

LONG BEACH
Waterfront
DOWNTOWN
PINE SQUARE
PROMENADE
North Pine



Downtown Long Beach Associates

Minutes of the Board of Directors
Wednesday, November 18, 2009—8:00 a.m.
The Westin, Ocean Ballroom
333 East Ocean Boulevard
Long Beach, CA 90802

OCEAN BOULEVARD
Museum of Latin
American Art
BIKE STATION
shoreline outlage
CONVENTION CENTER
long beach sympho

PRESENT

Voting Members: Jim Anderson, Phil Appleby, Craig Beck, Neysa Colizzi, Linda Guthmann Krieger, Cory Kristoff, Richard Lewis, Michelle Manire, Janet Moore, Hilda Sanchez, John Sangmeister, Mark Schneider, Tony Shooshani, John Thomas

Advisors and Honorary: Don Darnauer, Mark Bixby

Guests: Courtney Aguirre, City of Long Beach; Cameron Andrews, Pier Communications; Dave Ashman, City of Long Beach; Dr. Bob Benaderet, Dr. Bob the Chiropractor; Cmdr. Jay Johnson, LBPD; Sgt. Ted Reno, LBPD

Staff: Mary Coburn, Kris Larson, Vanessa McCollum, Esther McCurry, Erin Murphy, Steve Sheldon

PORT OF LONG
aquarium of the pacific
LONG BEACH MA
Public Corporation
for the Arts
queen mary
pine avenue
ITA GRAND P
Pike at
rainbow Harbor
West Gateway
ICE DOGS
ng beach symphony

ABSENT

Voting Members: Syndi Croad, Greg Gill, Jane Netherton

Advisors and Honorary: Diane Arnold, Broc Coward, Nick Edwards, Susana Gonzalez, Steve Goodling, Randy Gordon, Larry Jackson, Bruce MacRae, Mary Stephens

Staff: Kraig Kojian

I. CALL TO ORDER

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

CITYPLACE
pine avenue
Performing Arts Center
east village
arts district
QUEENSWAY BAY
long beach
aquarium
OCEAN BOULEVARD
Museum of Latin
American Art
QUEENSWAY BAY
Performing Art
Center
ICE DOGS
Public corporat

II. SECRETARY REPORT

Tony Shooshani reported on the September 16 Board meeting as well as the Annual Meeting on October 1.

Craig Beck made a motion to approve the minutes from the September 16 and October 1 Board meetings. John Thomas seconded the motion. All in favor; none opposed.

III. FINANCIAL REPORT

Phil Appleby remarked that working with Analytical Accounting Control Systems (AACS) was a great experience and expressed appreciation for their work.

Mark Fronke, AACS, reported that the audit was in process, with auditors from Windes and McClaughry conducting field work. Fronke stated that he was not aware of any proposed adjustments to the financials and provided an overview of the revenues and expenses in comparison to the original budget passed for FY2008-09. Much discussion focused on the additions to the original budget from deferred revenue, additional sponsorship, unexpended expenses, and various other sources. Fronke stated that the mandated 4% delinquency reserved from the budgeted PBID revenue amount would be reported as negative revenue, rather than expense, in the FY2009-10 financial reports. Fronke highlighted that despite the many variables in FY2008-09 finances, the DLBA ended the year with a surplus of \$16,000, which would be deferred revenue in FY2009-10 and allocated when the Board approved the audit report in January 2010. Board members suggested reporting the end-of-year financials in such a way that the surplus was more prominent. There was also mention of the additional deferred revenue allocated for three months' operating reserves and unexpended allocations to Capital Improvement Projects to be realized in FY2009-10.

Michelle Manire made a motion to approve the financial report through September 30, 2009, as presented. Thomas seconded the motion. All in favor; none opposed.

IV. PRESENTATION—NEW YEAR’S EVE

Dave Ashman, City of Long Beach Special Events and Filming, provided an overview of the New Year’s Eve events at the Waterfront as well as some information on the Pine and East Village events produced by DLBA. Ashman estimated 25,000-50,000 people would be in attendance with live feeds in area businesses of Travis Pastrana’s stunt jump from the Pine Avenue pier into a barge floating in the water near the Lions Lighthouse at 9:00 p.m. PST. Ashman noted that the goal of producing the event was to drive people to Downtown businesses. In response to questions, Ashman reported that the parking plan was in development and that Red Bull was creating a nation-wide, multi-media advertising campaign kicking off after Thanksgiving. Manire inquired about the estimated economic impact, with Ashman estimated at \$10.5 million, mentioning that some hotels were already sold out. John Sangmeister thanked Ashman and his staff for their work developing the event.

