



**AGENDA**  
**CITY OF EL SEGUNDO**  
**MAJOR EVENTS COMMITTEE**  
**CITY HALL – EXECUTIVE CONFERENCE ROOM**  
**350 MAIN STREET**  
**EL SEGUNDO, CA 90245**  
**JANUARY 28, 2026**  
**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. 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 special Major Events Committee minutes from the November 19, 2025, meeting.

### **B. NEW BUSINESS**

1. **Report Out on Tasks:** Report any update regarding off-site signage policy/ordinance, parking intrusion mitigation effort/plan and transportation-related opportunities, and outreach/meeting with El Segundo restaurants.
2. **Brainstorm and Discuss 2026 World Cup Activations and Events:** Brainstorm and discuss potential activations and events specific to the 2026 World Cup
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  
NOVEMBER 19, 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:**

**PUBLIC COMMUNICATION**

**A. CONSENT**

2. **Approval of Meeting Minutes:** Approve the regular Major Events Committee minutes from the September 24, 2025, meeting.

**B. NEW BUSINESS**

3. **Report Out on the October 21, 2025, City Council Meeting:** Michael presented a summary of the City Council meeting, where the Council approved the authorization of the City Manager to enter into agreements with Olympic teams to practice at the El Segundo Wiseburn Aquatic Center and decided against changes to the city's short-term rental policy during the events, but asked committee to research potential event activations and community engagement, as well as to develop options to safeguard residential parking.
4. **Review of City's Marketing Program for FY26 and "Major Events Campaign":** Barbara provided an overview of planned digital advertising

campaigns (Hospitality and Tourism and Foreign Direct Investment) for the FIFA World Cup and future major events.

5. **Follow-up Tasks:** Committee members agreed to looking into the following:

- Michelle Keldorf & Melissa McCaverty: Further develop off-site signage policy/ordinance (requires work with City Attorney's Office)
- Kelly Watson & Tesse Rasmussen: Further develop parking intrusion mitigation effort/plan and transportation-related opportunities
- Marsha Hansen & Michael Schepps: Begin outreach/meeting with ES restaurants.

### **C. REPORTS – MAJOR EVENTS AD HOC COMMITTEE**

A general report from individual committee members

**ADJOURNMENT:** 7:35 PM