



**Economic Development Task Force**  
Monday, April 12, 2010 — 9:30 A.M.  
DLBA Office  
100 West Broadway, Suite 120  
Long Beach, CA 90802

**PRESENT**

**Voting Members:** Brian Russell, Bret O’Conner, Amy Bodek, Deborah Orth, Carl Morgan, Tony Shooshani, David White

**Guests:** Mike Berne

**Staff:** Kris Larson, Vanessa McCollum

**I. CALL TO ORDER, WELCOME NEW MEMBERS**

Kris Larson called the meeting to order at 9:35am.

**II. APPROVAL OF MINUTES FROM JULY 31, 2009; AUGUST 11, 2009; SEPTEMBER 14, 2009 AND OCTOBER 12, 2009**

There was no quorum, minutes not approved.

**III. REVIEW TASK FORCE MEMBERSHIP/ATTENDANCE**

There was brief discussion of recruiting more Economic Development practitioners to the Task Force.

**IV. PROJECT UPDATES**

Larson briefed the task force on a meeting that he and Kraig Kojain had with the Long Beach Chamber in regards to research underway to curb layoffs. The research will cover 225 Chamber member businesses and be funded by the Chamber. The report will cover layoff aversion and the entire West Gateway; it is not focused on expansion.

Carl Morgan informed the task force of a new brochure printed and distributed by the Redevelopment Agency listing financial options for new and existing businesses.

The SBDC is opening a small branch office at 309 Pine Avenue. This will be an opportunity to have a physical front door in Downtown Long Beach where businesses can receive assistance and advice. Tony Shooshani stressed the importance of a collaborative effort among the DLBA, RDA and the SBDC to advertise what the new storefront will have to offer. Shooshani also suggested a panel discussion forum at the space as a grand opening complete with a question and answer session. Brian Russell gave a lecture to some finance students at Long Beach City College and in his estimation, approximately 30 percent of the questions that followed the lecture were regarding how to open your own business.

BRE Seminars- Larson gave brief update of BRE Business Seminars (Customer Service) – April 23, 2010 with Thomas Lydhal, an author from Sweden.

The Office and Retail Council meeting is scheduled for April 15, 2010 at Rock Bottom Brewery. Larson and Mike Berne will be providing the council with an overview and update on the Retail Visioning Plan. It will cover the new member welcome baskets, high touch communication , and grand openings as well as the shop local campaign. Shooshani suggested expanding the shop local campaign by including a “Lease Local” campaign, in which business owners currently living in the Downtown with businesses elsewhere would be encouraged to relocate here.

**V. ICSC**

Larson stated that there has been no response from anyone interested in going To the International Council of Shopping Centers (ICSC) conference in May. Deborah Orth explained that INCO feels that ICSC Las Vegas is too large of a convention to really be profitable. Orth also explained that INCO has had better feedback and opportunities come out of the smaller conventions in both Long Beach and San Diego; however, they do not currently have plans to attend any of the ICSC conferences in the near future. Amy Bodek explained that the RDA feels similarly to INCO, and that ultimately it would be the decision of the City Manager to send a representative, and it was unlikely to happen, even if there were meetings with prospective businesses. Larson informed the task force that a representative from the corporate leasing side of Developers Diversified Realty would be attending, but no local representative.

**VI. NEXT MEETING**

The next meeting is scheduled for May 10, 2010, at 9:30am 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. ADJOURNMENT**

The meeting was adjourned at 11:00am.