



**Economic Development Task Force  
Monday, August 9, 2010—9:30AM**

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

**PRESENT**

**Voting Members:** Loara Cadavona, Greg Gill, Carl Morgan, Brad Miles, Mark Schneider

**Staff:** Kris Larson, Erin Murphy

**ABSENT**

**Voting Members:** Becky Blair, Jerry Miller, Bret O'Connor, Pat Paris, Bryan Rogers, Tony Shooshani

**I. CALL TO ORDER**

Kris Larson called the meeting order at 9:35 a.m.

**II. PROJECT RECAPS**

**Office and Retail Council**

Greg Gill suggested that the next mixer highlight an activity center with additional planned development, such as the ArtExchange project or perhaps Lyon's Promenade Lofts project, which is almost fully rented and will soon be welcoming Beachwood BBQ. Brad Miles stated that Inco would be co-hosting the October mixer, and that 4:30pm was too early to start. Miles mentioned the courthouse, the Aquarium of the Pacific, the technology industry, or the Vault (depending on its status) as possible areas of focus for the next October mixer. Gill proposed creating an oversized overlay of the Downtown showing sites of future developments to display since real estate professionals would be interested in "the

halo effect” of developing their own projects near planned major projects. Larson stated that he is updating the Downtown Developments Map and is planning to premiere it at the October mixer.

Loara Cadavona suggested that the mixers might take advantage of other events, such as TED, in terms of theme and attracting attendees. Gill added that there could be increased integration with the Convention and Entertainment Center and the area south of Ocean Boulevard. Gill observed that events such as Taste of the Downtown can be effective ways to showcase the area to prospective tenants or investors. There was some discussion about the special challenges of creating and maintaining accurate, current real estate data for the retail sector.

Mark Schneider stated that the content of the mixer was as important as the social aspect of the event, and Larson spoke of providing access to information from credible sources. Morgan suggested that Miles contact Lyon regarding having the mixer at Gallery 421 as it is adjacent to the courthouse site, and providing information on Retail Visioning as well as the new zoning information in the Community Plan.

Larson inquired about methods for successfully communicating with the brokerage community, and Cadavona noted that phone calls can be effective. Miles stated that substantial prizes, such as \$50 gift cards to all attendees, can provide psychological motivation for real estate professionals to consider Downtown more seriously. Miles also suggested inviting property owners to the event.

### **Storefront Activation**

Larson reported that City Council had directed the DLBA to work with City staff to draft two separate ordinances addressing storefront activation and signage. Cadavona inquired about other cities’ examples of storefront activation, and Larson replied that few have developed code or policy, instead focusing mainly independent projects. Schneider inquired about the legal process, and Larson

stated that it includes multiple public hearings. Larson expressed concern about securing the resources to assist all vacant storefronts. Morgan stated that the 1<sup>st</sup> District Council member was most interested in beginning on Pine Avenue between 3<sup>rd</sup> and 8<sup>th</sup> Streets, followed by Pine Avenue on 8<sup>th</sup> to Anaheim Streets, paralleling the 1<sup>st</sup> District Pine Avenue Task Force. Morgan added that the RDA's storefront façade program, DLBA, and Neighborhood Services were potential resources. Gill remarked that improvements should be temporary as future tenants may redesign the spaces. Miles asked if there was any demonstration of effectiveness and observed that the real problem was that the demographics do not support particular retailers. Larson responded that the program has less to do with retailers and more to do with residents' experience of their neighborhood. Cadavona stated her preference for investing in a program with greater potential for sustainability after a minimal effort to make vacant storefronts more attractive. Cadavona suggested perhaps placing monitors to highlight Downtown events in some vacant storefronts. There was some discussion regarding property owners providing free rent—whether property owners would do so and if it would be fair to existing tenants. Cadavona mentioned that storefronts could be used for temporary office or meeting space, and Larson responded that it could be competition for existing Downtown businesses that already provide that amenity.

In response to a question from Larson, Inco and Lee and Associates stated their intent to send representatives to ICSC in September.

### **III. OLD BUSINESS**

There was no old business.

### **IV. NEW BUSINESS**

Cadavona discussed recruitment of creative offices, perhaps in collaboration with the Office and Retail Council and residents. Larson noted that creative professionals may be less inclined to participate in a more formal, corporate event such as Office and Retail Council. Morgan suggested that brokers could be

approached regarding alternative marketing efforts better suited to creative professionals, and Larson mentioned that peer-to-peer networking could be successful. Larson also stated that he was working with the RDA to position buildings for adaptive reuse and that he could talk to creative office users who already located Downtown to learn about their decision-making process.

Larson then highlighted two Economic Development projects included in the DLBA FY2010-11 budget—retail merchandising and business incubation. Larson added that he had met with Ryan Smolar regarding a public access television station in the East Village.

Cadavona suggested that home-based businesses could use a place to meet, network, and share temporary workspace.

#### **V. PUBLIC COMMENTS**

There were no public comments.

The meeting was adjourned at 10:45 a.m.