



# 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, 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](#)  
[20-0647](#)** Approval of the August 31, 2020 Economic Development Committee 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.