

# City of Hermosa Beach

City Hall  
1315 Valley Drive  
Hermosa Beach, CA 90254



## Regular Meeting Agenda

Monday, October 5, 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

Nico De Anda-Scaia, Assistant to the City Manager  
Ken Robertson, Community Development Director  
Vanessa Godinez, Human Resources Manager  
Kelly Orta, Community Resources Manager

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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.  
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**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](http://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](mailto: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](mailto: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](mailto: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. 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**

*Anyone wishing to address the Committee on any matter or matters on the agenda may do so at this time for items not on the agenda or during the agenda item.*

5. [REPORT 20-0647](#) Approval of the August 31, 2020 Economic Development Committee Action Minutes  
**Recommendation:** Approve the Economic Development Committee action minutes of the August 31, 2020 regular meeting.

**Attachments:** [August 31, 2020 Economic Development Committee action minutes](#)

6. **Stakeholder Advisory Working Group**
  - a. **Confirm and Welcome Bradley Davis and Anthony Morrison, representing The Londoner Salon on Aviation Boulevard**
  - b. **Holiday Promotions Update**
  - c. **Economic Development Representative (and back up) for Meetings 10/7 and 10/21**
  - d. [REPORT 20-0650](#) Summary of Meetings and Issues Identified  
**Attachments:** [Stakeholder Meeting Notes from 090220](#)  
[Stakeholder Meeting Notes from 091620](#)
  - e. **Public Comments**

7. **Introduce Discussion of Economic Development Strategy in PLAN Hermosa**
  - a. [REPORT 20-0651](#) Governance Goal 6. A broad-based and long-term economic development strategy for Hermosa Beach that supports existing businesses while attracting new business and tourism.  
  
**Attachments:** [PLAN Hermosa Economic Development p 58 CHAPTER 1 GOVERNANCE \(2\)](#)  
[Business Friendly Cities in LA County](#)  
[How to be Business Friendly from LAEDC](#)  
[10 Principles of Business Friendly Cities LAEDC Lessons Learned](#)
  - b. **Business Friendly Initiative**
  - c. **Public Comments**
8. **Business Recovery Updates**
  - a. [REPORT 20-0652](#) Recent Updates  
  
**Attachments:** [Hermosa Beach Business Presentation-093020](#)
  - b. **Holiday Lighting and Decorations**
9. **Preservation of Downtown Retail and Restaurants on First Floor**
  - a. **Economic Market Study Update**
10. **Committee Member Announcements and Items for Next Agenda**
11. **Adjournment to Next Meeting November 2, 2020 at 6:00 PM**