



Economic Development Task Force

Monday, July 19, 2010 — 9:30 A.M.

DLBA Office

100 West Broadway, Suite 120

Long Beach, CA 90802

PRESENT

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

Guests: None

Staff: Kristopher Larson, Vanessa McCollum

I. CALL TO ORDER, WELCOME NEW MEMBERS

Tony Shooshani called the meeting to order at 9:36am.

II. PROJECT UPDATES

Kristopher Larson gave updates on the Office and Retail Council Social Mixer July 22, 2010, and the upcoming Small Business Development Conference scheduled for July 29, 2010, at the Hyatt.

III. OTHER INITIATIVES

Future ORC Meetings: A date has not been set for the next Office and Retail council meeting which will be co-hosted with INCO Company with the help of Debra Orth. Brad Miles suggested providing the ORC attendees with something tangible to entice them to attend and participate. Greg Gill suggested a printed collateral piece with information provided to DLBA by brokers on available space. The piece would include zoning requirements, prices and photos, a one page sheet on each available space for brokers to take home and act as a catalogue of available space. Discussion covered "PD-30" zoning requirements, available parking and the possibility of a City of Long Beach representative coming to speak at the next ORC meeting to inform the local brokers of the current and proposed requirements.

ED Promotional video: Discussion included having a small firm make a promotional video, having a contest between schools or students, and having four different videos made to highlight and attract different subgroups.

Storefront Activation: Noting that it could be very financially taxing for property owners to implement storefront activation programs for empty retail, the DLBA has identified a few different options for storefront activation all ranging in price. A portfolio of options will be developed for property owners to choose from. Councilmember Robert Garcia is going to ask City Council to pass an initiative that makes it a requirement to implement some sort of storefront activation project within 45 days of a space becoming vacant.

ICSC: Larson will be at the ICSC Convention and opportunities for partnership were welcomed.

IV. NEXT MEETING

August 9, 2010 at 9:30am at the DLBA office.

V. OLD BUSINESS

There was no old business.

VI. NEW BUSINESS

There was no new business.

VII. PUBLIC COMMENT

There was no public comment

VIII. ADJOURNMENT

The meeting was adjourned at 10:37am.