



Staff Report

File #: REPORT 20-0236, Version: 1

Honorable Mayor and Members of the Hermosa Beach City Council Regular Meeting of April 28, 2020

DOWNTOWN ECONOMIC DEVELOPMENT COMMITTEE (City Manager Suja Lowenthal)

Recommended Action:

Staff recommends that the City Council select two Councilmembers to serve on the Downtown Economic Development Committee with Planning Commission Chairperson Peter Hoffman and Commissioner David Pedersen.

Background:

The City Council and Planning Commission held a joint Study Session on March 4, 2020 to discuss the Zoning Code Assessment, State Housing Laws, Local Coastal Program, and Implementation of the Vision for the Downtown District. The Councilmembers and Planning Commissioners agreed that economic development is one of the key facets for downtown vitality and that this is an opportune time to look at forming a Downtown Economic Development Committee. The City currently does not have a department or staff person in charge of Economic Development.

At its April 21, 2020 meeting, the Planning Commission selected Chairperson Peter Hoffman and Commissioner David Pedersen to serve on the Downtown Economic Development Committee.

The Brown Act provides in relevant part that the following bodies are legislative bodies subject to the Act:

Govt Code section 54952:

b) A commission, committee, board, or other body of a local agency, whether permanent or temporary, decision-making or advisory, created by charter, ordinance, resolution, or formal action of a legislative body.

Therefore, the proposed standing committee of Councilmembers and Planning Commission members would be considered a Brown Act Body, requiring proper noticing, agendas and minutes for each meeting. The meeting would also be open to public participation.

General Plan Consistency:

This report and associated recommendation have been evaluated for their consistency with the City's General Plan. Relevant Policies are listed below:

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.

Policies:

- **6.1 Long-term economic development.** Support the development and implementation of long-term economic development strategies that seek to establish and keep new businesses and a strong middle class in Hermosa Beach over the decades to come.
- **6.2 Regional presence.** Encourage economic development strategies that will make Hermosa Beach a driving force and jobs center behind the regional economy of the South Bay region.
- **6.3 Diversified economy.** Encourage economic development strategies that allow the city to move beyond reliance on its two main industries - accommodation and food service and retail trade- and transform itself to a mature mix of economic activity and job opportunities.
- **6.4 Business support.** Support the Chamber of Commerce, retailers, tourist service businesses, artists, and other agencies to develop an aggressive marketing strategy with implementation procedures.
- **6.5 Creative economy.** Prioritize strategies that will create an economy full of diverse talents, trades and goods for the city. For long lasting economic success, a range of services, arts, entertainment and retail should be supported on all scales of the city's economy.
- **6.6 Pop-up shops.** Develop plans and programs for underutilized spaces, such as vacant buildings, utility corridors, parkways, etc., for temporary retail, restaurant, and community promoting uses.
- **6.7 Retail base.** Encourage economic development reflective of the character of Hermosa Beach with small and medium scale retail development within Hermosa Beach in order to create a stronger tax base and increase the City's tax revenue.

Fiscal Impact:

The formation of a Brown Act Body would require staff time to schedule meetings, prepare agendas, notice agendas and create minutes for each meeting.

Attachments:

1. City Council Committee List as of December 17, 2019.

Respectfully Submitted by: Ann Yang, Executive Assistant

Legal Review: Mike Jenkins, City Attorney

Approved: Suja Lowenthal, City Manager