



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, May 3, 2021

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
Angela Crespi, Deputy City Manager
Ken Robertson, Community Development Director
Christy Teague, Senior Planner
Melanie Emas, Assistant Planner
Doug Krauss, Environmental Programs Manager
Leeanne Singleton, Environmental Analyst

4. Public Comments

Attending remotely to speak: Laura Pena, Randy Balik, Beth Rohde, and Jonathan Wicks.

The Committee meeting was paused from 6:10 PM to 6:21 PM due to audio issues with the live broadcast (the audio for the Zoom and telephone connections were not impacted).

5. [REPORT](#) Approval of the April 5, 2021 Economic Development Committee Action
[21-0272](#) Minutes

Attachments: [April 5, 2021 Economic Development Committee action minutes](#)

ACTION: Motion by Vice Chair Hoffman and seconded by Committee Member Pedersen to approve the April 5, 2021 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. [REPORT](#) Summary of Meetings, Issues and Ideas Identified on April 7th and April
[21-0273](#) 21st

Attachments: [Stakeholder Meeting Notes from 4/7/21](#)

[Stakeholder Meeting Notes from 4/21/21](#)

- b. Identify Topic for Stakeholder Advisory Working Group - Arts and Culture
- c. Identify Economic Development Committee Representative on May 5th and May 19th

Committee Member Detoy will be the representative for the May 5 meeting. Chair Campbell will be the representative for the May 19 meeting.

7. Public Comments

Attending remotely to speak: Ron Newman.

8. Economic Development Strategy - Music and Entertainment Recommendations

- a. Long Term Policies to Allow Outdoor Music in Business Locations
- b. Program to Allow Outdoor Music in Public Spaces
- c. Explore Music Events and Activities to Celebrate Hermosa Beach Music History and Provide Musical Experiences for the Community and Visitors

9. Business Recovery Updates:

- a. [REPORT](#) Hermosa SHINES Plan for Reopening, Recovery and Resilience
[21-0274](#)

Attachments: [1. Hermosa SHINES Presentation](#)

[2. Supplemental - Hermosa Beach Business Presentation, added 5-3-21](#)

[3. Supplemental - eComment from Tracy Hopkins, added 5-3-21](#)

- b. Recent Health Order and Business Updates
- c. Shared Streets Update
- d. Temporary Outdoor Dining Update

10. Public Comments

Attending remotely to speak: none.

11. Committee Member Questions, Announcements and Items for Next Agenda

12. Adjournment to Next Meeting June 7, 2021 at 6:00 PM

Chair Campbell adjourned the meeting at 8:04 PM.