



**Economic Development Task Force
Monday, November 8, 2010—4:30pm**

DLBA Office, Executive Conference Room
100 West Broadway, Suite 120
Long Beach, CA 90802

PRESENT

Voting Members: Loara Cadavona, Jeff Miyaoka, Carl Morgan, Mike Vanderbeek

Guests: Noel Edwards

Staff: Laurie Hang, Kristopher Larson, Vanessa McCollum

ABSENT

Voting Members: Greg Gill, Brad Miles, Jerry Miller, Bret O'Connor, Debra Orth, Mark Schneider, Tony Shooshani, John Thomas

I. CALL TO ORDER

Kristopher Larson called the meeting to order at 4:32 p.m. Self introductions were made.

II. APPROVAL OF MINUTES

There was no quorum, minutes were not approved.

III. INTRODUCTION OF MIKE VANBERBEEK

Mike Vanderbeek is the new Downtown Residential Representative for the Economic Development Task Force (EDTF). Vanderbeek has been very active in the Shop Local campaign and is also a Strategic Planner for the Port of Long Beach and serves on the Ocean Residents Community Association (ORCA).

IV. RETAIL TOUR

Larson asked if the EDTF should spearhead a one and a half to two hour retail tour of Downtown Long Beach for brokers and gave an example from South Florida. The task force agreed that it would be a good program and that the task force should take responsibility for the program. Discussion included bike, segway and trolley and "Big Red Bus" wine tours. Partnerships with the Long Beach Chamber and Small Business Development Center were also discussed, as well as a mixer to follow the event with the Mayor perhaps as the guest speaker. Carl Morgan offered to have the Redevelopment Agency develop a tour route and a map. The management for the stops on the tour would be allowed to make a brief two to five minute presentation. The retail tour would be marketed to ICSC January attendees.

V. ADA LAWSUIT PROLIFERATION

Eighteen businesses in Belmont Shore have been targeted for ADA Compliance Lawsuits, most of which have settled out of court. Laurie Hang has researched the cases, which have varied complaints. SB1608 provides some protection from these types of cases if the business receives a Certified Accessibility Certificate. There are only two assessors in Long Beach, and in order to bring attention and information to our stakeholders, Larson would like to have a seminar in early January.

VI. RETAIL VISIONING IMPLEMENTATION

Loara Cadavona and Vanderbeek gave brief updates of the Shop Local Campaign. Wayfinding, events and discounts were listed as ways to encourage residents to shop locally. More than just shopping local, the program has also branched out into general perception by asking the business owners to keep the lights on in their shops until 10pm nightly. The DLBA has taken a position on the ICSC planning committee and will be sponsoring the keynote speaker, Rex Hudler. A reception is planned for Gladstone's. The planning committee expressed discontent with DLBA's mention of holding Downtown tours directly following the convention. The Retail Visioning executive summary is complete and will be mailed to interested parties. The Long Beach Chamber endorses the Plan.

VII. NEXT MEETING

The next scheduled meeting will be December 13, 2010 at 4:30 p.m.

VIII. OLD BUSINESS

There was no old business.

IX. NEW BUSINESS

Larson encouraged the task force members to attend the City Council meeting in support of the Downtown Plan. The Downtown Plan is meant to streamline zoning requirements and make it easier for retail to locate Downtown. Larson mentioned that a similar plan has been in effect and successful in San Diego, California.

X. PUBLIC COMMENT

There was no public comment.

XI. ADJOURNMENT

The meeting was adjourned at 5:29 p.m.