

City of Hermosa Beach

*City Hall
1315 Valley Drive
Hermosa Beach, CA 90254*



Regular Meeting Agenda

Monday, November 2, 2020

6:00 PM

**THIS VIRTUAL MEETING IS HELD PURSUANT TO
EXECUTIVE ORDER N-29-20 ISSUED BY
GOVERNOR GAVIN NEWSOM ON MARCH 17, 2020.**

Council Chambers (Virtually)

Economic Development Committee

Mary Campbell, Chair

Peter Hoffman, Vice Chair

Michael Detoy, Committee Member

David Pedersen, Committee Member

***City Treasurer
Karen Nowicki***

***City Attorney
Michael Jenkins***

Executive Team

Suja Lowenthal, City Manager

Eduardo Sarmiento, City Clerk
Viki Copeland, Finance Director
Marnell Gibson, Public Works Director
Paul LeBaron, Chief of Police

Ken Robertson, Community Development Director
Vanessa Godinez, Human Resources Manager
Kelly Orta, Community Resources Manager

THIS MEETING IS HELD PURSUANT TO EXECUTIVE ORDER N-29-20 ISSUED BY GOVERNOR GAVIN NEWSOM ON MARCH 17, 2020. ANY OR ALL ECONOMIC DEVELOPMENT COMMITTEE MEMBERS MAY ATTEND AND PARTICIPATE BY TELECONFERENCE/VIRTUAL MEETING. MEMBERS OF THE PUBLIC MAY PARTICIPATE BY TELECONFERENCE.

THE PUBLIC COMMENT IS LIMITED TO THREE MINUTES PER SPEAKER

Economic Development Committee agendas and staff reports are available for review on the City's web site at www.hermosabeach.gov. Wireless access is available in the City Council Chambers for mobile devices: Network ID: CHB-Guest, Password: chbguest

Written materials distributed to the Economic Development Committee within 72 hours of the meeting are available for public inspection immediately upon distribution in the Community Development Department during normal business hours from Monday through Thursday, 7:00 AM - 6:00 PM and on the City's website.

To comply with the Americans with Disabilities Act (ADA) of 1990, Assistive Listening Devices will be available for check out at the meeting. If you need special assistance to participate in this meeting, please call or submit your request in writing to the Community Development Department at (310) 318-0242 or CommunityDevelopment@hermosabeach.gov at least 48 hours (two working days) prior to the meeting time to inform us of your needs and to determine if/how accommodation is feasible.

PUBLIC PARTICIPATION

City Hall will be closed to the public until further notice. Virtual Meetings are held pursuant to Executive Order N-29-20 issued by Governor Gavin Newsom on March 17, 2020. Members of the public may submit eComments (instructions below) or email comments to CommunityDevelopment@hermosabeach.gov until 12:00 PM on the meeting date. Members of the public may also participate by phone.

JOIN THE VIRTUAL ECONOMIC DEVELOPMENT COMMITTEE MEETING AT:
<https://us02web.zoom.us/j/88648882409?pwd=ejYrQ051aW80S0t5WXFJMIFibU9xZz09>

OR PARTICIPATE BY PHONE:

1. Prior to 5:00 PM on the meeting date, email Planning@hermosabeach.gov to be added to the speaker list. Please indicate your full name.
2. Dial in 5 minutes prior to the start of the meeting:
 - > Toll Free Dial in: (888) 475-4499
 - > Economic Development Committee Webinar ID: 886 4888 2409 #
 - > Passcode: 489659
3. ATTENDEES WILL BE MUTED UNTIL THE PUBLIC PARTICIPATION PERIOD IS OPENED.
When you are called on to speak, press *6 to unmute your line or *9 to raise your hand.
Comments from the public are limited to 3 minutes per speaker.

Submit your comments via eComment in three easy steps:

Note: Your comments will become part of the official meeting record. You must provide your full name, but please do not provide any other personal information (i.e. phone numbers, addresses, etc) that you do not want to be published.

1. Go to the Agendas/Minutes/Video webpage and find the meeting you'd like to submit comments on. Click on the eComment button for your selected meeting.
2. Find the agenda item for which you would like to provide a comment. You can select a specific agenda item/project or provide general comments under the Oral/Written Communications item.
3. Sign in to your SpeakUp Hermosa Account or as a guest, enter your comment in the field provided, provide your name, and if applicable, attach files before submitting your comment.

eComments can be submitted as soon as the meeting materials are published, but will only be accepted until 12:00 PM on the date of the meeting to ensure the Economic Development Committee and staff have the ability to review comments prior to the meeting.

1. Call to Order

2. Pledge of Allegiance

3. Roll Call

4. Public Comments

5. [REPORT
20-0703](#) Approval of the October 5, 2020 Economic Development Committee Action Minutes

Recommendation: Approve the Economic Development Committee action minutes of the October 5, 2020 regular meeting.

Attachments: [October 5, 2020 Economic Development Committee action minutes](#)

6. [REPORT
20-0706](#) Stakeholder Advisory Group

Attachments: [Stakeholder Meeting Notes from 100720](#)
[Stakeholder Meeting Notes from 102120](#)

a. Summary of Meetings and Issued Identified

b. Subcommittee to Work on Business Survey

c. Identify Topic for Advisory Group

d. Identify Economic Development Committee Representative 11/4 & 11/18

e. Public Comments

7. Economic Development Strategy Topics

a. Explore Formation of a Downtown Business Improvement District

b. Development Assistance Committee/Development Review Committee**c. Develop Business Visitation Program**

8. [REPORT
20-0707](#) Business Friendly Initiative/Concierge Program

Attachments: [Business Friendly Initiative Concierge Program](#)

a. Updates

9. [REPORT
20-0708](#) Business Recovery Updates

Attachments: [Business Recovery Updates November 2020](#)
[January - March 2020 Top 25](#)
[April - June 2020 Top 25](#)
[Sales Tax Comparisons 2019-20](#)

**a. Beach Cities Health District Business Survey,
Safe in the South Bay Dining Dining Week, and
COVID-19 Update**

b. Recent Updates**c. Holiday Lighting and Decorations****d. Zoning Code Update****e. Sales Tax Updates****10. Preservation of Downtown Retail and Restaurants on First Floor****a. Economic Market Study Update****11. Committee Member Announcements and Items for Next Agenda****12. Adjournment to Next Meeting December 7, 2020 at 6:00 PM**