



City of Hermosa Beach

City Hall
1315 Valley Drive
Hermosa Beach, CA
90254

Action Minutes - Draft

Economic Development Committee

Mary Campbell, Chair
Peter Hoffman, Vice Chair
Michael Detoy, Committee Member
David Pedersen, Committee Member

Monday, August 31, 2020

6:00 PM

Council Chambers (Virtually)

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.

1. **Call to Order**

2. **Pledge of Allegiance**

3. **Roll Call**

Present: 4 - Chair Mary Campbell, Vice Chair Peter Hoffman, Michael Detoy and David Pedersen

Absent: 0

All Economic Development Committee Members attended remotely.

Also Present Remotely: Suja Lowenthal, City Manager
Christy Teague, Senior Planner
Nicole Ellis, Associate Planner
Doug Krauss, Environmental Programs Manager
Leeanne Singleton, Environmental Analyst

4. **Public Comments**

Due to a technical issue caused by a recent Zoom update, the telephone dial-in option did not function for this meeting. The Zoom meeting link was operational and public comments were additionally able to be received through the Zoom Chat feature or City staff email and read into the public record by City staff.

5. [REPORT](#) Approval of the August 3, 2020 Economic Development Committee Action
[20-0568](#) Minutes

Attachments: [August 3, 2020 Economic Development Committee action minutes](#)

ACTION: Motion by Vice Chair Hoffman and seconded by Committee Member Pedersen to approve the August 3, 2020 action minutes as presented. The motion

carried by the following vote:

Aye: 4 - Chair Campbell, Vice Chair Hoffman, Member Detoy and Member Pedersen

Absent: 0

6. [REPORT](#) Business Recovery Updates
[20-0582](#)

Attachments: [Hermosa Beach Business Presentation](#)

Attending remotely to speak: Laura Pena and Jon David.

a. Recent Updates

7. [REPORT](#) Real Estate Trends Presentation by Tony Cordi, Commercial Real Estate
[20-0584](#) Broker and Member of Stakeholder Advisory Working Group

Attachments: [Real Estate Presentation by Tony Cordi 08-31-20](#)

Attending remotely to speak: Tony Cordi, Jon David, and Laura Pena.

8. [REPORT](#) Traffic Concepts on Hermosa Avenue and Pier Avenue
[20-0578](#)

Attachments: [Hermosa Avenue Concept](#)
[Pier Avenue Chart of Traffic Concepts](#)
[Pier Avenue Concepts](#)

Attending remotely to speak: Lori Ford (via Chat), Jon David, and Laura Pena.

9. [REPORT](#) Define Economic Recovery Principles
[20-0587](#)

Attachments: [Draft Economic Development Committee Principles](#)

10. [REPORT](#) Stakeholder Advisory Working Group
[20-0579](#)

Attachments: [Stakeholder Meeting Notes from 08-05-20](#)
[Stakeholder Meeting Notes from 08-19-20](#)

a. Economic Development Representative for Meetings 9/2 and 9/16

Vice Chair Hoffman will attend the 9/2 meeting and Committee Member Detoy will attend the 9/16 meeting.

b. Summary of Meetings and Issues Identified

11. **Preservation of Downtown Retail and Restaurants on First Floor**

a. Economic Market Study Update

12. [REPORT](#) Redondo Beach Artesia & Aviation Corridor Plan Summary and Status
[20-0580](#)

Attachments: [Draft AACAP](#)

13. **Committee Member Announcements and Items for Next Agenda**
14. **Public Comments**
15. **Adjournment**

Chair Campbell adjourned the meeting at 9:33 PM.

DRAFT