MEETING DATE: Wednesday July 17th, 2019
MEETING TIME: 4:30 PM
MEETING PLACE: Hyatt Place
750 N. Nash Street
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 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. Plating 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
☐ Scott Mitnick
☐ Barbara Voss
☐ Cristina Reveles
☐ Tracy Weaver
☐ David King

Economic Development Advisory Council (EDAC)
☐ Al Keahi (Chair)
☐ Alex Abad
☐ Spencer Bauer
☐ Lily Craig
☐ Rob Croxall
☐ Jim McCaulley
☐ Vandad Espahbodi
☐ Shar Franklin
☐ Richard Lundquist
☐ Bob Healey
☐ Gary Horwitz
☐ Rick Yuse
☐ Michael Mothner
☐ Lance Ralls
☐ Tim Harris
☐ Lance Giroux
☐ Corinne Murat
☐ Matthew Tompkins
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 May 15th, 2019

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

1. Hotel Welcome – Bob Biongiewicz, Director of Sales and Justyn Lamas, General Manager (5mins)
2. Introduction of Scott Mitnick, City Manager (10mins)
3. Yelp Elite Recap – K. Bergevin (5mins)
4. Marketing Plan FY19/20 – 9th Wonder Marketing Agency (10mins)
5. Planning Update – S. Lee (15mins)

F. UNFINISHED BUSINESS

1. EDAC Work Plan Update – B. Voss, Deputy City Manager. See Work Plan Attached.
   • Hospitality & Tourism Update - L. Craig (Chair), S. Franklin (Co-Chair), R. Croxall, and A. Keahi
   • Business Retention & Expansion Update - J. McCaulley (Chair), S. Bauer, C. Murat and L. Ralls
   • New Business Attraction Update - L. Giroux (Chair), V. Espahnodi, T. Harris, and M. Mothner
   • Strategic Forward Planning Update – M. Tompkins (Chair), A. Abad, B. Healey, G. Horwitz, R. Lundquist, R. Yuse

Recommended Action:
1. Review and file update
2. Alternatively, discuss and take other actions related to this item.

G. NEW BUSINESS

H. REPORTS

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/STAFF COMMENTS (Brief Statements)

1. Deputy City Manager, B. Voss – Brief concluding comments.
   *No action to be taken.*
• Update status information on Topgolf
• Update on CCB Sexual Harassment Prevention Training

K. NEXT EDAC MEETING

Location:  TBD
Date:  August, 21st, 2019
Time:  4:30PM – 6PM

L. ADJOURNMENT

Posted on: 07/12/2019
Time:  
By:  Cristina Reveles
SPECIAL JOINT MEETING OF THE EL SEGUNDO CITY COUNCIL
& ECONOMIC DEVELOPMENT ADVISORY COUNCIL
MEETING MINUTES
MAY 15, 2019 4:30PM

CALL TO ORDER

Chair Al Keahi called to order the Joint Meeting of the El Segundo City Council and Economic Development Advisory Council at 4:35PM on Wednesday, May 15th, 2019 at R6 Distillery 909 E. El Segundo Blvd., El Segundo, CA 90245.

ROLL CALL

The following El Segundo City Council members were present:
- Mayor Drew Boyles
- Mayor Pro Tem Carol Pirsztuk
- Chris Pimentel

The following El Segundo City Council members were not present:
- Dr. Don Brann
- Scot Nicol

The following El Segundo City Staff were present:
- Greg Carpenter
- Barbara Voss
- Tracy Weaver

The following Economic Development Advisory Council members were present:
- Al Keahi
- Alex Abad
- Spencer Bauer
- Lily Craig
- Rob Croxall
- Jim McCaulley
- Vandad Espahbodi
- Shar Franklin
- Richard Lundquist
- Lance Ralls
- Lance Giroux

The following Economic Development Advisory Council members were not present:
- Bob Healey
- Gary Horwitz
- Rick Yuse
- Michael Mothner
- Tim Harris
- Corinne Murat
- Matthew Tompkins

PUBLIC COMMUNICATIONS
• A. Keahi thanked Rob Rubens for hosting the EDAC meeting at R6 Distillery.
• A. Keahi announced the Hot Wheels Legends Tour in El Segundo on May 18th, 2019
• Michael Kreski from the Arts & Culture Advisory Committee provided an overview of the Cultural Development Fund (1% Fee for Arts)
  o The proposed fund would allocate funds for arts and cultural projects in El Segundo

APPROVAL OF MINUTES

MOTIONED by Jim McCaulley and SECONDED by Lance Giroux to approve the minutes of the March 20th, 2019 and April 17th, 2019 meeting.

