



**DOWNTOWN
LONG BEACH
ALLIANCE**

MEMBERS

John Tully, Chair

Shane Young, V. Chair

Ashleigh Stone

Courtney Chatterson

Dr. Karen Semien-McBride

Jade Sche

Holly Boutelle

Josh Rockwell

Aaron Palmer

STAFF:

Stew Stephens
Programming Assistant

Stephanie El Tawil
Economic Development &
Policy Manager

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Long Beach, CA 90802
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ECONOMIC DEVELOPMENT COMMITTEE MINUTES

Wednesday, December 13, 2023
4:00 PM

DLBA Conference Room

100 W Broadway, Suite 120
Long Beach, CA 90802

Voting Present: John Tully, Shane Young, Ashleigh Stone, Aaron Palmer, Jade Sche, Courtney Chatterson, Josh Rockwell, Holly Boutelle, Dr. Karen Semien-McBride.

Voting Absent: None.

DLBA Staff: Stew Stephens, Stephanie El Tawil.

Guests: None.

1. CALL TO ORDER & INTRODUCTIONS – Johnny Tully, Chair
2. **ACTION: Approval of Minutes from October 11, 2023 Economic Development Committee Meeting.**
VOTE: 1st Young; 2nd: Stone.
MOTION: None opposed. Sche Abstains. Motion Passes.
3. Staff Report – Stephanie El Tawil, Economic Development & Policy Manager
4. CHAIRPERSON'S REPORT – Johnny Tully, Chair
 - a. Review homework:
 - i. Aaron Palmer – District Wine, Financial Specialists
 - ii. Aaron Palmer – RightMealz
 - b. Reports & discussion:
 - i. Pop-up Program
 - c. Assign homework:
 - i. Shane Young – Padres, Public Works
 - ii. Zuzu Petals – John Tully; TBD – Dr. Karen Semien-McBride
- Tully described the meeting cadence for new members and updated the committee about the Link & Learn Mixer following the meeting. Brokers by the Beach will be another recurring event series intended to focus on commercial real estate. This event series is gaining popularity; the next one will take place on 1/31 and already has a lot of RSVPs. El Tawil reviewed other past and upcoming events related to ED.
- Palmer reported out on RightMealz who addressed concerns regarding disturbances near their business: unhoused individuals, rampant drug use, attacks, etc. The business wanted help dealing with these issues, and will be directed to the Operations & Public Safety team. Stone asked what we are doing with the data points when gathering the information for the report outs, to which El Tawil responded by questioning whether the committee wants to use this info towards a specific end. McBride proposed the committee use a generic card for DLBA involvement allowing people to track who they've spoken to and what follow-up actions may be taken. Chatterson proposes tracking the data points in a shared document that focuses on developing a feedback system.



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- El Tawil discussed the pop-up programs created from excess funding to develop an artist residency which cooperates with storefronts filling vacancies to ensure artists can be seen & launch a temporary space. The Economic Development committee will act as an education provider for these small and local businesses to begin a transition into a brick-and-mortar DT business. This will utilize events to provide collaboration and education to offer a guide or foundational document (see Chatterson's guide on the city's website as well as DLBA's Resource Guide). McBride proposed compartmentalizing various types of vendors by sector such as food, retail, alcohol, etc. and create sector-specific training for these interested groups. Doing so would aim to reduce the amount to which people are deterred by the volume or complexity of what is expected in applying. El Tawil confirmed there is a reduced approachability for businesses with large overhead costs. Stone proposed the committee consider creating shared spaces for groups of vendors to occupy a vacant space together (to reduce costs), and Sche asked if the group should take advantage of seasonal spaces for pop-ups.

5. Old Business
 6. New Business
 7. Public Comment (three minutes on all non-agenda items)
 8. Adjournment
- Adjourned 5:10 PM.

NEXT ECONOMIC DEVELOPMENT COMMITTEE MEETING:

Wednesday, February 7, 2024

4:00 PM

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

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

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