

**DRAFT**  
**Revised 1-14-2010**



FY2009-10

**CHIEF PROFESSIONAL WORK OBJECTIVES:**

*Kraig Kojian, President and Chief Executive Officer*

- Position the DLBA as a vital Downtown organization
- Serve as the clearinghouse of Downtown Economic Development information
- Improve the reality and perception of public safety around Downtown
- Create a culture of objective accountability among Board and staff
- Create an annual event production and sponsorship calendar

ORGANIZATIONAL GOAL	PRESIDENT/CEO STRATEGY	TASKS	OUTCOME
<p><b>Position the DLBA as a vital Downtown organization</b></p>	<p>Practice “high-touch” communications with Downtown stakeholders</p> <p>Advocate private-public partnerships to maximize resources and enhance productivity, efficiency, and measureable results</p> <p>Assess and compare organizational infrastructure practices with other communities</p>	<ul style="list-style-type: none"> <li>• Manage process to develop strategic organizational communications strategy using a PR consultant, if necessary, by March</li> <li>• Schedule five personal meetings and plan 15 (impromptu) visits a month to property/businesses owners</li> <li>• Meet monthly with at least one Neighborhood Association rep or the Downtown Residential Council</li> <li>• Co-sponsor the design of Downtown Residential Council website and expand marketing area pages on DLBA website by May.</li> <li>• Collaborate with Downtown Residential Council to sponsor/organize Summer social event by April</li> <li>• Meet with Central Project Area Committee leadership and consider applying for a Board seat by June</li> <li>• Investigate other BIDs’ incorporation and representation of residential owner-occupied properties by April</li> <li>• Research organizational structures such as Economic Development Corporation, Community Development Corporation, for-profit Special Events Corporation by August</li> <li>• Gather information on ability to bond against assessment dollars or alternative assessment districts for specific benefits (e.g., landscape, lighting) by September</li> </ul>	<p><i>The Association will be best positioned to amend and renew the PBID in 2013 and provide additional leadership upon the expiration of the Downtown RDA Project Area in 2017</i></p>

ORGANIZATIONAL GOAL	PRESIDENT/CEO STRATEGY	TASKS	OUTCOME
<p><b>Serve as the clearinghouse of Downtown Economic Development information</b></p>	<p>Deliver a Retail Strategy</p> <p>Publish an Economic Development Profile</p>	<ul style="list-style-type: none"> <li>Facilitate the publication of a Retail Visioning Plan by April</li> <li>Lead staff in the generation of vital data of property owners, vacancies, leases and rates, in advance of publishing for existing and potential businesses collateral for ICSC conferences in January and May</li> <li>Lead staff in the publication of an Economic Development Profile by April</li> <li>Create and market a business incentives package in partnership with the City of Long Beach by May</li> </ul>	<p><i>The Association will be a critical component of the community's Economic Development strategy and enhance the ability of owners and reps to draw business.</i></p>
<p><b>Improve the reality and perception of public safety around Downtown</b></p>	<p>Assure credible tracking method for future measurement and comparison of perceptions of public safety is enhanced</p>	<ul style="list-style-type: none"> <li>Create a Public Safety webpage by February</li> <li>Facilitate four Neighborhood and Community Watch meetings for businesses and residents by September</li> <li>Collaborate with Capital Improvement Projects Task Force to enhance experience of public safety (e.g., maximize grants provided to the RDA for lighting and signage improvements) by June</li> <li>Facilitate annual survey to document trends and measure empirical data re: public's perception of safety in Downtown</li> </ul>	<p><i>The Association will demonstrate improved perceptions of public safety through reliable annual data collection and will collaborate with diverse community members to communicate safety improvements—both perceived and real.</i></p>
<p><b>Create a culture of objective accountability among Board and Staff</b></p>	<p>Initiate three planning and review processes</p> <p>Introduce and implement an employee performance planning and review process and recommend incentive compensation program for FY 11</p> <p>Develop a succession-planning strategy</p>	<ul style="list-style-type: none"> <li>Conduct a board self-assessment by April</li> <li>Arrange an organizational evaluation process with outside consultant by February to update the strategic plan for FY '10-11</li> <li>Report results of achieving goals on monthly basis</li> <li>Facilitate the Executive Committee's performance review of the President and CEO by September</li> <li>Create a year-round Board Development Committee by March to engage, orient, and mentor new members for Board or various task forces</li> <li>Devise for FY 10-11 budget an employee incentive program (commission and/or bonus appropriate to the position based on exceeding standards of performance)</li> <li>Create succession plan by April to assure there are processes in place to choose and support a successor to a leader at all times</li> </ul>	<p><i>Future planning efforts for the Board, Organization and Management will be based on an organized and participatory objective data collection and review process. The Association will also encourage, maintain, and develop its Board and staff leadership.</i></p>
<p><b>Create annual event production and sponsorship calendar</b></p>	<p>Identify events to produce and sponsor that raise awareness and generate critical mass to the various neighborhoods of the business district</p>	<ul style="list-style-type: none"> <li>Lead staff to produce 9 on-budget events that draw a total of 75,000 people as measured by ROI data by September</li> <li>Facilitate creating sponsorship contracts with event producers to limit the organization's expenditures and liability by February</li> <li>Support Board and Staff efforts to bring forth seven opportunities totaling a value of \$205,000 to supplement property and business assessments and diversify association's funding through expanding partnerships (i.e.: CVB, Port, educational institutions/partners)</li> </ul>	<p><i>The Association will benefit from creating critical mass and exposure for the business community in a fiscally responsible manner.</i></p>

**DOWNTOWN**  
**LongBeach**  
**ASSOCIATES**  
**FY2009-10 Calendar**  
**Rev. 1.14.10**

Following the presentation of the President and CEO Strategies/Tasks at the January 20, 2010, Board meeting . . .

- Jan 22: Staff Retreat to Finalize FY09-10 Staff Strategies/Tasks
- Feb 4: Presentation of FY09-10 Staff Strategies/Tasks to Executive Committee
- Feb 17: Board Sets Board Strategies/Tasks for FY09-10
- March 4: -Executive Committee performs mid-term assessment of Pres/CEO  
-Evaluates FY10-11 PBID/DPIA rates  
-Approves any amendments to Election Procedures
- Mar/April: Board Sets Organizational Goals for FY10-11
- April: Task Forces Collaborate to Draft FY10-11 Departmental Budgets
- May 19: -Board Reviews Draft FY10-11 Budget  
-Board Sets FY10-11 Board Strategies/Tasks
- June: Board Development Committee Interviews Board Candidates
- July 21: Board Approves Final FY10-11 Budget
- August 4: Board Election Slates Return Deadline
- Sept 2: -EC Performs Annual Evaluation of President and CEO  
-President and CEO Presents His FY2010-11 Strategies/Tasks
- Sept 15: Board Performs Self-Assessment of FY2009-10 Strategies/Tasks
- Sept: Staff Finalizes FY2010-11 Strategies/Tasks
- Sept: City Council Approves DLBA FY2010-11 Budget