PRESENTATION

Meaghan Downs, Social Media Strategist, Irma Vega, Account Supervisor, and Rebecca Steadly, Public Relations Coordinator – 9th Wonder Marketing Firm

• M. Downs presented social media highlights for new business, hospitality and tourism
  o Instagram and Facebook are platform priorities for marketing El Segundo community events, insider tips, attractions and activities.
  o The chef’s series on Instagram has been very effective in featuring local chefs and reinforcing El Segundo as a dining destination.
  o LinkedIn targets the city’s new business and economic development
• V. Espahbodi commented on partnering with the online restaurant reservations platform Resy to advertise restaurants in El Segundo
• D. Boyles commented on the lack of El Segundo restaurants listings on TripAdvisor
• M. Downs responded there are unique online applications where search and social media meet. M. Downs agreed there are opportunities to explore with these companies in addition to social media platforms.
• I. Vega discussed newly launched animated ad campaign “Stay Here/Savor Here” and “Indulge Here/Escape Here” targeting LAX visitors
• S. Bauer suggested also targeting LAADF visitors
• S. Franklin shared that according to Expedia’s recent quarterly review, Downtown Los Angeles is expected to offer very competitive prices compared to the South Bay hotels and will be heavily investing in travel ads during the coming months as the city prepares for a slow season due to a lack of events.

UNFINISHED BUSINESS

EDAC Work Plan

• B. Voss presented the updated work plan and re-confirmed sub-committees:
- Hospitality & Tourism – L. Craig (Chair), S. Franklin (Co-Chair), R. Croxall, and A. Keahi
- Business Retention & Expansion – J. McCaulley (Chair), S. Bauer, C. Murat, and L. Ralls
- New Business Attraction – L. Giroux (Chair), V. Espahbodi, T. Harris, and M. Mothner
- Strategic Forward Planning – M. Tompkins (Chair), A. Abad, B. Healey, G. Horwitz, R. Lundquist, and R. Yuse

- B. Voss provided an overview of how progress for specific tasks will be tracked and reported on the work plan

**COUNCIL MEMBER/EDAC COMMENTS**

- Al Keahi encouraged City Council to share thoughts on how EDAC can help achieve the city's goals for economic development
- B. Voss announced the Creative Economy Report is on ElSegundoBusiness.com
- A. Abad announced Olympic gold medalist, Kerri Walsh Jennings opened an office in El Segundo.
- V. Espahbodi announced Starburst Space Accelerator Program will kick off in July 2019.
- A. Keahi announced an honoree has been selected for the Champions of Business Award
  - A. Keahi asked for keynote speaker recommendations
- A. Keahi asked City Council for an update on Topgolf
  - C. Pimentel responded an update is not currently available
- A. Keahi shared his thoughts on City Hall real estate opportunities

**PUBLIC COMMUNICATIONS**

- Deborah Shepard shared information about the services provided by the South Bay Workforce Investment Board
  - Aero-Flex and Bio-Flex programs, geared to helping business with job ready and workforce pipeline opportunities.

**ADJOURNMENT**

The meeting adjourned at 6:11pm

**Posted on 05/29/2019**

Cristina Reveles
Economic Development Coordinator
## Hospitality & Tourism (HT)

