



City of Hermosa Beach

City Hall
1315 Valley Drive
Hermosa Beach, CA
90254

Action Minutes - Final

Economic Development Committee

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

Monday, November 2, 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
Melanie Emas, Assistant Planner
Doug Krauss, Environmental Programs Manager
Leeanne Singleton, Environmental Analyst

4. **Public Comments**

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

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

ACTION: Motion by Vice Chair Hoffman and seconded by Committee Member Detoy to approve the Economic Development Committee action minutes of the October 5, 2020 regular meeting.

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

Absent: 0

The meeting was paused between 6:07 PM to 6:49 PM due to technical issues with the Internet and television broadcasts; the Zoom link and telephone access remained functional.

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

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**

Committee Member Pedersen will be the representative for the 11/4 meeting and Vice Chair Hoffman will be the representative for the 11/18 meeting.

e. **Public Comments**

Attending remotely to speak: Laura Pena and Ron Newman.

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

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

a. **Updates**

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

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**

Attending remotely to speak: Jacqueline Sun (Beach Cities Health District).

- 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**

Chair Campbell adjourned the meeting at 8:53 PM.