

**ECONOMIC DEVELOPMENT
COMMITTEE
DECEMBER 13, 2023**



**DOWNTOWN
LONG BEACH
ALLIANCE**

I. CALL TO ORDER & INTRODUCTIONS



2. APPROVE MINUTES – October 11, 2023

Action: Approve Minutes October 11, 2023

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

3. STAFF REPORT

3A. Moving to Reminder email - sent Monday prior to meeting
[Staff Report](#)

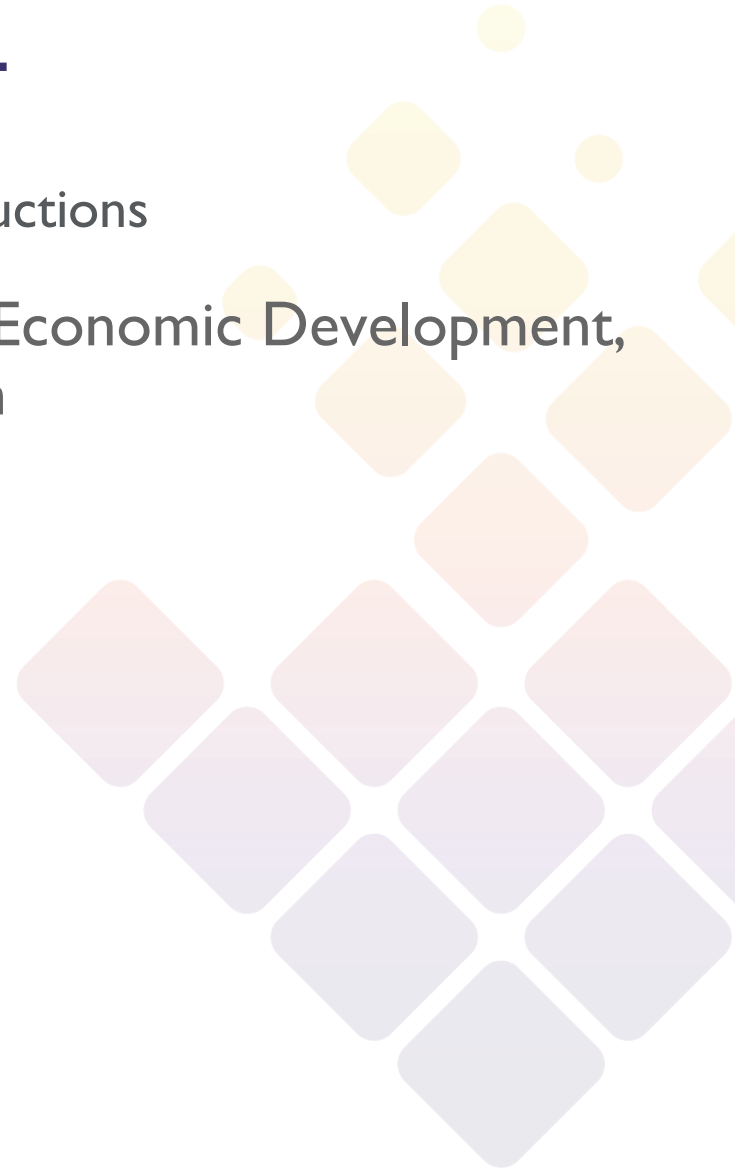
QUESTIONS?



4. CHAIRPERSON'S REPORT

4A. Welcome new members - Committee Introductions

- Jade Sche, Director of Innovation and Economic Development, California State University, Long Beach



4. CHAIRPERSON'S REPORT

Meeting Cadence

- 1 hour meeting + 1.5 hour mixer every other month (Link & Learn)
- Staff Report will be emailed Monday the week of Committee Meeting (Stephanie wants to hear more from you than herself)
- Chairperson Report
 - Each Review Restaurant Visit from Committee Member. (Each member will select a restaurant and receive gift card from DLBA (except Courtney) and will report back
 - Review Homework
 - Have Reports & Discussions
- Goal - Having more conversation from local experts (YES YOU!!) & engage with businesses

4. CHAIRPERSON'S REPORT

4B. Gift Card Report Out - Aaron Palmer

RightMealz
422 East 4th St.

REPORT OUT NOTES



4. CHAIRPERSON'S REPORT

4C. Review homework:

- Confirmed gift cards
- Confirmed mixer locations & hosts



4. CHAIRPERSON'S REPORT

4D. In Meeting: Popup Task List updates

Start Date	Goal	Committee Member Name(s)	Category	Task Assignment	Due Date	Completed
	Attraction of new and budding entrepreneurial initiatives; viability/marketing of micro DTLB businesses; development of micro enterprise operations in DTLB		P r o p e r t i s R e s e a r c h	Review DTLB vacant properties	July 12, 2023	
				Assemble contact information of interested properties	July 12, 2023	
				Draft email with request for more information about property, willingness/agreement to securing short-term lease, and next steps to participate in our program	July 12, 2023	
				Contact property managers, leasing agents, and property owners, when applicable	July 12, 2023	
				Identify top 5 vacant properties, prioritize list based on availability and owner willingness to conduct short-term leases	August 9, 2023	
			R e s e a r c h L e a s e R e c r u i t m e n t	Research short-term leases for property (conditions, uses, liabilities, etc.)	August 9, 2023	
				Draft limitations and expectations of short-term leases for property document for ED review	September 13, 2023	
				Identify commercial real estate broker (DLBA Friend(s)) to assist with development & execution	July 12, 2023	
			B r u s i n e s s r e c r u i t m e n t	Research short-term leases for business (conditions, uses, liabilities, etc.)	August 9, 2023	
				Research short-term leases for business recruitment (e.g., San Jose)	August 9, 2023	
				Draft limitations and expectations of short-term leases for business document for ED review	September 13, 2023	
			R e c r u i t m e n t B r u s i n e s s r e t e n t	Draft recruitment strategic plan (1. qualifying businesses, 2. requirements to participate, 3. marketing/communication plan, 4. pipeline development)	October 11, 2023	
				Draft retention strategic plan (1. assistance/development while in pop-up, 2. transition into long-term lease, 3. assistance/development while in retail)	October 11, 2023	

Updates to share on research:

- Property
- Lease agreements
- Business Recruitment

Questions to ask:

- Property
- Lease agreements
- Business recruitment

Are we on time?

4. CHAIRPERSON'S REPORT

4E. Assign homework:



4. CHAIRPERSON'S REPORT

4F. DTLB Link & Learn

*District Wine
144 Linden Ave.*

*Aaron Palmer, Wells Fargo
Carla Hendy-Anguiano, City of Long Beach
Karie Armstrong, Small Business Development
Center*

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 7 (In-Person)

Downtown LB Alliance

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— WITH —
metropolis



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