**Members:** Lily Craig (Chair), Shar Franklin (Co-Chair), Rob Growal, Al Keahi

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<thead>
<tr>
<th>Goals</th>
<th>Objectives</th>
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<th>Due Date</th>
<th>Responsible Party</th>
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<tbody>
<tr>
<td>1. Grow hotel occupancy</td>
<td>a. Improve non-peak hotel occupancy and increase Average Daily Rate (ADR)</td>
<td>i. Track occupancy andADR to identify gaps (purchase Star report)</td>
<td>1. Purchase STR Report</td>
<td>Complete</td>
<td>City</td>
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<td>ii. Coordinate with hotels to leverage community events, venues and amenities to attract non-peak visitors (Coordinate with Chamber Hotel Committee)</td>
<td>2. Review Monthly STR Report and report at EDAC monthly</td>
<td>Ongoing</td>
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<td>S. Franklin/B. Voss</td>
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<td>3. Focus some H/T marketing on weekend visitors</td>
<td>In Progress</td>
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<td>b. Establish city as a tourist destination</td>
<td>i. Evaluate and recommend joint-marketing opportunities between city, hotels, restaurants, events and attractions</td>
<td>1. Develop Destination El Segundo website</td>
<td>Complete</td>
<td>City/EDAC/9th Wonder</td>
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<td>2. Social media campaign (Instagram and Facebook)</td>
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<td>3. Yelp Elite event</td>
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<td>4. Develop tourist map</td>
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<td>c. Encourage local businesses to stay locally</td>
<td>i. Letter from city to local companies and HQs asking them and their guests stay local (describe amenities and benefits)</td>
<td>1. Prepare list of target companies</td>
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<td>2. Draft letter</td>
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<td>2. Leverage pro sports teams and their facilities</td>
<td>a. Attract out-of-town fans for overnight stays during season</td>
<td>i. Identify and recommend partnerships and joint marketing opportunities</td>
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<td>ii. Encourage/attract fans (tail-gating, pre-game, team rally, etc)</td>
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<td>b. Attract youth sports tournaments</td>
<td>i. Establish use of pro teams’ facilities as unique proposition to attract youth sports tournaments</td>
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<td>ii. Meet with groups staging youth tournaments</td>
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<td>iii. Identify and recommend joint-marketing opportunities</td>
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<td>c. Develop a professional relationship with LA County Sports Commission</td>
<td>i. Get a voice for El Segundo at the table and help promote El Segundo as a destination for travelers to events</td>
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<td>3. Capitalize on major events (e.g., concerts, Super Bowl, Olympics, final four, Rose Bowl)</td>
<td>a. Get a seat at the table to collaborate on attracting major events</td>
<td>i. Identify local corporate HQs that are sponsors, supporters, contributors to major events</td>
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<td>ii. Develop other locally connected HQ relationships and sponsorship opportunities</td>
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<td>4. Establish Tourism Advisory Taskforce or employ a coordinator to staff tourism efforts</td>
<td>a. Capitalize on opportunities to grow tourism and maintain competitive advantage over Century Blvd</td>
<td>i. Create taskforce including hotels, schools, venues, retail, restaurants, destinations, citizens, business leaders to gather information and:</td>
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<td>a. Identify and recommend opportunities to partner on marketing</td>
<td>1. Working with hoteliers Group from the Chamber of Commerce</td>
<td>City/Chamber/A. Keahi</td>
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<td>b. Share information on potential events and coordinate attraction</td>
<td>2. Coordinate Quarterly Meetings</td>
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<td>ii. Identify and prioritize recommended investments in amenity infrastructure</td>
<td>1. EDAC members serve on Downtown Committee and Gateway Committee</td>
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<td></td>
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<td></td>
<td></td>
<td>L. Craig</td>
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</table>
### Business Retention & Expansion (BRE)

**Members:** Jim McAlley (Chair), Spencer Bauer, Corinne Mura, Lance Ralls

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<thead>
<tr>
<th>Goals</th>
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<tbody>
<tr>
<td>1. Encourage Business Expansion</td>
<td>a. Visit Top Employers</td>
<td>i. Identify EDAC members business contacts</td>
<td>Target 2 new companies a month to establish a professional relationship</td>
<td>City to present list of businesses for EDAC to consider</td>
<td>7/18/2019</td>
<td>City</td>
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<td>ii. Provide guidance to staff by scheduling business visits</td>
<td>Meet with 20 companies</td>
<td>EDAC BRE to recommend businesses to visit</td>
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<td>iii. Use relevant information to advise Council on items to support/attract businesses</td>
<td>1. Arrange VIP meetings with the Mayor, City Council, BRE members, Barbara Voss and Cristina Reveles</td>
<td>City to provide list of the Top 20 employers</td>
<td>6/19/2019</td>
<td>City</td>
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<td>2. Report key issues from the meeting to EDAC/City Council at Joint Meeting</td>
<td>EDAC BRE to make introductions</td>
<td>9/1/2019</td>
<td>City</td>
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<td>2. Respond to Business Closures &amp; Departures</td>
<td>a. Identify opportunities to improve City's business climate</td>
<td>i. Where possible, survey or interview closed or relocated businesses</td>
<td>BV requested list from J. Demers on 4/25/19</td>
<td>Complete</td>
<td>City</td>
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<td>ii. Use data on closures to develop retention strategies</td>
<td>1. Encourage businesses to attend EDAC meetings (social media, newsletter, etc.)</td>
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<td>2. Share any at risk business that you're aware of</td>
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<td>a. Create an annual event to discuss topics impacting the economy and El Segundo business community.</td>
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<td></td>
<td>a. Send welcome letter to new businesses monthly</td>
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<td>b. Develop a welcome email for new businesses</td>
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## New Business Attraction (NBA)

