

**ECONOMIC DEVELOPMENT  
COMMITTEE  
DECEMBER 11, 2024**



**DOWNTOWN  
LONG BEACH  
ALLIANCE**

# I. CALL TO ORDER & INTRODUCTIONS



## 2. APPROVE MINUTES – OCTOBER 9, 2024

**Action:** Approve Minutes October 9, 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:

- 12/12 **Alliance BOD Meeting**
- 1/9 - 2/20 **DTLB Food Series**
- 1/16 **DTLB Mocktail Crawl**
- 2/1 - 3/8 **The Education Series**
- 1/21 **Mug to Mug: ISM Brewing**
- 1/28 **Office Outreach (Salon Row)**
- 2/12 **DTLB Link & Learn (La Traviata)**
- tbd **Brokers by the Beach**

## 3. STAFF REPORT



### Economic Development Events:

- 1/10 LBCREC meeting
- 1/16 LBCREC mixer
- 1/23 CoLB Homeless count
- 2/5 Economic Development Commission

## 3. STAFF REPORT



### Economic Development Projects:

- Data Dashboard (PowerBi)
- Promenade Activations (one-time funding)
- Entertainment Zone (CoLB)
- COBA - State of the BIDs
- Workshops & Events
- DTLB Broker Committee

## 4. CHAIRPERSON'S REPORT

### 4A. Gift Card Report Out -

Aaron Palmer - **Broken Spirits**, 300 The Promenade N.

Jade Sche - **Sonoratown**, 244 E. 3rd St.



# 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

*Hi-Lo Liquor Market*  
*707 E. Ocean Blvd.*

### **SBA FUNding**

- **Ashlee Carroll, Buckingham Investments**
- **Yvonne Santos, Poppy Bank**

*Now with gift cards!*



# 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: February 12, 2025 (In-Person)**

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