



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, June 7, 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

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
Douglas Krauss, Environmental Programs Manager

2. Pledge of Allegiance

City Manager Suja Lowenthal provided an update on the Safer Hermosa initiative.

4. Public Comments

Attending remotely to speak: Jon David, Laura Pena.

5. [REPORT](#)
[21-0353](#) Approval of the May 3, 2021 Economic Development Committee Action Minutes

Attachments: [May 3, 2021 Economic Development Committee action minutes](#)

ACTION: Motion by Committee Member Pedersen and seconded by Vice Chair Hoffman to approve the May 3, 2021 Economic Development Committee 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](#) Economic and Market Study Presentation by James Musbach and Jake
[21-0354](#) Cranor, Economic and Planning Systems, Inc

Attachments: [1. Economic and Planning Systems Inc - Economic and Market Study](#)
[2. Supplemental - EPS EDC Presentation, added 6-7-21](#)

Attending remotely to present: Jim Musbach and Jake Cranor from Economic & Planning Systems, Inc.

7. [REPORT](#) Stakeholder Advisory Working Group
[21-0355](#)

Attachments: [Stakeholder Meeting Notes from 05/05/21](#)
[Stakeholder Meeting Notes from 05/19/21](#)

- a. Summary of Meetings, Issues and Ideas Identified on May 5th and May 19th
- b. Identify Topic for Stakeholder Advisory Working Group - Business Outreach Plan/Commerical Property Owner Engagement
- c. Identify Economic Development Committee Representative on June 16th and July 7th

Committee Member Pedersen will be the representative for the June 16th meeting. Vice Chair Hoffman will be the representative for the July 7th meeting.

8. Public Comments

Attending remotely to speak: Ron Newman, Ed Hart, Laura Pena, and Jon David.

9. Economic Development Strategy - Arts and Culture

- a. Beautification Awards
- b. Consider Arts in Public Places Program

10. Business Recovery Updates:

- a. Business Updates
- b. Shared Streets Update

Attending remotely to speak: Douglas Krauss, Environmental Programs Manager

c. Temporary Outdoor Dining Update

d. Business Friendly Initiatives Update - Continuance Process Improvements

11. [REPORT 21-0356](#) Economic Development Committee Progress Report and Timeline

Attachments: [Economic Development Committee Progress Report and Timeline](#)

12. Public Comments

Attending remotely to speak: None

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

14. Adjournment to Next Meeting July 12, 2021 at 6:00pm

Chair Campbell adjourned the meeting at 8:43 PM.