V. CHAIR REPORT

Anderson stated that the DLBA Board had two vacant At-Large positions due to the expiration of Mark Stevens’ term on September 30, 2009, and Rose Barrantes’ departure from the Downtown.

Appleby made a motion to approve the Executive Committee’s recommendation of Kristi Allen of the Long Beach Hilton for a vacant At-Large seat for a term expiring, September 30, 2011. Craig Beck seconded the motion. All in favor; none opposed.

Sangmeister made a motion to approve the Executive Committee’s recommendation of Cameron Andrews for a vacant At-Large seat for a term expiring, September 30, 2010. Thomas seconded the motion. All in favor; none opposed.

Andrews thanked the Board and indicated that he was looking forward to working together to further improve Downtown Long Beach.

Anderson then introduced two proposed amendments to the Bylaws.

Shooshani made a motion to approve an amendment to Bylaw Article 12, Section A, Sub Section E adding the Chair-Elect as an authorized signer on DLBA bank accounts. Schneider seconded the motion. 13 in favor; none opposed; one abstention (Sangmeister).

Richard Lewis made a motion to approve an amendment to Bylaw Article 8.5, Section F, adding Long Beach City College as a Board Advisor (non-voting). Shooshani seconded the motion. All in favor; none opposed.

Manire inquired about the LBCC representative, and Erin Murphy reported that it would be Lou Anne Bynum, Vice President and Economic and Resource Development.

Anderson then deferred to Sangmeister to present the Annual Calendar, which Sangmeister framed in terms of the strategic plan and coordination with the annual budget process. The calendar was proposed to improve the effectiveness of the organization through implementation of setting goals, metrics, and assessments. Appleby stated that in addition to the mid-year assessments of organization, Board, and management, the finances and budget would also be reviewed mid-year.

Anderson subsequently reported on the special Executive Committee meeting on November 16 at which the FY2008-09 evaluation of the President and CEO was conducted. He remarked that the Executive Committee and President and CEO would be drafting goals for FY2009-10 at the next meeting on December 3.

VI. COMMITTEE AND TASK FORCE REPORTS

In the absence of Audit Committee Chair Jane Netherton, Anderson reported that the Audit Committee was scheduled to convene on December 8 to review the first draft of the audit before its presentation to the Executive Committee and Board in January 2010.

Steve Sheldon reported on marketing and special events, including State of the Downtown, the Downtown Gift Card, Festival of Lights, carolers, Dining for Doggies, and New Year's Eve on Pine and in the East Village.

On behalf of the Capital Improvements Projects (CIP) Task Force, Beck reported on the tree planting on November 21, plans for Phase II of LED Lighting at The Breakers, Promenade Square construction, and Pine Avenue Streetscape Plan, and recognized Mark Bixby's work to promote Long Beach's cycling community as memorialized in Patrick Vogel's sculpture installed at City Hall. Cory Kristoff added that the CIP Task Force was developing an annual project calendar to track projects and goals.

Kris Larson reported on Economic Development projects such as the social media seminars November 10 and 17, the advertorial in *Western Real Estate*, and the Retail Visioning program, highlighting his individual outreach to several neighborhood associations to invite their participation.

LBPD Cmdr. Jay Johnson reported that crime statistics were reduced Citywide. Mary Coburn added that former Guide Ronald Sibrian had been named Clean Team Manager.

VII. DOWNTOWN RESIDENTIAL COUNCIL

Neysa Colizzi shared the 2010 meeting schedule of alternating monthly social and business meetings, noting that the social meetings every other month could accommodate presentations.

VIII. OLD BUSINESS

There was no old business.

IX. NEW BUSINESS

Appleby reported on behalf of Lewis that the East Village welcomed two new businesses—Clay pottery studio and Twinns Beauty Supply.

Kristoff invited the Board to Children Today's Holiday Cheer fundraiser.

X. PUBLIC COMMENTS

Courtney Aguirre, City of Long Beach, advised the Board of efforts to conceive and implement physical and safety improvements at MTA Blue Line stations.

Bonnie Stover of Operation Snowflake spoke of Front Porch's non-profit program to involve businesses and the community at large in supporting low-income and senior housing.

Anderson invited comments from the Board on State of the Downtown, which ranged from positive comments from attendees about the program and video as well as suggestions to integrate VIPs into the audience and create a more formal presentation to ratepayers. Anderson thanked staff for their hard work.

Adjournment at 9:45 a.m.

Submitted by:

Tony Shooshani, Secretary

Date