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CULVER CITY
ECONOMIC DEVELOPMENT SUBCOMMITTEE
OF THE CITY COUNCIL

REGULAR MEETING OF THE
CULVER CITY ECONOMIC DEVELOPMENT
SUBCOMMITTEE OF THE CITY COUNCIL
CULVER CITY, CALIFORNIA

July 9, 2018
2:00 p.m.

Call to Order & Roll Call

Council Member Eriksson called the meeting of the Economic Development Subcommittee of the City Council to order at 2:10 p.m. in the Patio Conference Room at City Hall.

Present: Thomas Small, Mayor*
Göran Eriksson, Council Member

*Mayor Small exited the meeting at 3:47 p.m.

Staff Present: Sol Blumenfeld, Community Development
Director
Todd Tipton, Economic Development Manager
Elaine Gerety-Warner, Economic Development
Project Manager
Elizabeth Garcia, Economic Development
Project Manager

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Pledge of Allegiance

Jim Clarke led the Pledge of Allegiance.

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Public Comment for Items NOT On the Agenda

Council Member Eriksson invited public comment.

The following members of the audience addressed the Subcommittee:

Andrew Weissman provided a presentation on IKE: Interactive Kiosk Experience.

Discussion ensued between Mr. Weissman, staff and Subcommittee Members regarding content; inclusion of local information; real-time transportation information; partnership with the Chamber of Commerce; First Amendment issues; kiosk placement, maintenance and content management; advertising as the funding mechanism; providing a recommendation to the City Council; providing real-time social services; and scheduling.

Jim Clarke discussed the newly re-constituted Cultural Affairs Foundation noting that they were a resource for the City on any projects pertaining to the Creative Economy including item A-3.

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Order of the Agenda

No changes were made.

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Consent Calendar

Item C-1

Meeting Minutes for February 28, 2018

THE ECONOMIC DEVELOPMENT SUBCOMMITTEE APPROVED MEETING MINUTES FOR FEBRUARY 28, 2018.

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Item C-2

Meeting Minutes for March 28, 2018

This item was deferred to a future meeting.

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Item A-1

Discussion of the City's Economic Development Strategy

Discussion ensued between staff and Subcommittee Members regarding Subcommittee review; work of the consultant; staff involvement; expectations for the consultant; expertise; review of the plan to present to the City Council on August 27, 2018; allowing sufficient time for a presentation; potential speakers; City Council input; the process; diversification; adjusting to trends; projections on where the world is going and how Culver City fits in; resources for the consultant; potential consultants; and the task list and schedule.

Discussion ensued between meeting attendees, staff and Subcommittee Members regarding flexibility of the reconstituted Cultural Affairs Foundation; the Creative Economy; and stakeholder engagement.

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Item A-2

Updates on Business Districts

Sol Blumenfeld, Community Development Director, discussed the potential creation of an assessment district in the Hayden Tract.

Discussion ensued between staff and Subcommittee Members regarding the Business Improvement District (BID) formation meeting scheduled for August 21; Brown Act issues; the need to post an agenda; attendance by Hayden Tract businesses; empowerment of the businesses; amortizing investments over time; businesses interested in participating; geographic distribution of owners; establishing a core group to reach out to other businesses; the percentage necessary to establish a district; the focus on physical improvements; substandard sidewalks in the area; crosswalks; and district boundaries.

Elaine Gerety-Warner, Economic Development Project Manager, discussed the Reimagine Fox Hills Master Plan; moving

forward with an RFP and consultant selection; and establishing a formula for participation.

Discussion ensued between staff and Subcommittee Members regarding coordination with the neighborhood; the timeline; scheduling; overlap; outreach; meetings; different interests for businesses vs. residents; authorized money for the master plan; encouraging owner participation; pre-entitlement for participants; return on investment; master planning for the area; traffic impacts; creating a physical plan for the area; the timeline to get an RFP in place and create a plan; communication with Westfield; the potential housing development; dovetailing the business and residential projects; the Institute for Civil Discourse; grants; matching funds; activating Fox Hills for the Master Plan; creating a loose business association; creating pedestrian activity; accelerating food trucks; leadership; engagement; neighborhood associations; panel discussions; the technical conference with Ned Sherman; outreach; the request to include One Culver; concern with the opening of Parcel B; refining the service sector; focusing on customer service; business engagement by NBC/Universal; potential Arts District expansion; growth of the Arts District BID; different interests with the TOD District vs. the Arts District; stakeholders in the TOD; the land use perspective; the process to expand the BID; distinct identities; property based BIDs vs. business based BIDs; variations in assessments; the re-balloting process; the evolution of the Arts District; branding and marketing the Arts District; and creative arts.

