



**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, December 11, 2024

4:00 PM

DTLB Alliance Conference Room

100 W Broadway, Suite 235

Long Beach, CA 90802

Voting Present: John Tully, Jade Sche, Courtney Chatterson, Josh Rockwell, Holly Boutelle, Ashlee Carroll

Voting Absent: Shane Young, Aaron Palmer

Nonvoting Present: 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 4:04PM.
2. **ACTION: Approval of [Minutes from October 9, 2024](#) Economic Development Committee Meeting.**
MOTION: 1st: Sche; 2nd Carroll.
VOTE: None opposed. No abstentions. Motion passes.
3. Staff Report
 - DTLB Alliance Events
 - December 12th – Alliance BOD Meeting
 - January 9th to February 20th – DTLB Food Series (2 sessions: English & Spanish)
 - January 16th – DTLB Mocktail Crawl
 - February 1st to March 8th – The Education Series
 - January 21st – Mug to Mug: ISM Brewing
 - January 28th – Office Outreach (Salon Row)
 - February 21st – DTLB Link & Learn (La Traviata)
 - TBD: Brokers by the Beach
 - Economic Development Events
 - January 10th – LBCREC meeting
 - January 16th -- LBCREC mixer
 - January 23rd – CoLB Homelessness count
 - February 5th – Economic Development Commission
 - Economic Development Projects
 - Data Dashboard (PowerBi) for real time data updates
 - Promenade Activations (one-time funding) for art installations and dance instructions
 - Entertainment Zone (CoLB)
 - COBA – State of the BIDs to centralize marketing and policy efforts
 - Workshops and Events
 - DTLB Broker Committee



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4. Chairperson's Report
 - a. Gift Card Report Out
 - i. Aaron Palmer – Broken Spirits
 - ii. Jade Sche - Sonoratown
 - b. DTLB Link & Learn Updates
 - i. Discussion of potential future topics including business coaching, small business insurance, and ADA compliance.
 - c. Breakout Projects
 - i. Project groups discussed supporting office building outreach events, parklet campaigns, public safety education, creating a resource guide, coordinating monthly activations, following up with retailers, engaging with the Legacy Business Committee, profiling neighborhoods, and developing an education plan for existing businesses.
 - ii. Problems that need solving include difficulty finding part-time employees, fostering collaboration among nearby businesses for promotions and events, and ensuring businesses are informed and prepared for incoming conventions, events, and meetings.
 - d. DTLB Link & Learn
 - i. Location: Hi-Lo Liquor Market on 707 E. Ocean Blvd.
 - e. FY 2024-2025 Planning
5. Old Business
6. New Business
7. Public Comment (three minutes on all non-agenda items)
8. Adjournment
Adjournment at 5:00PM.

NEXT ECONOMIC DEVELOPMENT COMMITTEE MEETING:

Wednesday, February 12, 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.