



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, October 5, 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
Ken Robertson, Community Development Director
Christy Teague, Senior Planner
Nicole Ellis, Associate Planner
Melanie Emas, Assistant Planner
Doug Krauss, Environmental Programs Manager
Leeanne Singleton, Environmental Analyst

4. **Public Comments**

Attending remotely to speak: Laura Pena, Lindsay Jones, and Jon David.

5. [REPORT](#) Approval of the August 31, 2020 Economic Development Committee
[20-0647](#) Action Minutes

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

ACTION: Motion by Vice Chair Hoffman and seconded by Committee Member Pedersen to approve the 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. Stakeholder Advisory Working Group

a. Confirm and Welcome Bradley Davis and Anthony Morrison, representing The Londoner Salon on Aviation Boulevard

b. Holiday Promotions Update

Update by Brian Cooley provided at agenda item 7.c. (6:59 PM).

c. Economic Development Representative (and back up) for Meetings 10/7 and 10/21

Chair Campbell will be the scheduled representative and Committee Member Pedersen will be the back up representative for the 10/7 meeting. Committee Member Detoy will be the scheduled representative and Vice Chair Hoffman will be the back up representative for the 10/21 meeting.

d. [REPORT 20-0650](#) Summary of Meetings and Issues Identified

Attachments: [Stakeholder Meeting Notes from 090220](#)
[Stakeholder Meeting Notes from 091620](#)

e. Public Comments

Attending remotely to speak: Laura Pena.

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

The Committee confirmed the Business Friendly Initiatives topic for the October Stakeholder Advisory meetings.

c. Public Comments

Attending remotely to speak: Jon David and Laura Pena. Brian Cooley also

provided the Holiday Promotions Update for agenda item 6.b. at this time.

8. Business Recovery Updates

- a. [REPORT
20-0652](#) Recent Updates

Attachments: [Hermosa Beach Business Presentation-093020](#)

b. Holiday Lighting and Decorations

Attending remotely to speak: Jonathan Wicks.

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

Chair Campbell adjourned the meeting at 7:38 PM.