

DLBA 2010: A Focus for Leadership and Development
PROGRESS REPORT Year Two (10.1.09 to 9.30.10)

Goal/Implementation Strategy	Task Force Members With Staff	Key Dates	Updated as of January 13, 2010
<p>MARKETING & EVENTS Continue marketing and events to improve the image of Downtown and attract both consumer and investor markets.</p>	<p>Dave Ashman, Kamran Assadi, Maureen Baker, Victoria Ballesteros, Nicky Claire, Jeff Forney, Richard Lewis, John Morris, Hilda Sanchez, John Sangmeister, <i>Joen Garnica, Cynthia Ojeda</i></p>	<ul style="list-style-type: none"> • Next Meeting 1/15/10 	<p>At 1/15/10 meeting:</p> <ul style="list-style-type: none"> • Sponsorship Opportunities and In-Kind Package • Gift Card • Annual Events Calendar • New Year’s Eve Recap • Valentine Wine and Dine • Segway Advertising • Website Statistics • LB Mardi Gras Funding Proposal
<p>ECONOMIC DEVELOPMENT Attract, grow, and incubate new retail businesses in Downtown Long Beach.</p>	<p>Phil Appleby, Becky Blair, Amy Bodek, Greg Gill, Steve Goodling, Brad Miles, Jerry Miller, Carl Morgan, Tony Shooshani, Mark Schneider, John Thomas, <i>Pat Paris, Loara Cadavona.</i></p>	<ul style="list-style-type: none"> • Next Meeting 2/8/10 • Retail Visioning Last Community Mtg on 3/4 @ 6:00pm, 1st Congregational 	<ul style="list-style-type: none"> • ICSC subcommittee planning for January and May conferences • Storefront activation through June 2010
<p>PUBLIC SAFETY Improve the reality and perception of Downtown safety.</p>	<p>Syndi Croad, Janet Moore, LBPD, LASD, Guides, <i>Joel Roberts, Don Darnauer.</i></p>	<ul style="list-style-type: none"> • Next Meeting 1/28/10 	<ul style="list-style-type: none"> • E-newsletter monthly distribution
<p>CAPITAL IMPROVEMENT PROJECTS Create an urban design plan that addresses Downtown streetscapes, connections, and lighting.</p>	<p>Cory Kristoff, Richard Lewis, Brian Ulaszewski, <i>Andreas Herr, Phyllis McDaniel</i></p>	<ul style="list-style-type: none"> • Next Meeting 1/14/10 	<p>At 1/14/10 meeting:</p> <ul style="list-style-type: none"> • Long Beach Transit Presentation • Update on Funded Projects <ul style="list-style-type: none"> -Lighting—Ocean Blvd. at City Hall -Pine Avenue Street/Landscape -Ocean Boulevard Art -Signage • Annual Project Calendar for 2010 • Process for Additional Projects

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<p>DOWNTOWN COMMUNITY PLAN Completion of Downtown Community Plan provides the platform, consensus, and direction for guiding DLBA advocacy efforts.</p>	<p>Jim Anderson, John Morris and Richard Lewis (all invited by City to participate)</p>		<ul style="list-style-type: none"> • Final Draft early 2010
<p>DOWNTOWN RESIDENTS Quarterly Meetings of the Downtown Residential Council.</p>	<p><i>Neysa Colizzi, Don Darnauer</i></p>		<ul style="list-style-type: none"> • Residents are attending Task Force meetings • Schedule of 2010 meetings available
<p>GOVERNANCE Nurture Next Generation of Leadership and explore “high-touch” communications. Begin planning for PBID renewal.</p>	<p>Executive Committee</p>		<ul style="list-style-type: none"> • Discussed President and CEO 2009-10 Goals at 12/09 and 1/10 EC meetings