



**DOWNTOWN
LONG BEACH
ALLIANCE**

Board & Committee Roster 2020-2021 Revised 5.20.2021

Due to cancellation of Board Elections FY 2020-21, all terms have been extended 1 year.

VOTING

Downtown Parking Improvement Area (DPIA) (5)

East Village (1) Rhonda Love	Term Ends 2021 2022	Dreamkreator Studio 121 Linden Ave, Suite B-104 Long Beach, CA 90802	562-310-4644 rhonda@dreamkreatorstudio.com
North Pine (1) Laurie Gray	Term Ends 2020 2021	The Pie Bar 450 Pine Avenue Long Beach, Ca 90802	562-533-6910 piebarlongbeach@gmail.com
Pine (1) Alan Pullman	Term Ends 2021 2022	Studio One Eleven 235 E 3 rd Street Long Beach, Ca 90802	592-901-1500 apullman@studio-111.com
Waterfront (1) Debra Fixen	Term Ends 2021 2022	Shoreline Village 429 P Shoreline Village Dr Long Beach, Ca 90802	562-435-2668 dfixen@shorelinevillage.com
West Gateway (1) Alan Burks	Term Ends 2020 2021	Environ Architecture, Inc 100 Oceangate P-200 Long Beach, Ca 90802	562-246-0429 alan@environarch.com

Property Based Improvement Area (PBID) (9)

Premium Area (4)

Todd Lemmis	Term Ends 2020 2021	Pacific6 Enterprises, LLC 6 Pacific Avenue Long Beach, Ca 90802	562-310-6254 todd.lemmis@pacificsix.com
Graham Gill	Term Ends 2021 2022	Lee & Associates 5000 E Spring St, Suite 600 Long Beach, Ca 90815	562-884-2813 grahamgill@leelalb.com
Mike Gold	Term Ends 2020 2021	Long Beach Transit 1963 E Anaheim St Long Beach, Ca 90815	562-599-8533 mgold@lbtransit.com
Sam Pierzina	Terms Ends 2020 2021	Ensemble Investments 1537 Corinth Ave, Apt 3 Long Beach, Ca 90825	562-257-1004 spierzina@ensemble.net

Standard Area (4)

Ryan Altoon	Term Ends 2020 2021	Anderson Pacific, LLC 6701 Center Drive West Suite 710 Los Angeles, Ca 90045	310-417-1605 raltoon@andpacllc.com
VACANT	Term Ends 2020 2021		



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Silvano Merlo	Term Ends 2020 2021	Courtyard Marriott 500 E First Street Long Beach, Ca 90802	562-901-0256 Silvano.merlo@marriott.com
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Sheva Hosseinzadeh	Term Ends 2021 2022	Coldwell Banker Commercial 333 W Broadway, Suite 312 Long Beach, Ca 90802	562-400-5949 sheva@cbcblair.com
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PBID Residential Representative (1)

Bob Kelton	Term Ends 2021 2022	488 E Ocean Blvd #1601 Long Beach, Ca 90802	562-355-0301 bob.kelton@gmail.com
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Appointed Directors (7)

At-Large (4)

Sean Rawson	Term Ends 2021 2022	Waterford Property Company 130 Newport Center, Ste 230 Newport Beach, CA 92660	949-529-3530 srawson@waterfordco.com
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Allison Kripp	Term Ends 2021 2022	The Den Salon 300 W Ocean Blvd Long Beach, Ca 90802	310-488-5154 allison@densalonlb.com
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Loara Cadavona	Term Ends 2020 2021	395 E 4 th Street, Unit 1 Long Beach, Ca 90802	562-208-6973 loaracadavona@gmail.com
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Denise Carter	Term Ends 2020 2021	35 Linden Ave, Unit 510 Long Beach, Ca 90802	310-951-9552 denisecarteresq@gmail.com
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City Representative (1)

John Keisler	Term Ends N/A	City of Long Beach 411 W Ocean Blvd Long Beach, Ca 90802	562-938-3217 john.keisler@longbeach.gov
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Downtown Residential Representatives by Council District (2)

First Council District (1) Liz Simmons	Term Ends 2020 2021	315 W. 3 rd Street Unit 601 Long Beach, CA	731-217-6155 liz@pursuitsinfood.com
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Second Council District (1) Pat Welch	Term Ends 2021 2022	488 E Ocean Blvd, Unit 501 Long Beach, Ca 90802	310-367-0595 jpatwelch@yahoo.com
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NON-VOTING

