

LONG BEACH
Waterfront

DOWNTOWN

Long Beach

ASSOCIATES

Downtown Long Beach Associates

Minutes of the Executive Committee
Thursday, February 4, 2010—8:00 a.m.

Kavikas
95 Aquarium Way
Long Beach, CA 90802

PRESENT

Voting Members: Jim Anderson, Phil Appleby, Amy Bodek, Richard Lewis, John Sangmeister, Tony Shooshani

Guests: Matt Kinley, Tredway, Lumsdaine, & Doyle; Ketan Sheth, Ketan Sheth CPA; John Thomas, RDA and DLBA Board

Staff: Mary Coburn, Kraig Kojian, Kris Larson, Erin Murphy

ABSENT

Voting Members: Jane Netherton

I. CLOSED SESSION

The Executive Committee convened a closed session to discuss legal and personnel matters.

I. CALL TO ORDER

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

II. SECRETARY REPORT

Tony Shooshani reviewed the actions of the January 7, 2010, Executive Committee meeting.

Phil Appleby made a motion to approve the minutes from the January 7, 2010, Executive Committee meeting. John Sangmeister seconded the motion. Five in favor; none opposed; one abstention (Amy Bodek).

III. FINANCIAL REPORT

Appleby presented the summary of the financial report through December 2009, noting that the summary of expenses would henceforth include only variances greater than \$10,000, although the details would continue to be provided in the report itself. Kraig Kojian added that the Capital Improvement Projects Task Force would be considering whether to fund approved projects from current-year budget rather than using deferred revenue allocated to the specific projects. This accounting adjustment would return funds to the pool of deferred revenue reserved for capital improvement projects to be determined. Shooshani inquired about the reported shortage in parking meter revenue year-to-date, and Bodek noted that garage use remained relatively constant. Shooshani added that less parking usage could indicate that more people are finding the Downtown to be metropolitan and easily accessible. Appleby added that East Village parking rates should not increase. Sangmeister recommended that the DLBA Board adopt a position on the proposed California Assembly bill regarding parking currently known as SB 518, and further discussion was deferred to New Business.

IV. CHAIR REPORT

Anderson led discussion of the two options to renew the strategic plan, both of which were proposed by the consultant (Brad Segal, Progressive Urban Management Associates) who facilitated the draft of *DLBA 2010: A Focus for Leadership and Development*. The first option included research followed by a session with the Board. The second option included the addition of a preliminary trip to Long Beach

to meet with focus groups to gather in-person comments from a wider cross-section of Downtown users. The Executive Committee discussed the need for the Board to engage stakeholders in high-touch communication, regardless of the outreach conducted as part of the strategic plan renewal by a third-party. Shooshani requested that a standard questionnaire be developed for the Board to use when making contact with stakeholders, and Kojian mentioned that the DLBA annual survey may be a useful template. Lewis suggested that the Board could be responsible for initially contacting potential focus group participants, as a way to be involved in the strategic plan outreach as well. Bodek commented that stakeholders may be confused by the many planning efforts currently underway, e.g., the Pine Avenue Street and Landscape Plan, Community Plan, and Retail Visioning Plan. Kojian clarified that all stakeholders would not be targeted through this effort, but that a smaller selection of representatives would be asked to participate. Appleby and John Thomas recommended that the original focus group members from 2008 be contacted regarding their thoughts on the success of the strategic plan.

The Executive Committee then recommended proceeding with the second option at the proposed cost of \$12,500 in order to include more involvement from the community. Lewis inquired about whether DLBA had funds in the budget for the expense, and Kojian noted that expenses would be paid from the current-year budget. Lewis suggested that DLBA consider creating a special reserve to fund the PBID continuation; Kojian added that the PBID establishment in 1998 cost approximately \$50,000, and that the renewal in 2003 cost approximately \$75,000.

Anderson then reviewed the special meeting on February 17 for the Board to identify strategies and tasks to support the achievement of FY2009-10 organizational goals. Appleby remarked that identification of the Board's roles and responsibilities would be useful to communicate in the process to interview future Board members.

V. PRESIDENT AND CEO REPORT

Kojian stated that DLBA staff had met on January 22 and developed strategies and tasks in line with the President and CEO's. Kojian then described his plans for the Board Development Committee. Thomas recommended reaching out to those who express discontent and remarked that a key component of Board leadership was actively representing the organization and the Downtown.

Kojian then reported Task Force updates, deferring to Larson to update the Executive Committee on Retail Visioning, a feature in the February edition of *Western Real Estate* devoted to retail, the installation of banners announcing new businesses, and the development of the profile publication in addition to other materials for the May conference of the International Council of Shopping Centers. Kojian added that DLBA is creating a Grand Opening packet for new businesses and has initiated a quarterly ad in local publications listing all new businesses from the quarter as well as the monthly listings in the e-newsletter.

In response to a request for information on developments, Bodek reported that AMC Theatre in Pine Square closes on May 1 and that the owner is considering converting the space to residential use pending a satisfactory parking arrangement. Bodek added that the RDA had approved a restoration agreement for the American Hotel in the 200 Block of East Broadway. Relative to the Promenade, Bodek noted that bikestation was scheduled to begin construction June 1, and the north block was in the final design stage. Bodek mentioned that the Pine Avenue Street and Landscape Plan included a consideration to relocate Long Beach Transit routes off of Pine Avenue onto Pacific and Long Beach Boulevards. Larson added that other comments at the recent meeting addressed tree species and business loading/operational issues. Sangmeister inquired about the status of the Vault 350, and Bodek replied the RDA has a façade agreement with Rudy Medina and a business loan agreement with the company (Medina and Luis Kaloyan). Bodek mentioned that an entertainment permit had not yet been submitted and the opening may be in May.

Kojian subsequently reported on marketing and special events, highlighting the Annual Calendar and DLBA's sponsorship of Mardi Gras on February 20. Kojian stated that DLBA was working with RDA to redesign DLBA's corporate identity. Relative to Operations, Kojian reported that LBPD Commander Jay Johnson would continue to lead the South Division and suggested that Cmdr. Johnson assist DLBA with arranging a reception to welcome the new Police Chief. Kojian then mentioned that Guides' hours were extended on Sunday to midnight. Concerning Capital Improvements, Kojian reported that the lighting on the north side of Ocean Boulevard between Magnolia and Pacific Avenues was estimated to be complete February 7, adding that the Task Force would be reviewing proposals applying for matching DLBA funds for Neighborhood Partners Projects at its meeting on February 11. Sangmeister inquired if we could include the new Fire Chief in the reception for the Police Chief, and Bodek responded that the Fire Chief search likely would not be finalized by then.

VI. OLD BUSINESS

Anderson reported that he, Kojian, and Jane Netherton had met with the City Manager, as was discussed at the January Executive Committee meeting, the result of which was the appointment of Bodek to the DLBA Board and Executive Committee representing the City, as well as her staff on DLBA Task Forces.

VII. NEW BUSINESS

Sangmeister revisited consideration of SB 518, suggesting that the bill would make Long Beach less economically competitive. Kojian and Bodek agreed to follow up.

VIII. PUBLIC COMMENTS

There were no public comments.

The meeting was adjourned at 9:52 a.m.

Submitted by:



Tony Shooshani, Secretary

Date