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Item A-3

Discussion of Proposed Huace Group MOU

Elaine Gerety-Warner, Economic Development Project Manager, discussed the recommendation to explore a Memorandum of Understanding (MOU) with the Huace Group.

Discussion ensued between staff and Subcommittee Members regarding feedback from talent companies in town; support from Michael Hackman; concern with a talent grab; the large media market in China; redevelopment; the plan to facilitate expansion of American companies into China, not to relocate them; the partnership; opening the door to

communication; development of programs to encourage tourism between Culver City and Hangzhou; establishing a tourism office in China; exploring the development of film and television production projects; the respected reputation of the Huace Group in the film industry; establishing an international Film Academy in Culver City; creation of entertainment festivals; other cultural and economic trade missions and exchanges; the importance of proceeding carefully; and the feeling that the industry needs to make the deal rather than the City.

A representative from Huace Media Group joined the meeting by telephone and discussed the February meeting to explore executing an MOU with Huace Media and the City; phases of the project; redevelopment projects; acreage available in China set aside to build a complete media and entertainment center; education; housing and recreation; development of a small business environment; oversight of the project; creating a special economic zone; allowing special incentives to encourage relationships with new businesses in China; establishing an MOU to provide a platform to identify areas beneficial to both entities; programs that encourage tourism trade between Culver City and Hangzhou; visitor destination programs; development of production projects between Huace and Culver City based companies; strengthening relationships with studios in Culver City; establishing an international Academy for media training; opportunities for trade delegations; the mix of businesses that could benefit from such a relationship; the MOU to set an agreement that the entities want to work together; and specific details emerging as projects unfold.

Discussion ensued between the Huace Media Group representative, meeting attendees, staff and Subcommittee Members regarding the need for the MOU; the formality of putting things in writing to signify progress; cultural differences; clarification that there have not been similar discussions with other cities; negotiating an action plan; whether Culver City would have the exclusive right to negotiate; existing Sister City relationships; MOU signatories; clarification on the role of Culver City; establishing a relationship between the communities; how the two government entities can encourage businesses in their area to work on projects that benefit the local areas; setting up introductions; agreement that not all projects realize everything they are meant to realize; the importance of involving the big studios in town; concern

with money expended on projects that do not come to fruition; staff agreement to put together deal points; clarification on obligations being made; negotiating instructions; gauging the level of commitment to be made; and further exploration with caution.

The phone call with the Huace Media Group representative was concluded and Mayor Small exited the meeting at 3:47 p.m.

Council Member Eriksson asked staff to contact the U.S. Commercial attaché in China to inquire about the group.

Discussion ensued between staff and Council Member Eriksson regarding scams on Chinese cities; concern with validating a project without more information; the importance of involving the large studios; getting more information from the State Department before moving forward with additional meetings; further necessary research; the connection to other companies; the MOU as a formal document to help release funds; and concern that if something sounds too good to be true it probably is too good to be true.

Additional discussion ensued between staff and Council Member Eriksson regarding the letter of support for the active transportation grant; requests from the Cultural Affairs Foundation, The Education Fund and AVPA Foundation; asks for multiple projects; BID expansions; transportation and mobility funds; the number of asks from the business community; identification of City priorities before moving forward; the number of asks that Sony gets from the community; organizations that are not City-controlled; collaboration; and competition.

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Item A-4

Discussion of Future Agenda Items

Discussion ensued between staff and Council Member Eriksson regarding follow up on information from the State Department and further discussion of IKE.

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Receipt of Correspondence

Council Member Eriksson acknowledged correspondence received.

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Items from Staff

Discussion ensued between staff and Council Member Eriksson regarding the application for the Los Angeles Economic Development Corporation (LAEDC) Most Business-Friendly City award, and the draft of the 2018-2019 profile.

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Adjournment

There being no further business, at 3:57 p.m., the Economic Development Subcommittee of the City Council adjourned its meeting to a date not certain.

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Jeremy Green
SECRETARY of the Culver City Economic Development
Subcommittee of the City Council Culver City, California

APPROVED

Göran Eriksson
COUNCIL MEMBER, Economic Development Subcommittee of the
City Council Culver City, California