Advisors (9)

Jeremy Harris	Term Ends 2020	Long Beach Area Chamber 1 World Trade Center, #1650 Long Beach, Ca 90831	562-983-1241 jharris@lbchamber.com
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Griselda Suarez	Term Ends	Arts Council of Long Beach	562-435-2787
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	2020	350 Elm Ave Long Beach, Ca 90802	Griselda.suarez@artslb.org
Patty Wirth	Term Ends 2020	The Funnel House/Ice Cream Yogurt on the Boardwalk 425 Shoreline Village Drive Long Beach, Ca 90802	562-432-4166 shadow5504@aol.com
Cameron Andrews	Term Ends 2020	Pier Communications 320 Pine Ave Long Beach, Ca 90802	562-432-5300 cameron@piercomm.com
Alishia Holmes-Watson	Term Ends 2020	545 Chestnut Ave, #317 Long Beach, Ca	707-656-1390 holmeswatson61117@gmail.com
Mohammad Hassanpour	Term Ends 2020	140 Linden Ave. #554 Long Beach, CA 90802	415-264-6938 mohassan99@gmail.com
Scott Apel	Term Ends N/A	Cal State University Long Beach 1250 Bellflower Blvd, Suite BH-320 Long Beach, Ca 90840-0119	562-985-1658 scott.apel@csulb.edu
Mary Zendejas	Term Ends N/A	1 st Council District 411 W Ocean Blvd Long Beach, Ca 90802	562-570-6919 district1@longbeach.gov
Cindy Allen	Term Ends N/A	2 nd Council District 411 W Ocean Blvd Long Beach, Ca 90802	TBD district2@longbeach.gov
<u>Honorary (2)</u>			
Diane Arnold	Term Ends N/A	5552 East Oleta Street Long Beach, Ca 90815	562-597-7622 home dlarnold@verizon.net
Don Darnauer	Term Ends N/A	801 Pine Ave, Suite 305 Long Beach, Ca 90813	562-435-3746 home donbarbi@aol.com



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Programming Committees 2020-2021

Economic Development Committee

Sam Pierzina, Chair	Ensemble Investments	spierzina@ensemble.net 562-257-1004
Sheva Hosseinzadeh, Vice Chair	Coldwell Banker Commercial	sheva@cbcblair.com 562-400-5949
Sheila Hosseinzadeh	Wells Fargo	Sheila.hosseinzadeh@wellsfargo.com
Ingrid Martin	Cal State Long Beach	Ingrid.martin@csulb.com
Justin Wolske	Caseworx	jwolske@caseworx.co
Eric Romero	City of Long Beach	eric.romero@longbeach.gov
Ashleigh Stone	Stone Law & Consulting	ashleigh@stonelawconsulting.com
Graham Gill	Lee & Associates	grahamgill@leelalb.com 562-884-2813
Nigel Lifsey	Urban Society of Long Beach	nlifsey@gmail.com

Placemaking Committee

Alan Burks, Chair	Environ Architecture, Inc	alan@environarch.com 562-264-0429
Patty Wirth, Vice Chair	The Funnel House/Ice Cream Yogurt on the Boardwalk	shadow5504@aol.com 562-547-4166
Cynthia Lujan	Arts Council Long Beach	Cynthia.lujan@artslb.org 562-435-2787
Fern Nueno	City of Long Beach-ED Dept.	fern.nueno@longbeach.gov
Maggie Stoll	Burke Mercantile	maggie@burkemercantile.com
Ian Jahns	Jahns Designs	ian@jahnsdesigns.com
Steve Gerhardt	Walk Long Beach	steve@walklongbeach.org
John Tully	Pedal Movement	jdtully@pedal-movement.com
Shannon Heffernan	Studio One Eleven	Shannon.heffernan@studio-111.com



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Public Safety Committee

Denise Carter, Chair	Resident	deniscarteresq@gmail.com 310-951-6973
Pat Welch, Vice Chair	Resident	jpatwelch@gmail.com 310-367-0595
Sheila Gibbons	Resident	giomigibbons@gmail.com
Janice Friend	Resident	gypsygirl400@hotmail.com
Denise Maldonado	Confidential Coffee	denisem740@gmail.com
Nick Padula	Resident	nipadula@yahoo.com
Terrence Krieger	Resident	tbk@kriegerlaw.com
Brian McGraw	Renaissance Hotel	Brian.McGraw@marriott.com
VACANT	VACANT	VACANT

