



**AGENDA**  
**CITY OF EL SEGUNDO**  
**MAJOR EVENTS COMMITTEE**  
**SPECIAL MEETING**  
**CITY HALL – EXECUTIVE CONFERENCE ROOM**  
**350 MAIN STREET**  
**EL SEGUNDO, CA 90245**  
**NOVEMBER 19, 2025**  
**6:00 PM**

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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](mailto: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 September 24, 2025 meeting.

### **B. NEW BUSINESS**

1. **Report Out on the October 21, 2025 City Council Meeting:** Report summarizing City Council directives regarding facility agreements, short-term rental, potential event activations, engagement opportunities, measures to protect residential parking, and the possible modification of the city's off-site signage policy to permit temporary advertising leases on commercial properties.
2. **Review of City's Marketing Program for FY26 and "Major Events Campaign":** Overview of planned digital advertising campaigns (Hospitality and Tourism and Foreign Direct Investment) for the FIFA World Cup and future major events.
3. **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:**



**MEETING MINUTES  
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**

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**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. 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:** Receive and file update 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”**: Deferred to the next upcoming meeting.
3. **Draft a Summary Report to City Council**: Review the draft summary report to City Council, which includes: key research findings, progress to date, and proposed next steps. Members provide comments and edits prior to the final submission.
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: 7:16 PM**