



**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

ECONOMIC DEVELOPMENT COMMITTEE MINUTES

February 7, 2024

4:00 PM

DLBA Conference Room

100 W Broadway, Suite 235

Long Beach, CA 90802

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

Voting Absent: Aaron Palmer

DLBA Staff: Stew Stephens, Austin Metoyer, Stephanie El Tawil.

Guests: Adam Carillo

1. Call to Order – Johnny Tully, Chair
[Meeting Presentation](#). Called to Order 4:06 PM.
2. **ACTION: Approval of Minutes from [December 13, 2023](#) Economic Development Committee Meeting.**
VOTE: 1st: Young; 2nd: Chatterson.
MOTION: None Opposed. Sche & McBride Abstain. Motion Passes.
3. Staff Report
 - El Tawil highlights many of the recent Grand Openings in DT. DLBA will soon be launching the DTLB Food Series (an education and networking event series). This is intended to build community around the cohort to support one another. The February course will include Biz Care Involvement: Chatterson will make the connection for the group. El Tawil provided a review of a Brokers event (with accompanying video), which was a great success with lots of interest from people wanting their spaces showcased in the series. This may provide further involvement and possible sponsorship opportunities. Boutelle mentioned a new restaurant space on 130 Pine, which could be a good option. Stone discussed a very successful recent Broker's event.
4. Chairperson's Report
 - a. Gift Card Report Out
 - b. DTLB Link & Learn Updates
 - c. Pop-Up Program
 - Dr. McBride provided the group with an update about the experience at Louisiana Charlie's. She was impressed by the food, which was ready quickly, piping hot, and authentic. McBride reported that Louisiana Charlie's is struggling with some staffing issues, and has had a short turn over for new employment. To accommodate these issues, they have altered their service style, so patrons order at the front of the building, take their seat, and then are served based on their initial order. Dr. McBride recommends that DLBA provide some hiring/staffing development assistance or other marketing pushes to inform the DT community of Louisiana Charlie's recruiting/hiring efforts. El Tawil proposed that the committee connect the business to some local recruiting agencies. In full review, Dr. McBride found the food and ambiance amazing and hopes their staffing issues improve.
 - Tully visited ZuZu's Petals and provided a report. The owner of the establishment was very encouraged by the business they've been getting since opening, but wants to



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know more about the microgrant programs and opportunities for development/marketing support. There have been lots of attempted break-ins, but the security system they have installed helped mitigate those issues. He is also interested in the De-Escalation Training, so someone should try to connect him with the Public Safety Committee, which is currently developing this resource for DT businesses. He expressed gratitude towards the city for making it easy to set up the business, and towards DLBA for providing assistance and future development. In regards to the vandalism this and other DT businesses experience, Chatterson mentioned that businesses may apply for a \$1500 grant from the city as part of their visual improvement program.

- The group discussed the Pop-up Program Goals and Strategies. The program design and research are created to set up for an even more productive FY24-25. This will include a 3-step group projects: Property Prep, Business Pipeline, and Business Development, with each area receiving specific focus. El Tawil asked how do we determine what space is appropriate? How do we measure their success? And how can we incubate these potential businesses once they are in the program? According to Hickman, many of the people applying are ready to launch.
- The committee also discussed the DTLB Link & Learn event at Padre with Josh Hickman. The group was enthusiastic about their success this year planning and executing these types of events. El Tawil asked how remaining members plans may be assisted, to which Stone asked for assistance finding a speaker and Dr. McBride asked for help locating a space.
- The groups then split for a 20m Breakout session. The group project takeaways are as follows:
 - Regarding Property Prep, Young and Boutelle discussed the \$375-550 per foot price point. 130 Pine is very low due to a need for it to be filled. Food on this property would need to be cooked off-site (for lack of ventilation), keeping the overhead costs at a minimum. There is a need for liability insurance to be paid for by the businesses and provide a tax review. Young asked what would the term of the pop-up be? The answer in response was around 1-3 months. The group aims to have pop-up events each weekend to bolster business towards this venture. Boutelle informed the group that landlords are concerned with the spaces getting destroyed because there isn't the same incentive for pop-up owners to care for the physical space.
 - Regarding the Business Pipeline, Stone remarked that we want people that are invested in the business, and asked how much resources/time do we have to review the necessary requirements for setting up?
 - Business Development: Dr. McBride wants to connect business owners w/ other similar businesses to create mentorship support, financial learning opportunities, and better funding/sponsorships. Once these businesses are up and running, DLBA should be committed to helping promote and provide marketing support.
 - Adam Carillo, the CEO from Partake Collective discussed reduced business licenses fees for new ghost kitchen businesses and talked about business attraction and retention issues at Partake. It has been difficult to help these businesses grow and create equity. Long term tenants, which tend to be more popular on social media platforms have a lot more expected of their licensed facility than smaller businesses. He has been redirecting some of these smaller businesses to the Food Business Incubator. The committee asks how DLBA can assist with the fees that are keeping businesses from successfully operating. Metoyer discussed that the fee structure (staffing costs + license fees) operates with established businesses vs. independent contractors which have lower or fewer fees but less accessibility. He asked how to



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craft a policy that benefits short-term operations, common to smaller orgs and businesses. Metoyer informed the group that the Finance Committee is also reviewing the impact of the fee structure. Carillo mentioned that Partake Collective is also trying to cover fees to sustain businesses long enough to get them into brick & mortar facilities. Despite this, there is a need for further assistance with marketing components (getting social media development with the goal of having 5000+ followers would help). Chatterson mentioned that there is precedent for the removal of fees in other BIDs requesting that the city not assess those fees and stated that if the DLBA requests this, it will likely be honored by the city. El Tawil asked what the average business hours for the Partake pop-ups are, which Carillo responded 8 hours, 3-5 times per week. Stone recommends we gather a further scope on these thresholds for more accurate assessment. Metoyer concluded by mentioning that this requires careful navigation so as not to pit short-term businesses against long-term leased brick & mortars. We want to avoid seeming like we are giving preferential or special treatment one way or another.

5. Old Business
 6. New Business
 7. Public Comment (three minutes on all non-agenda items)
 8. Adjournment
- Adjourned at 5:20 PM

NEXT ECONOMIC DEVELOPMENT COMMITTEE MEETING:

Wednesday, April 10, 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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