



**DOWNTOWN
LONG BEACH
ALLIANCE**

MEMBERS

John Tully, Chair

Shane Young, V. Chair

Courtney Chatterson

Dr. Karen Semien-McBride

Jade Sche

Holly Boutelle

Josh Rockwell

Aaron Palmer

Ashlee Carroll

STAFF:

Stephanie El Tawil
Economic Development &
Policy Manager

Irene Presentine
Programming Assistant

ECONOMIC DEVELOPMENT COMMITTEE MINUTES

Wednesday, February 12, 2025

4:00 PM

DTLB Alliance Conference Room

100 W Broadway, Suite 235

Long Beach, CA 90802

Present: John Tully, Aaron Palmer, Courtney Chatterson, Josh Rockwell, Ashlee Carroll, Jade Sche

Absent: Shane Young, Holly Boutelle, Dr. Karen Semien-McBride

DTLB Alliance Staff: Stephanie El Tawil, Irene Presentine

1. Call to Order – Johnny Tully, Chair
[Meeting Presentation](#). Called to order at 4:12PM.
2. **ACTION:** Approval of [Minutes from December 11, 2024 Economic Development Committee Meeting](#).
MOTION: 1st: Rockwell; 2nd: Chatterson.
VOTE: None opposed. No abstentions. Motion passes.
3. Staff Report
 - DTLB Alliance Events
 - February 13th to February 20th: DTLB Food Series
 - February 19th: DTLB BOD Meeting
 - February 15th to March 8th: The Education Series
 - TBD: Office Outreach (Partake Collective)
 - TBD: Brokers by the Beach (Mosaic)
 - March 4th to May 28th: Downtown Dance Revolution (DDR)
 - March 18th: Mug to Mug: Herbal Shea
 - April 9th: DTLB Link & Learn (Sonoratown)
 - March/April: The Weekly Crave
 - April 5th: Art & Design Walk
 - Economic Development Events
 - February 14th: LBCREC Meeting
 - February 25th to February 27th: Entertainment Experience Evolution
 - March 12th to March 14: CDA Conference
 - April 9th to April 11: All Ready Here Conference
 - Economic Development Projects
 - Data Dashboard (PoweBi)
 - Promenade Activations (one-time funding)
 - Entertainment Zone (CoLB)
 - COBA – Strategy Planning
 - Workshop & Events
 - DTLB Broker Club
 - Retail Strategy



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- Ombudsman

4. Chairperson's Report

- a. Gift Card Report Out
 - i. **Courtney Chatterson: Olive & Rose**
 - I. Chatterson reports steady business happening.
 - ii. **Ashlee Carroll: Ubuntu**
 - I. Carroll reports steady business happening, especially on the weekend and notes a good connection with the Clean & Safe team and the business.
- b. DTLB Link & Learn Updates
 - i. **Location:** La Traviata
 - ii. **Topic:** Small Business Insurance
 - iii. **Guests:** Austin Smith of Brown & Brown and Brenda Calcoa of the California Department of Insurance
- c. FY 2024-2025 Planning
 - i. The committee discusses the current state of retail vacancies, noting that residential leasing is strong, but retail is lagging.
 - ii. The group discusses the challenges of filling vacant storefronts and the need for pre-leasing efforts and strategic planning.
 - iii. The goal is to create a vibrant retail environment that supports local businesses and attracts new tenants, with a focus on long-term planning and community engagement.

5. Old Business

6. New Business

7. Public Comment (three minutes on all non-agenda items)

8. Adjournment

Adjourned at 5:06PM.

NEXT ECONOMIC DEVELOPMENT COMMITTEE MEETING:

Wednesday, April 9, 2025

4:00 PM

Location: DTLB Alliance Conference Room (100 W Broadway, Suite 235)

***Mission: Cultivate, preserve, and promote a healthy, safe
and prosperous Downtown for all***

All meetings held by the Downtown Long Beach Alliance shall be conducted in compliance with the Brown Act, California Government Code Section 54950 et seq., and its requirement that public commissions, boards, councils, and public agencies conduct business openly. E-Mail correspondence regarding agenda items can be directed to info@dlba.org. Agenda items may also be reviewed as posted in public view at the DTLB Alliance offices or at City Hall. If special accommodation is desired pursuant to the Americans with Disabilities Act, please make your request by phone to (562) 436-4259, by noon the day prior to the meeting.



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Key Points	Details
Action Items	