



## Staff Report

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### **Honorable Chair and Members of the Hermosa Beach Economic Development Committee Regular Meeting of June 1, 2020**

Role of Economic Development Committee

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The Economic Development Committee is comprised of two Councilmembers and two Planning Commissioners. It has been established to provide leadership and to advise the City Council and Planning Commission to ensure the preservation and vitality of Hermosa Beach businesses for recovery and resilience after COVID-19 business disruption and to develop longer term Economic Development goals and programs.

Potential tasks and oversight of the Economic Development Committee could include:

- Immediate responses to pandemic closures to facilitate successful and sustainable businesses reopening citywide
- Receive feedback from Stakeholder Advisory Group and greater business community, such as surveys and interviews
- Identify and implement Economic Development goals of PLAN Hermosa
- Longer term Economic Development Strategies, such as updating the Downtown Core Revitalization Strategy, regulatory approaches, and business recruitment and retention.

Economic Development Committee discussion focuses on all business sectors and commercial areas of Hermosa Beach:

- Public Parking
- Sidewalk Dining
- Parking in Front of Restaurants
- Communal Spaces
- Parklets
- Lighting
- Slower Traffic/Speed Limit on Pier and Hermosa Ave
- Wayfinding Signage
- Safer in Hermosa Campaign

## Timeline

The Economic Development Committee is intended to continue for 2 years, or as determined by the City Council.