

ECONOMIC DEVELOPMENT
COMMITTEE
DECEMBER 11, 2024



**DOWNTOWN
LONG BEACH
ALLIANCE**



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1. 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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