



AGENDA
CITY OF EL SEGUNDO
MAJOR EVENTS COMMITTEE
CITY HALL – EXECUTIVE CONFERENCE ROOM
350 MAIN STREET
EL SEGUNDO, CA 90245
SEPTEMBER 24, 2025
6:00 PM

MEMBERS OF MAJOR EVENTS COMMITTEE

City Council Member: Michelle Keldorf
City Manager's Office:
Darrell George, City Manager / Michael Allen, Community Development Director
Planning Commissioner: Melissa McCaverty
Recreation and Parks Commissioner: Kelly Watson
Arts and Culture Advisory Committee Member: Michael Schepps
Chamber of Commerce: Marsha Hansen
Community Member: Tesse Rasmussen

The Major Events Committee, with certain statutory exceptions, can only take action upon properly posted and listed agenda items. Any writings or documents given to a majority of the Major Events Committee, regarding any matter on this agenda, that the City received after issuing the agenda packet are available for public inspection in the City Hall during normal business hours.

Unless otherwise noted in the agenda, the public can only comment on city-related business that is within the jurisdiction of the Major Events Committee and/or items listed on the agenda during the Public Communications portion of the Meeting. Members of the public may also provide comments electronically by sending an email to the following address before 3:00 P.M. on the day of the meeting: Gatewaytothegames@elsegundo.org. Please include the meeting date and item number in the subject line. The time limit for comments is five (5) minutes per person. Before speaking to the Major Events Committee, please state: your name, residence, and organization/group you represent, if desired. Please respect the time limits.

REASONABLE ACCOMMODATIONS: In compliance with the Americans with Disabilities Act and Government Code Section 54953(g), the City Council has adopted a reasonable accommodation policy to swiftly resolve accommodation requests. The policy can also be found on the City's website at <https://www.elsegundo.org/government/departments/city-clerk>. Please contact the City Clerk's Office at (310) 524-2308 to make an accommodation request or to obtain a copy of the policy.

CALL TO ORDER/ROLL CALL

PUBLIC COMMUNICATION – (Related to City Business Only – 5-minute limit per person, 30-minute limit total) *Individuals who have received value of \$50 or more to communicate to the **Major Events Committee** on behalf of another, and employees speaking on behalf of their employer, must so identify themselves prior to addressing the **Major Events Committee**. Failure to do so shall be a misdemeanor and punishable by a fine of \$250. While all comments are welcome, the Brown Act does not allow action on any item not on the agenda.*

A. CONSENT

1. **Approval of Meeting Minutes:** Approve the regular Major Events Committee minutes from the July 24, 2025, and August 27, 2025, meetings.

B. NEW BUSINESS

1. **Review Research Findings & Progress Update:** Committee members present findings and progress on the initial research assignments related to community activation and fan zones; policy research for temporary off-site signage allowances and short-term rentals; identifying potential training facilities in El Segundo for soccer teams; shuttle service options and concepts during events; and proposed concepts and locations for potential hospitality houses/events. Staff will also provide an update on ongoing planning efforts.
2. **Review of City’s Marketing Program for FY26 and “Major Events Campaign”:** Overview of the City’s Marketing Program for Fiscal Year 2026 and presentation highlighting the planned promotional strategies for upcoming major events, citywide events, tourism initiatives, etc.
3. **Draft a Summary Report to City Council:** Draft a summary report to City Council detailing key research findings, progress to date, and proposed next steps. The report will include clearly defined objectives, implementation strategies, logistical preparations related to upcoming major events, and any other topics as needed.

4. **Assign follow-up Items:** Delegate responsibilities for further research, preparatory work, or any action as needed related to the discussion during the meeting.

C. REPORTS – MAJOR EVENTS COMMITTEE

A general report from individual committee members

ADJOURNMENT:



AGENDA
CITY OF EL SEGUNDO
MAJOR EVENTS COMMITTEE
CITY HALL – EXECUTIVE CONFERENCE ROOM
350 MAIN STREET
EL SEGUNDO, CA 90245
JULY 23, 2025
6:00 PM

CALL TO ORDER

The meeting was called to order at 6:00 PM by Michael Allen.

