

**Jacki sent the following minutes from Oct 25 to the Econ Dev distribution list on Oct 26, 2012**

There WAS a meeting yesterday of the Economic Development Directors. We found out that a cancellation notice was sent out by someone by accident and it came off of several calendars so if you missed the meeting, I am very sorry. It was a good meeting - we did have six city reps in attendance.

Here is a brief summary of what was discussed:

1. The Business Friendly Survey has been completed by 9 cities and we hope to get those of you who haven't done so to complete it and send it to Barbara Voss who will give a presentation at the next meeting on what we have learned and how cities might be able to use this to see how they compare to other cities. We also had some interesting input from our guest speakers about the complexities of some of the responses that we might want to explore further - ex. we ask if a city has a tax but not if there are any exemptions from those taxes.

2. We had four guest speakers to discuss tourism in the South Bay - 2 from Discover Torrance and 2 from Redondo Beach Visitors' Bureau. They all encouraged collaboration in promoting the South Bay here and internationally. Some of our great attributes are access - we are so close to the airport and yet there is so much to do here and we are a place set apart somewhat. Issues that affect tourism were also discussed such as the perceptions of an area. We were also asked, "What is our WOW factor?" What really makes us great? Funding was discussed and branding the South Bay. Torrance is studying the possibility of a conference center which could be a generator. There was a lot more which I will try to capture in the meeting minutes.

3. ICSC Conference - It was successful. We need to sign up for next year soon so that we can get a better spot. Barry will follow-up with ICSC and we will look into coordinating with Gateway and possibly San Gabriel Valley cities. A request was made to ask LAEDC to sponsor this but it didn't seem promising to get a decision by December 1 which is when such a decision will probably be required. Barbara will check.

4. South Bay initiatives were discussed - car2go car sharing service was actually discussed with the guests who found that it would be an asset to their businesses and somewhat of a WOW factor to be able to offer it. Presentations on the car2go services will be made at the nine city councils in the proposed operating area in November and December. Also discussed were the battery electric vehicle project starting in January and the fact that the SBESC will have video conferencing in a few months which this group might want to use for international or national meetings/trade issues, etc.

5. Next steps - All cities that have marketing logos are asked to send them to me along with a calendar of your city's special events so that we can consider making a special event calendar for the South Bay.

We also asked for the names and dates of any trade shows that we should be aware of as a group so that we can consider where our presence would be the most beneficial.

6. Next meeting - The 3rd Thursday @ 11 am was chosen as the regular meeting date every other month. Since it covers the lunch hour, it would be a brown bag lunch meeting. The next meeting is therefore set for Thursday, December 20 @ 11 am at SBESC. **If this regular meeting date or this specific meeting time is not good for you, please let me know ASAP.**

Thank you to those that attended - and I hope this helps give those that weren't there an idea of what happened. Please let me know if you have any questions and please save December 20.