Marketing & Communications Committee

Alishia Holmes-Watson, Chair	Resident	Alishia.h@live.com 707-656-1390
Cameron Andrews	Pier Communications	cameron@piercomm.com 562-432-5300
Jane Delorenzis	Resident	jaspaw55@gmail.com
Vanessa Nunez	Resident	cuvanessa@gmail.com
Aimee Mandala	Environ Architecture, Inc	aimee@environarch.com
Markel Ringer	Sophia Creative	sophiacreative@icloud.com
Michael Gold	Long Beach Transit	mgold@lbtransit.com
Ryan La Rosa	Commune Communication	ryan@communecommunication.com
Sal Flores-Trimble	Kahlo Creative LLC	sal/flores@kahlodesign.com



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Special Events & Development Committee

Laurie Gray, Chair	Pie Bar	piebarlongbeach@gmail.com
Liz Simmons, Vice Chair	Pursuits In Food	liz@pursuitsinfood.com
Jeremy Schott	The Dark Art Emporium	jeremyschott@mac.com
Walid Nasserdeen	Resident	wnasserdeen@yahoo.com
Erin Booker	Funraise	erin@funraise.io
Karina Martinez	Avana Creative	karina@avanacreative.com
Rhonda Love	Dreamkreator Studio	rhonda@dreamkreatorstudio.com
Kat Engel	MAKE Collectives	makecollectives@gmail.com
Dwayne Horton	Resident	dhorton@fastmail.fm

Administrative Committees 2020-2021

Executive Committee

Silvano Merlo	Courtyard Marriott	Silvano.merlo@marriott.com 562-901-0255
Alan Pullman	Studio One Eleven	apullman@studio-111.com 562-901-1500
Allison Kripp	DEN Salon	allison@densalonlb.com 310-488-5154
Debra Fixen	Shoreline Village	dfixen@shorelinevillage.com 562-435-2668
Ryan Altoon	Anderson Pacific LLC	raltoon@andpacllc.com 310-417-1605
Loara Cadavona	MemorialCare	lcadavona@memorialcare.org
John Keisler	City of Long Beach	john.keisler@longbeach.gov 562-570-7440
Sheva Hosseinzadeh	Caldwell Banker Commercial	sheva@cbcblair.com 562-400-5949
VACANT		



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Governance Committee

Loara Cadavona	MemorialCare	lcadavona@memorialcare.org 562-208-6973
Jeremy Harris	Long Beach Chamber	jharris@lbchamber.com 562-983-1241
Allison Kripp	DEN Salon	allison@densalonlb.com 310-488-5154
Todd Lemmis	Pacific6 Enterprises, LLC	todd.lemmis@pacificsix.com 562-310-6254
Griselda Suarez	Arts Council Long Beach	Griselda.suarez@artslb.org 562-435-2787
Silvano Merlo	Courtyard Marriott	Silvano.merlo@marriott.com 562-901-0255

Finance Committee

Debra Fixen	Shoreline Village	dfixen@shorelinevillage.com 562-435-2668
Bob Kelton	Resident	bob.kelton@gmail.com 562-355-0301
Hilda Sanchez	Minuteman Press	hilda.sanchez@mmlpb.com 562-436-8500
Kena Fuller	Fuller Management Corp	kenafuller@fullerpros.com
Jill Harris	Resident	harrisjill26@gmail.com

Audit Committee

Hilda Sanchez	Minuteman Press	hilda.sanchez@mmlpb.com 562-436-8500
Richard Lewis	JRVD Builders	richard@jrvandijs.com 714-412-7849
John Sangmeister	Gladstone's	john.sangmeister@gmail.com 310-567-6027
Todd Lemmis	Pacific 6 Enterprises, LLC	todd.lemmis@pacificsix.com 562-310-6254
Bob Kelton	Resident	bob.kelton@gmail.com 562-355-0301

100 West Broadway, Ste 120
Long Beach, CA 90802
T: 562.436.4259
F: 562.437.7850

DOWNTOWNLONGBEACH.ORG