ROLL CALL

Members Present: City Council Member: Michelle Keldorf
Community Development Director: Michael Allen
Planning Commissioner: Melissa McCaverty
Arts and Culture Advisory Committee Member: Michael Schepps
Chamber of Commerce: Marsha Hansen
Community Member: Tesse Rasmussen

Absent: Recreation and Parks Commissioner: Kelly Watson

Others: Agnes Ho
Cristina Reveles
Joe Lormans

PUBLIC COMMUNICATION

None

A. NEW BUSINESS

- **Welcome and Introductions:** Staff and Committee Members shared their backgrounds and interests in contributing to the committee's work.
- **Review Committee Purpose:** Michael outlined the committee's role in proactive planning, coordination, and serving as a bridge between City Council, departments, businesses, and the community.
- **Overview of Major Events and El Segundo's Opportunity:** Staff presented an overview of the FIFA World Cup 2026, Super Bowl LXI 2027, and LA28 Olympics, including the estimated economic impact, and El Segundo's strategic advantages. Cristina provided a historical context of previous major event such as the Little League World Champions in 2023. Joe shared efforts currently

underway regarding initial planning with an Olympics agency. Committee members brainstormed the scope and the quote for facility use.

- **Brainstorming Session: Vision for El Segundo's Involvement:** Committee members engaged in an open discussion to define what success looks like as El Segundo positions itself as the “Gateway to the Games.”
- **Initial Goal Setting (High-Level):** Based on the draft vision, the Committee identified several overarching goals to guide its work: strategic parentships and global outreach; operational excellence and safety; economic empowerment and sustainable growth; community and educational enrichment; and a permanent legacy with sustainable impact.
- **Roles and Responsibilities:** Committee roles were clarified, with members assigned to research focus areas:
 - Infrastructure and Transportation – Tesse, Kelly
 - City Facility Use - Council Member Keldorf
 - Economic Opportunities - Marsha
 - Community Engagement & Events – Michael S.
 - Policy Planning - Melissa
 - Public Safety & Emergency Readiness – TBD for when more information on events, activities, facility use, etc. is available.
- **Next Steps & Meeting Schedule:** The Committee agreed to meet on a monthly basis at 6:00 PM.

B. REPORTS – MAJOR EVENTS AD HOC COMMITTEE

Council Member Keldorf thanked everyone for their participation in the major events planning efforts.

ADJOURNMENT: 7:40 PM

Next Meeting: August 27, 2025



AGENDA
CITY OF EL SEGUNDO
MAJOR EVENTS COMMITTEE
CITY HALL – EXECUTIVE CONFERENCE ROOM
350 MAIN STREET
EL SEGUNDO, CA 90245
AUGUST 27, 2025
6:00 PM

CALL TO ORDER

The meeting was called to order at 6:00 PM by Michael Allen.

ROLL CALL

Members Present: City Council Member: Michelle Keldorf
Community Development Director: Michael Allen
Planning Commissioner: Melissa McCaverty
Recreation and Parks Commissioner: Kelly Watson
Arts and Culture Advisory Committee Member: Michael Schepps
Chamber of Commerce: Marsha Hansen
Community Member: Tesse Rasmussen

Absent:

Others: Agnes Ho

PUBLIC COMMUNICATION

None

A. NEW BUSINESS

1. **Review Vision and Goals:** Michael presented the draft vision statement and the overarching goals for participating in major upcoming events. The Committee reviewed and provided feedback.
2. **Review Research Findings & Progress Update:** Committee Members shared findings and progress from the initial research assignment in their respective focus areas. Michael updated the committee on ongoing planning efforts and coordination.
3. **Review Off-Site Temporary Signage Proposal:** Michael presented a proposal for off-site temporary signage, and Committee members considered the design, placement, and messaging options.

4. **Develop Objectives & Action Items by Event:** The Committee outlined the specific objectives, strategies, and necessary preparations specifically for the 2026 FIFA World Cup.
5. **Assign follow-up Items:** Responsibilities were delegated for additional research, event preparations, and proposal refinements. Assignments included:
 - Kelly/Tesse/Michael S. - Develop proposal concepts together for community activations, fan zones, etc.
 - Research any FIFA licensing fees, ROI, and submittal process for FIFA approval (if pursuing an official FIFA-sanctioned event)
 - Melissa/Michelle - Policy research/scoping for:
 - Temporary off-site signage allowance
 - Short-term rentals
 - Kelly/Tesse – Identify potential training facilities in El Segundo for soccer teams leading up to/during World Cup (inventory amenities such as restrooms, locker rooms, meeting rooms, etc.)
 - Kelly/Tesse – Explore shuttle services options/concepts during events
 - Marsha – Develop proposed concepts/locations (private and public) for potential hospitality houses/events for World Cup teams

B. REPORTS – MAJOR EVENTS AD HOC COMMITTEE

A general report from individual committee members

ADJOURNMENT: 7:35 PM

NEXT MEETING: Wednesday, September 24, 2025