

**ECONOMIC DEVELOPMENT  
COMMITTEE  
OCTOBER 9, 2024**



**DOWNTOWN  
LONG BEACH  
ALLIANCE**

# I. CALL TO ORDER & INTRODUCTIONS



## 2. APPROVE MINUTES – AUGUST 14, 2024

**Action:** Approve Minutes August 14, 2024

**Roll Call:** John Tully, Shane Young, Courtney Chatterson, Jade Sche, Aaron Palmer, Holly Boutelle, Josh Rockwell, Dr. Karen Semien-McBride, Ashlee Carroll

## 3. STAFF REPORT



### DTLB Alliance Events:

- 10/12 **Art & Design Walk**
- 10/15 **Mug to Mug - Altar Society**
- 10/16 **PD 6 Recommendations Committee**
- 10/23 **DTLB Food Series (Course #5)**
- 11/7 **Brokers by the Beach - 400 Oceangate**
- 11/19 **Mug to Mug - Auld Dubliner**
- 12/6 **DTLB Alliance Holiday Mixer**
- 12/11 **DTLB Link & Learn**

## 3. STAFF REPORT



### Economic Development Events:

- 10/8 Space Beach on the Beach Mixer
- 10/10 SoCal Economic Development Summit
- 10/11 LBCREC - Mayor Richardson
- 10/16 Making of a Design District (p2)
- 10/18 CSULB Demo Day
- 10/24 Annual Accelerate LB Economic Forum
- 11/8 LBCREC - tbd
- 11/12 Assembly Member Haney DTLB Tour

# 3. STAFF REPORT



**NOV. 7, 2024  
6-8 PM**

**400 OCEANGATE  
LONG BEACH, CA 90802**

**Brokers  
BY THE  
Beach**

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# 4. CHAIRPERSON'S REPORT

4A. Gift Card Report Out -

[LET'S UPDATE THE SCHEDULE](#)



# 4. CHAIRPERSON'S REPORT

4B. DTLB Link & Learn:

[LET'S UPDATE THE SCHEDULE](#)





# 4. CHAIRPERSON'S REPORT

## 4C. Breakout Projects-

Do you want to work on break out tasks (in the off months)?

- **Projects group discussed:**

- Helping with office building outreach events
- Parklet campaigns
- Public safety education
- Create resource guide
- Monthly activation "First Friday"
- Retailer follow up - ICSC
- Legacy business committee
- Neighborhood profiles
- Education plan for existing businesses

- **Problems to solve:**

- Labor - hard to find good employees for part-time work
- Collaboration - How do we get businesses in the same area to work together: promotions, events, etc.
- Visit LB - How do we keep businesses informed and prepared for incoming conventions, events, & meetings

## 4. CHAIRPERSON'S REPORT

### 4F. DTLB Link & Learn

*Beach Hut Deli,  
180 E. Ocean Blvd.*

### Visit Long Beach

- **Courtney Russell** – VP of Strategic Relations & Client Services
- **Denny Cristales** – Senior Video Producer
- **Paula Almaraz** – Director of Community Relations & Special Projects
- **Steve Lowery** – Content Editor

# ECONOMIC DEVELOPMENT COMMITTEE

6. OLD BUSINESS

7. NEW BUSINESS

Discussion for recommendation for future agenda items, speakers, and presentations

8. PUBLIC COMMENTS

(three minutes on all non-agenda items)

9. ADJOURNMENT

**Next Meeting: December 11, 2024 (In-Person)**

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