



Downtown Long Beach Associates

Minutes of the Executive Committee
Thursday, January 7, 2010—8:00 a.m.

Kavikas
95 Aquarium Way
Long Beach, CA 90802

PRESENT

Voting Members: Jim Anderson, Phil Appleby, Richard Lewis, Jane Netherton, John Sangmeister, Tony Shooshani

Guests: Mike Berne, MJB; Derek Fretheim, Bike About USA; Mark Fronke, Analytical Accounting Control Systems; Lisa Jones, Windes and McClaughry; Ketan Sheth, Ketan Sheth, CPA; Pei Pei Wang, Windes and McClaughry; Andrea White-Kjoss, bikestation

Staff: Kraig Kojian, Kris Larson, Erin Murphy, Steve Sheldon

I. CALL TO ORDER

Chair Jim Anderson called the meeting to order at 8:05 a.m., and self-introductions were made.

II. SECRETARY REPORT

Tony Shooshani reviewed the December 3, 2010, Executive Committee meeting.

John Sangmeister made a motion to approve the minutes from the December 3, 2009, Executive Committee meeting. Richard Lewis seconded the motion. All in favor; none opposed.



III. PRESENTATION

Andrea White-Kjoss and Derek Fretheim addressed the Executive Committee regarding a collaborative grant application for the Port of Long Beach's upcoming Air Quality grants initiative. Their proposed program would create "satellite" bike rental/storage modules, mostly located in and around Downtown Long Beach, but extending eastwardly to the Shore and inland. This would effectively create a network of bike facilities that offer a limited version of what bikestation does. Its target audience will be visitors seeking to "experience Long Beach by bike," or commuters looking to solve the "first mile/last mile" connections to transit. The rented bikes would be outfitted with GPS such that they can quantify the emission reductions. Bike rental rates would be very affordable, at about \$1 per hour or \$10 per day. It was reported that The Port has not yet finalized their RFP or set an application deadline, but the deadline is anticipated to be in February. Shooshani indicated interest in housing one of the facilities at CityPlace Shopping Center. White-Kjoss mentioned that the Long Beach Area Convention and Visitors Bureau had voted to support the proposal. Sangmeister recommended including greater safety education at bike facilities, particularly relative to interactions between bicycles and automobiles. Anderson requested an update and information on incorporation into the City's master plan.

Lewis made a motion to support the bike project grant as presented. Appleby seconded the motion. All in favor; none opposed.

IV. FINANCIAL REPORT

November Financials

Appleby noted that Mark Fronke had sold Analytical Accounting Control Systems (AACS) to Ketan Sheth, CPA, and congratulated Fronke on his new position. Fronke then introduced Sheth, a Downtown stakeholder with history in Long Beach as a CSULB graduate and former employee of Holthouse, Carlin, and Von Trigt. Sheth added that he would be employing two people from AACS to maintain continuity with accounts.

Fronke then reported the financials through November 2009, noting that revenues were recorded based on budgeted amounts and that expenses were basically on budget. Fronke added that DLBA continued to maintain three months' operational reserves as well as deferred revenue allocated to Capital Improvement projects.

Kraig Kojian added that additional revenue information through December indicated that parking meter revenue was below budget by \$19,000; Downtown Parking Improvement Area revenue was below budget by \$11,000; and Property-Based Improvement District revenue was better than budget by \$15,000. Kojian then stated that DLBA had liquidated one of the reserve certificates of deposit in the amount of \$250,000, which would be replaced upon receipt of invoiced FY2009-10 funds from the City. Fronke suggested laddering the CDs next year, and Jane Netherton remarked that International City Bank did not charge early withdrawal fees based on DLBA's non-profit status..

Kojian thanked Fronke for bringing a higher level of accountability to the financial statements and wished him luck in his future endeavors.

Anderson expressed concern that the trend in below-budget revenue collection would continue. Kojian replied that staff would monitor funds closely and recommend using reserves or reevaluating programs and services, if necessary.

