Business Attraction Banner Program Update

   Recommended Action:

   (1) Receive and file the update.
   (2) Alternatively, discuss and take other actions related to this item.

2. Budget Study Session Meeting Update ( B. Voss)

   • Update regarding City Council’s decision in creating a citywide communications program, staff assistance for economic development at the third budget session meeting held on September 4th.

   Recommended Action:

   (1) Receive and file the update.
   (2) Alternatively, discuss and take other actions related to this item.

3. Proposed FY18-19 Phelps Marketing Plan and Budget ( Phelps Agency)

   • Update on the status of the FY18-19 Phelps Marketing Plan and Budget approved by City Council at the September 4th meeting.
**Recommended Action:**

(1) Receive and file the update.
(2) Alternatively, discuss and take other actions related to this item.

4. EDAC Bylaws Update (A. Keahi/ B. Voss)

- Update from the September 4th City Council meeting regarding City Council’s decision to approve an amendment to the EDAC bylaws to include:
  - An increase in the maximum number of EDAC members from 18 to 19.
  - Establish a term of office that shall be three years.
  - Change the requirement from 10 to 8 members to constitute a quorum.

**Recommended Action:**

(1) Receive and file the update.
(2) Alternatively, discuss and take other actions related to this item.

5. 2018 El Segundo Art Walk Event Update (George Renfro – Promoter of Event)

- Update regarding event activities and details from the Art Walk held on June 21st, July 19th, and August 16th in the downtown area.

**Recommended Action**

(1) Receive and file the update.
(2) Alternatively, discuss and take other actions related to this item.


**Recommended Action**

(1) Receive and file the update.
(2) Alternatively, discuss and take other action related to this item.

G. New Business

1. New EDAC Member Orientation (B. Voss)

- Discussion on scheduling new EDAC member orientation for the month of September at city hall.

**Recommended Action:**

(1) Receive and file the update.
(2) Alternatively, discuss and take other actions related to this item.

H. REPORTS

1. August New Business Highlights – Report regarding the new El Segundo businesses identified below:

<table>
<thead>
<tr>
<th>NAME</th>
<th>ADDRESS</th>
<th>Category</th>
</tr>
</thead>
<tbody>
<tr>
<td>ARRIS GLOBAL SERVICES, INC</td>
<td>887 N DOUGLAS ST.</td>
<td>IP, Video and Broadband Technology Company</td>
</tr>
<tr>
<td>KIDDER MATTHEWS OF CALIFORNIA, INC</td>
<td>2101 ROSECRANS AVE., STE 1250</td>
<td>Commercial Real Estate Agency</td>
</tr>
<tr>
<td>APEX SYSTEMS, INC</td>
<td>2100 E. GRAND AVE STE 525</td>
<td>Staffing Service Company</td>
</tr>
<tr>
<td>IDEAS, ART &amp; CODE</td>
<td>361 MAIN ST STE 2</td>
<td>Brand and Advertising Agency</td>
</tr>
<tr>
<td>SOUTHBAY SPRAY</td>
<td>721 E EL SEGUNDO BLVD</td>
<td>Auto Detail Company</td>
</tr>
<tr>
<td>BARRY’S BOOTCAMP, LLC</td>
<td>700 ALLIED WAYSTE B</td>
<td>Fitness &amp; Training Center</td>
</tr>
<tr>
<td>INMOTION HOSTING</td>
<td>390 N PACIFIC COAST</td>
<td>Web Hosting Company</td>
</tr>
<tr>
<td>MARIPOSA DAYCARE</td>
<td>1160 E MARIPOSA AVE STE 510</td>
<td>Daycare Center</td>
</tr>
<tr>
<td>CALO KITCHEN + TEQUILA</td>
<td>2191B ROSECRANS AVE</td>
<td>Restaurant</td>
</tr>
</tbody>
</table>

I. PUBLIC COMMUNICATIONS (Related to city business only and for which the Advisory Council are responsible – 5 minutes per person; 30 minutes total)

J. COUNCIL MEMBER/EDAC COMMENTS (Brief Statements)

1. Interim Chair Al Keahi – Brief concluding comments.  
   *No action to be taken.*
   - Lakes Task Force Update- Task Force dedicated to determining redevelopment plans of the Lakes golf course.
   - Brief comments on CBRE real estate company to present an overview on capital markets at a future EDAC meeting.

K. NEXT EDAC MEETING

   Location: TBD
   Date: October 17th, 2018
   Time: 4:30PM – 6PM

L. ADJOURNMENT

   Posted on: 09/13/18
   Time: 4:30PM
   By: Megan Covarrubias