



**DOWNTOWN  
LONG BEACH  
ALLIANCE**

**MEMBERS:**

Johnny Tully, Chair

Shane Young, V. Chair

Ashleigh Stone

Courtney Chatterson

Dr. Karen Semien-McBride

Isabelle Bart

Holly Boutelle

Josh Rockwell

Aaron Palmer

**STAFF:**

Stephanie El Tawil,  
Economic Development &  
Policy Manager

Stew Stephens  
Programming Assistant

**ECONOMIC DEVELOPMENT COMMITTEE AGENDA**  
**Wednesday, October 11, 2023**  
**4:00 PM**

**DLBA Conference Room**  
**100 W Broadway, Ste. 120**  
**Long Beach, CA 90802**

**Voting Present:** John Tully, Shane Young.

**Voting Absent:** Isabelle Bart.

**DLBA Staff:** Stew Stephens, Stephanie El Tawil, Austin Metoyer.

**Guests:** (Pre-voting members) Ashleigh Stone, Aaron Palmer, Courtney Chatterson, Josh Rockwell, Holly Boutelle, Dr. Karen Semien McBride; (other guests) Bo Martinez.

1. CALL TO ORDER & INTRODUCTIONS – Johnny Tully, Chair
2. **ACTION ITEM: Approve minutes from [September 13, 2023](#), Economic Development Committee Meetings.**  
**VOTE: 1<sup>st</sup>: Tully; 2<sup>nd</sup>: Young.**  
**MOTION:** None Opposed. No Abstentions. Motion Passes.
3. Staff Report – Stephanie El Tawil, Econ. Development & Policy Manager
  - El Tawil explained to the group that all members will have access to the Google Drive documents, which will be essential to committee functioning, and should be reviewed by all members in advance of each meeting.
4. CHAIRPERSON'S REPORT – Johnny Tully, Chair
  - a. Review homework:
    - i. John Tully – Ficklewood Ciderworks, David Bright & Jeff Williams
    - ii. Shane Young – Risu Report Out
  - Tully and Young reported on their visits to Ficklewood and Risu as potential locations to host upcoming DLBA Economic Development mixers. Tully asked group members to review homework deliverables and ensure they are contributing efforts to ensure each meeting progresses the committee's major projects. Young provided an update on the report-out for Risu, who had concerns about transient folks living under the bridge near their entrance, poor outdoor lighting, and stated a desire on the part of the business to become more familiar with the DLBA and their network/influence. El Tawil asked that invitations for these mixers go out one month in advance, minimally.
  - b. Reports & discussion:
    - i. Pop-up program
  - El Tawil confirmed 25 attendees for the mixer following the committee meeting. The mixers will operate as informal networking and information exchange opportunities throughout the year. Dr. McBride discussed choosing the Renaissance Hotel or The Carvery for a future mixer. Palmer chose a banking advising theme for his mixer plan, hoping to utilize financial resources from the City of Long Beach, as well as a microloan education program, and the development of a program/brochure which would allow people seeking advice to "shop" for business advisors. Chatterson provided a potential theme regarding



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- Equity & Procurement with business navigators that would act as a mini-workshop or presentation.
  - The Pop-Up Business task list was updated and El Tawil discussed the apprehension on the part of street vendors to fill a vacant brick & mortar due to costly rental expenses and discussed the artist in-residence program. For these programs to succeed, communication with leasing agencies will be key. El Tawil also emphasized the importance of business assistance “matchmaking” partnership pipeline with networking/new-business-orientation events for mobile vendors to connect with brick & mortars. El Tawil informed the group that utilization of Kiosks would be out of the ED budget. It is possible that more vendors would be willing join a program like this if the rent was provided at less than \$1600 per month on a month-to-month basis assuming no larger/permanent business would be incoming.
  - Boutelle recommended the DLBA Economic Development committee focus on teaching these street vendor businesses to create pitch decks which can be assessed for compliance with code standards, which are costly and a potential hinderance to vendors looking to become a brick & mortar establishment. El Tawil informed the group that she is already organizing a prep package with important how-to’s for prequalified applicants (licensure, food/retail health requirements, and approval processes).
- c. Assign homework:
- i. Aaron Palmer – District Wine, Financial Advisors
  - ii. Aaron Palmer – RightMealz Report Out
- El Tawil asks the group to begin linking their suggestions to the Google Docs. She will continue organizing and will follow up in the weeks/months to come.
5. Old Business
  6. New Business
  7. Public Comment (Three minutes on all non-agenda items)
  8. Adjournment
- Adjourned at 5:08 PM.

**NEXT ECONOMIC DEVELOPMENT COMMITTEE MEETING**  
**Wednesday, December 13, 2023**  
**4:00 PM**

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

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