

CITY OF GARDENA
GARDENA ECONOMIC BUSINESS ADVISORY COUNCIL (GEBAC)

MEETING MINUTES

WEDNESDAY, JULY 17, 2019
City Hall Downstairs Training Room

Members Present: Jules Laross Kanhan, Steve Rogers, Robert Kwon, Carlos Lifosjoe, Zoraida Hernandez, Gene Hale and Moe Shemirani.

Members Absent: Wanda Love, Victor Amenta, Edward Yoon, and Naresh Solanki

Staff Present: City Manager Ed Medrano, Assistant City Manager Clint Osorio, Community Development Manager Raymond Barragan, Economic Development Manager Spencer Dela Cruz and Administrative Aide Alejandra Alvarez

1. CALL TO ORDER:

The meeting was called to order at 12:08 p.m. by GEBAC Chairperson Steve Rogers

2. APPROVAL OF MINUTES:

GEBAC Minutes: Steve Rogers made the motion to approve the March 20, 2019 minutes and it was seconded by Moe Shemirani. The March 20, 2019 minutes were approved without change by the following votes:

Ayes: Jules Laross Kanhan, Steve Rogers, Robert Kwon, Carlos Lifosjoe, Zoraida Hernandez, Gene Hale and Moe Shemirani.

Noes: None

3. CITY MANAGER COMMUNICATION:

City Manager Medrano shared the recent staff appointments and changes. The incident at the Lucky Lady casino was discussed and its significance to the City. The importance of expanding the City's economic base and diversifying the City's revenue was emphasized.

Since the last meeting, the annual budget was approved; the City is on its second year of the two-year budget cycle. This year the City approved to pay off its unfunded liabilities in order to make itself a much stronger organization.

City Manager Medrano has been in many meetings regarding 'Get Involved Gardena'. These meetings were organized to determine the community's priorities and to seek input as to its needs. The City has made many improvements to various parks such as auditorium upgrades, new shade structures, new tennis courts, and new bathrooms. In addition, the City's roads rank "very good" in the Pavement Condition Index.

City Manager Medrano presented a visual rendering of the newly proposed development off of Rosecrans Ave. and Van Ness Ave., which is currently a vacant lot and taxicab hub. The new development, proposed by G3 Urban, will be mixed use. There was some discussion about the specifications of the homes and affordability, and questions regarding project timelines.

4. STAFF COMMUNICATION:

- A. **SBWIB Nomination:** Economic Development Manager Spencer De La Cruz asked for the GEBAC committee members to vote on the nomination of Glen Mitchell as vice-chairman. Mr. Mitchell has been serving as Gardena's representative for some time. It was moved by Carlos Lifosjoe, seconded by Gene Hale, and carried by the following roll call vote to approve:

Ayes: Jules Laross Kanhan, Steve Rogers, Robert Kwon, Carlos Lifosjoe, Zoraida Hernandez, Gene Hale and Moe Shemirani.
Noes: None
Absent: Wanda Love, Victor Amenta, Edward Yoon, and Naresh Solanki

B. Gardena Restaurant Week: Economic Development Manager Spencer Dela Cruz explained that he has been working with Ms. Wanda Love and Ms. Zoraida Hernandez on a partnership between the Chamber of Commerce and the City to promote local businesses. Gardena is recognized as a “foodie town” and hosting a restaurant week can be an excellent opportunity to capitalize on that. Restaurant week is an event where all restaurants have the chance to participate: they have special offerings such a prix fixe menu or discounted price during that week.

Mr. De La Cruz gave a detailed presentation explaining what Gardena’s Restaurant Week will consist of, how it will work, the goals of the event, participation requirements, and described the marketing and promotions to increase participation from businesses and the public.

Restaurant week is an excellent opportunity to promote Gardena’s unique food scene, introduce new restaurants, and increase visibility for the smaller businesses.

Mr. De La Cruz mentioned how Gardena has over 250 restaurants and over 100,000 people commute to Gardena for work.

City Manager Medrano asked if there was a possibility to have a day where some of the participating restaurants can highlight themselves prior to restaurant week. Mr. De La Cruz suggested they could possibly have a booth at the Food, Wine and Cigar Festival.

C. Development Update: City Manager Medrano shared that The Pan restaurant is soon opening another location in Lawndale. The Pan originally started in Gardena and has now expanded to various location across southern California.

5. **COUNCIL COMMUNICATION:** None

6. **NEW BUSINESS:**

City Manager Medrano will be reaching out to all appointees of GEBAC to ensure participation.

Mr. Robert Kwon shared that the Korean senior community is looking for a teacher to teach English. He will be meeting with Doug Mills to assist in the search and he asked everyone in the committee for any help.

7. **NEXT MEETING:**

Next meeting is scheduled for September 18, 2019 at 12:00 p.m. at City Hall.

8. **ADJOURNMENT:**

The meeting adjourned at 12:57 p.m.

Respectfully submitted,



Steve Rogers, Chairperson