



**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

April 10, 2024
4:00 PM

DTLB Alliance Conference Room

100 W Broadway, Suite 235
Long Beach, CA 90802

Voting Present: John Tully, Shane Young, Aaron Palmer, Jade Sche, Holly Boutelle, Dr. Karen Semien McBride.

Voting Absent: Ashleigh Stone, Courtney Chatterson, Josh Rockwell.

Staff: Stephanie El Tawil, Stew Stephens.

Guests: None.

1. Call to Order – Johnny Tully, Chair
Meeting Presentation. Called to order 4:07 PM.
2. **ACTION: Approval of Minutes from [February 7, 2024 Economic Development Committee Meeting](#).**
VOTE: 1st: Sche; 2nd: Boutelle.
MOTION: None Opposed. Semien-McBride abstains. Motion Passes.
3. Staff Report
 - (3.) El Tawil reviewed some of the recent grand openings including Foot Work, Saffria Sage Soap, and the new Dark Art Emporium. For the grand openings, El Tawil would like to create a framed ceremonial map marking the location of the business as a keepsake for DT business owners. Among other updates, she also invited the committee members to join the upcoming Art Walk: Celebrate Downtown Edition at Acres of Books and the Alliance Open House in the new office. Updates on the Education Series were provided: the recent event went very well and had the best attendance in the series' history, with 45+ people for each session. The groups really appreciated the opportunity for business coaching hours as a reward for the giveaway, which was also an improvement on the cash reward at previous events. Updates were also provided on the Data Analyst position tasks and needs. El Tawil provided an update on the Retail Market stating that the preliminary numbers reported good figures: people are using the resources, and appreciate the data points and reporting statistics. The Alliance will soon be doing a press release to update the community on these numbers. People are also very appreciative of the Broker's events. El Tawil reviewed the Retail Snapshot handout, which prompted Dr. McBride to ask if there is data on women- or minority-owned businesses. El Tawil's response was that the requested data will be included in another report, which is being prepared to provide an aesthetically pleasing and informative profile. Dr. McBride also asked if the report can include 'for-sale/for-lease' indicators for prospective business owners to know if a potential space is "food ready." Sche mentioned a recent speaking engagement for Long Beach Placemaking efforts intended to improve DT areas through activations and family-friendly amenities to bolster third spaces. El Tawil added that Pine businesses have been requesting more street closures for an activated space, and open streets for bikes and pedestrians.



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4. Chairperson's Report
 - a. Gift Card Report Out
 - b. DTLB Link & Learn Updates
 - c. Pop-Up Program
 - d. Working Group Projects
- (4a.) Boutelle provided her report on Aroma Di Roma, noting that some of the businesses hadn't heard of the Alliance, but didn't have many issues with unhoused, unruly, or juvenile troublemakers as other LB businesses had described, such as some in the 4th Street BID who had recently had a string of break-ins and vandalizations. El Tawil offered to connect them with the Vandalism Grant provided by the city, of which some businesses and orgs have used the \$1500 funding to improve their security measures. Boutelle mentioned that Aroma Di Roma has experienced steady business, and the area gets a lot of commercial traffic.
- (4d.) El Tawil stated that moving beyond the project goals, working groups should be encouraged to come up with timeline milestones for each specific project, which will establish strategies for the remainder of the fiscal year, creating tangible solutions which lead directly into the following fiscal year. She is hopeful that the committee can support a business to get off the ground next year. Dr. McBride has connected with a few prospective applicants who are ready to plug and play, asking how the committee can facilitate those connections and get them situated. Young asked if Partake Collective could be a landing spot for such businesses. El Tawil informed the group that currently Partake only has cold prep space (no heating option). Sche reminded the group that some of the Food Series applicants would be good candidates for these spaces. Young presented the findings of Working Group I which focuses on Property Prep. He stated that rent will be a primary consideration for incoming businesses. El Tawil referenced the Retail Snapshot which indicates what each neighborhood of DT has available (food, retail, start-up, office, etc.). Wilmore is more of a historical area with less options for retail or food business. Dr. McBride discussed how businesses require foot traffic and consistent business to thrive, which is often not heading in the direction of Wilmore, but away from it. Small businesses often need low rent while established businesses want prime real estate (where all the foot traffic will be). El Tawil recommends the group go out and attempt to develop connections with the vacancies in each of the downtown neighborhoods. One idea to solve the issue of vacancies is for an organization (like the Alliance) to become the lessee and connect with businesses that have already proven to be ready for business, to avoid problems with businesses that think they are ready, but aren't meeting our own or the city's standards for readiness. Dr. McBride recommends the committee develop a checklist that will allow us to determine who is and is not ready for business. Items in this checklist might include employee declarations, overhead and monthly expenses outlined, and eventually labeling them a "Legacy business" once established. This will create stages or levels for businesses to progress through as they develop in each phase. This is the process Mosaic used to enable Loiter Galleries and now they are feeling confident about their viability. Another option would be to use the container co-op model like in Bixby Knolls. With the right fundraising this could be viable, but in order to crowdfund we would need something which is already largely outlined, developed, and



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prepared for execution. Dr. McBride also recommended that in the first year of incubation, the committee should focus on developing industry specificity in their guidelines of the business development process. El Tawil will bring a full list of industry types and complete vendors so we can pick where they might fit and what type of assistance they need, since people are often unfamiliar with what they actually need.

5. Old Business
6. New Business
 - El Tawil informed the group that feedback surveys would be coming to track members' impressions of the committee.
7. Public Comment (three minutes on all non-agenda items)
8. Adjournment
Adjourned 5:15 PM.

NEXT ECONOMIC DEVELOPMENT COMMITTEE MEETING:

Wednesday, June 12, 2024

4:00 PM

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

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

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