**Members:** Lance Giroux (Chair), Vandad Espahbodi, Tim Harris, Michael Mothner

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<tbody>
<tr>
<td>1. Attract new businesses and investment to El Segundo</td>
<td>a. Identify targeted industries based on analysis of infrastructure, workforce, location and other factors</td>
<td>i. Develop a list of targeted (desired) industries.</td>
<td>Desired targeted industries: e-Sports, bioscience, software/game development and aerospace. Identify the city’s business trends over the past 2 years (e.g. strong/weak industries)</td>
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<td>ii. Research and evaluate factors influencing location decisions and identifies which industries the city is positioned to attract.</td>
<td>Attract a certain number of companies in specific industries to expand &amp; relocate in the city by the end of 2020. Connect with WeWork to identify the types of businesses coming into the city</td>
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<td>iii. Advise Council on gaps in infrastructure and other location criteria that weaken the City’s ability to attract target industries</td>
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<td>b. Focus external business attraction marketing to target industries</td>
<td>l. Work with existing marketing/branding campaigns to focus external attraction marketing on target industries</td>
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<td>2. Reduce Commercial Vacancy</td>
<td>a. Attract new businesses to El Segundo</td>
<td>l. Work with real estate community to identify and promote key vacancies</td>
<td>List available properties on ElSegundoBusiness.com Promote available properties on social media (LinkedIn)</td>
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<td>l. Assist in the permit approval process as needed. Serve as a point of contact to resolve issues.</td>
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<td>b. Assist in the permit approval process as needed. Serve as a point of contact to resolve issues.</td>
<td>ii. Meeting with Planning and Building Safety quarterly to review new projects and developments</td>
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<td>3. Annual Champions of Business Event</td>
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<td>4. LA Street Festival</td>
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<td>1. Los Angeles World Airports (LAWA)</td>
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<td>2. Support growth of E-gaming Industry</td>
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<td>3. Support and Collaborate with LA Air Force Base (LAAF)</td>
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<tbody>
<tr>
<td>a. Work with airlines to build relationships to</td>
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<td>A. Keahi invited Ranjan Goswami, Delta Air Lines Vice President, Los Angeles &amp; Sales - West Coast Region to speak at the September 2018</td>
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<td>b. Support egaming events to attract egaming and related companies to El Segundo</td>
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<td>i. Evaluate opportunities to support existing operations</td>
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<td>ii. Encourage federal reinvestment in LAAF</td>
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<td>Work with Federal reps and Coby King to identify opportunities to advocate for LAAF.</td>
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<td>iii. Collaborate with regional partners to support the Aerospace and Defense industry and LAAF. Potential Partners Include: Los Angeles Air Force Base</td>
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<td>- LAEDC - SoCal Aerospace Council</td>
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<td>- South Bay Alliance</td>
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<td>- Aerospace Defense Forum</td>
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<td>- South Bay Association of Chambers of Commerce</td>
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<td>- Government Affairs Committee</td>
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<td>- Women in Defense Council</td>
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<td>- California Aerospace Caucus (Fed. Congress)</td>
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<td>iv. Work with the newly formed LA Space Tech accelerator to actively recruit new businesses in this sector in collaboration with the NBA committee.</td>
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<td>v. Work with V. Esfahbodi to identify location for LA Space Tech incubator to determine facility needs for the incubator, Mayor Boyles to discuss opportunity with Dr. Soon-Shiong, M. Jennings scheduling meeting.</td>
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