



**Economic Development Task Force
Monday, December 13, 2010—4:30pm**

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

PRESENT

Voting Members: Loara Cadavona, Tony Shooshani, Mike Vanderbeek

Staff: Laurie Hang, Kraig Kojian, Kristopher Larson, Vanessa McCollum

ABSENT

Voting Members: Greg Gill, Brad Miles, Jerry Miller, Carl Morgan, Bret O'Connor, Debora Orth, Mark Schneider, John Thomas

I. CALL TO ORDER

Tony Shooshani called the meeting to order at 4:34 p.m. Self introductions were made.

II. APPROVAL OF MINUTES

There was no quorum, minutes were not approved.

III. ADA LAWSUIT WORKSHOP UPDATE

Kristopher Larson gave each task force member a draft of the Americans with Disabilities Act Workshop flier for their review and comments. The speaker is Janice Kent, who is the founding President of the Certified Accessibility Specialist Institute. Kent will speak for approximately one hour and offer to inspect individual businesses at a 15% discount. The workshop will be January 12, 2010 at 8:30am at Rock Bottom Restaurant and Brewery. Shooshani suggested inviting a plaintiff from one of the lawsuits to come and share their experience. Discussion topics included the possibility of delaying the workshop to allow more time for advertising.

IV. DOWNTOWN COMMUNITY PLAN SUPPORT

Larson explained that the DLBA is taking a leadership role in the Downtown Community Plan. The DLBA would like to hold an idea exchange with the commercial sector. Loara Cadavona stated that many of the residents would like to be included in the idea exchange, and would like to work on a parallel track on the advocacy effort. Mike Vanderbeek stressed the importance for consistent messaging from all those who advocate for the plan. Larson stated he would like to write a position paper for the DLBA. Discussion included lobbying residents outside of the Downtown to encourage them to advocate for the plan and contact their individual City Council Members, and the possibility of holding educational community

meetings. Council members Patrick O'Donnell and James Johnson would like to discuss how business friendly Long Beach is, and sway council into moving the focus of the council to local economy. The Downtown Community Plan may benefit from O'Donnell and Johnson's desire to make Long Beach more business friendly.

V. RETAIL VISIONING IMPLEMENTATION

Cadavona gave a brief update on the Shop Local campaign. Residents shared ideas and discussed messaging points. The cultural change portion of the campaign was discussed as well as a very well received resident walking tour. The walking tour quickly spread from a ten member tour to include approximately 30 people. Many of the residents were surprised to see the quality and name brands carried by many of the independent stores on Pine Avenue.

The ICSC conference is coming in January 2011. RDA, DLBA, Shoreline Square, and possibly CityPlace Shopping Center will all have booths and be in attendance. DLBA is the keynote sponsor of the event and will be hosting a reception at Gladstone's following the conference. Discussion included encouraging Downtown residents who are also ICSC members to attend and share their experiences with living and working Downtown, Debora Orth and Scott Hamilton were suggested as possible invitees. All ICSC attendees will have the option to sign up and be invited to participate in a retail tour of Downtown tentatively scheduled for March 2011.

VI. NEXT MEETING

The next scheduled meeting will be January 10, 2010 at 4:30 p.m. at the DLBA office.

VII. OLD BUSINESS

There was no old business

VIII. NEW BUSINESS

There was no new business

IX. PUBLIC COMMENT

There was no public comment.

X. MEETING SUMMARY

Larson briefly summarized the meeting.

XI. ADJOURNMENT

The meeting was adjourned at 5:31 p.m.