

ICSC 2015 REPORT OUT May 2015

The 2015 ICSC RECon Conference was held in Las Vegas, Nevada May 17-20, 2015. Attendees included Mayor Mensinger, Mayor Pro Tem Righeimer, Council Member Foley, CEO Hatch, Gary Armstrong, Director of Economic & Development Services, Dan Baker, Public Affairs Manager and Kelly Shelton, Executive Assistant to the CEO.

This year, the City's booth display was increased in size from a 10' x 10' display to a 10' x 20' display. Together with the Costa Mesa Conference & Visitor Bureau (CVB), the City booth included a professional display which was fully funded by the CVB. The booth featured images of Costa Mesa highlighting shopping, dining, retail, arts and education. Additionally, the booth featured a 60" monitor which displayed a promotional video produced by the CVB which highlighted Costa Mesa's many unique features as well as an outstanding video presentation by Assistant Development Services Director Claire Flynn on Costa Mesa's current and recently completed development projects. Also this year, City staff coordinated audio/visual accessibility to enable meeting attendees to have the capability to view all documents on the City's website, including zoning and land use maps as well as Google earth for more defined location discussions. The booth will continue to be used for future events (see picture).



Mayor Mensinger, Mayor Pro Tem Righeimer, Council Member Foley, CEO Hatch and Director Armstrong participated in a number of pre-scheduled meetings as well as a number of impromptu meetings scheduled while attending the conference (please see below). Dan Baker and Kelly Shelton's role was to welcome those meeting attendees as well as those individuals/businesses that visited the City's booth and answer questions, schedule meetings and provide contact information for specific questions.

The breakdown of contacts is as follows:

Visits to booth where business cards and information exchanged	190
Number of formal meetings conducted	14
Number of requests for meetings/tours post conference as of 5/22/15	3
Number of meetings scheduled post conference as of 5/22/15	3