FY2008-09 Annual Audit Report

Pei Pei Wang reviewed the annual Audit Report, noting the deferred revenue expended in FY2008-09 had been recorded as PBID funds. Netherton reported that the Audit Committee had reviewed the draft and made recommendations for amendment, which were included in the draft presented for the Executive Committee's review. Lewis inquired if the recommendations from last year's audit had been incorporated into DLBA and AACS practice, and Kojian assured him that all recommendations had been fulfilled. Wang mentioned that the only

recommendation in this year's audit was for Fronke to document his review of his employees' work, which was occurring in practice but did not involve his initialing documents he reviewed. Kojian thanked the Audit Committee for their service. **Netherton made a motion to recommend that the Board approve the FY2008-09 Annual Audit Report as presented. Appleby seconded the motion. All in favor; none opposed.**

Deferred Revenue

The Executive Committee then discussed allocation of the \$16,000 FY2008-09 deferred revenue. Netherton requested staff's recommendation, and Kojian suggested adding it to reserves and reconsidering it later in the year when more revenue had been collected.

Shooshani made a motion to recommend that the Board allocated \$16,000 FY2008-09 deferred revenue to reserves. Netherton seconded the motion. All in favor; none opposed.

V. CHAIR REPORT

Anderson then introduced the presentation of the President and CEO's FY2009-10 Goals, which had been discussed conceptually at the December Executive Committee meeting. Anderson noted that communications were a priority. The Executive Committee then considered the position filled by the City of Long Beach Director of Development Services on the DLBA Board, Executive Committee, and Task Forces, given that the position was currently filled by an interim staff person. Netherton discussed her meeting with the City Manager and the importance of the City's participation in DLBA projects from inception, reporting that the City Manager was uncertain whether to involve a staff person on an interim basis. The Executive Committee then discussed at length whether DLBA staff should write a letter detailing the roles and responsibilities of the City representative in regard to DLBA leadership and partnership. It was ultimately decided that while there was consideration for the City Manager's many responsibilities, DLBA staff should write

the letter provide complete information to the City Manager on the subject in order to assist him in making his decision.

The Executive Committee then recommenced reviewing the President and CEO's FY2009-10 Goals. Kojian explained that his goals were only one part of organizational success, which would also involve Board and staff support. Appleby inquired about the number of personal stakeholder visits Kojian intended to undertake. Netherton suggested that Kojian focus on stakeholders he did not interact with regularly, and Appleby mentioned that it might be productive also to meet with those who express discontent. Shooshani recommended that the strategy to create a communications strategy should involve a Public Relations professional. Shooshani also asked about the timing of certain strategies, and Kojian stated that many items were timed according to the annual calendar adopted by the Board in November 2009. Sangmeister asked Kojian to complete the document and present it to the Board in January, following a final review by the Executive Committee.

Regarding the upcoming Annual Calendar items, Erin Murphy noted that the Board's review of Organizational Goals to kick off the calendar year would occur in concert with the presentation of the President and CEO's goals, as they formed the basis of the strategies. Murphy added the staff would be constructing their complementary goals at a retreat on January 22, which would be followed by a Board session in February to develop goals specifically addressing the Board's roles in accomplishing the overall organizational goals. Murphy then briefly reviewed the draft Board agenda for the meeting on January 20.

VI. PRESIDENT AND CEO REPORT

Kojian deferred to Kris Larson and retail consultant Mike Berne to report on the Retail Visioning Process. Larson noted that the second community meeting attracted almost twice as many participants as the first meeting, for a total of approximately 175 participants, some of whom may have participated in both

sessions. Larson stated that the first meeting was available to stream online and the second meeting would be added soon. There was some discussion regarding the effect of the Retail Visioning process in preparing for the International Council of Shopping Center conferences. Steve Sheldon then reported on the success of the New Year's Eve events. Shooshani recognized Kojian's direction in staff's accomplishments.

VII. OLD BUSINESS

There was no old business.

VIII. NEW BUSINESS

There was no new business.

IX. PUBLIC COMMENTS

There were no public comments.

The meeting was adjourned at 10:15 a.m.