



**DOWNTOWN
LONG BEACH
ALLIANCE**

Board & Committee Roster 2021-2022

VOTING

Downtown Parking Improvement Area (DPIA) (5)

East Village (1) Rhonda Love	Term Ends 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 2023	The Pie Bar 450 Pine Avenue Long Beach, Ca 90802	562-533-6910 piebarlongbeach@gmail.com
Pine (1) Monica Garrett	Term Ends 2022	Margaux Agency 120 E 3 rd Street Long Beach, Ca 90802	562-317-4844 x 101 monica@margauxagency.com
Waterfront (1) Debra Fixen	Term Ends 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 2023	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)

Sean Rawson	Term Ends 2023	Waterford Property Company 130 Newport Center, Suite 230 Newport Beach, CA 92660	949-529-3530 srawson@waterfordco.com
Graham Gill	Term Ends 2022	Lee & Associates 5000 E Spring St, Suite 600 Long Beach, Ca 90815	562-884-2813 grahamgill@leelalb.com
Michael Gold	Term Ends 2023	Long Beach Transit 1963 E Anaheim St Long Beach, Ca 90813	562-599-8533 mgold@lbtransit.com
Michael Vitug	Terms Ends 2023	Intertrend Communications 228 E Broadway Long Beach, Ca 90802	562-279-4333 michael.vitug@intertrend.com

Standard Area (4)

Cheryl Roberts	Term Ends 2023	Site Centers (Pike Outlets) 95 S. Pine Ave Long Beach, CA 90802	562-485-4138 croberts@sitecenters.com
Sam Pierzina	Term Ends 2023	Ensemble Investments 444 W Ocean Blvd, #650 Long Beach, Ca 90802	562-257-1004 spierzina@ensemble.net
VACANT	Term Ends 2023		
Sheva Hosseinzadeh	Term Ends 2022	Coldwell Banker Commercial 333 W Broadway, Suite 312	562-400-5949 sheva@cbcblair.com



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Long Beach, Ca 90802

PBID Residential Representative (1)

Bob Kelton	Term Ends 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)

Alan Pullman	Term Ends 2022	Studio One Eleven 245 E 3 rd St Long Beach, CA 90802	562-901-1500 apullman@studio-111.com
Allison Kripp	Term Ends 2022	The Den Salon 300 W Ocean Blvd Long Beach, Ca 90802	310-488-5154 allison@densalonlb.com
Isidro Panuco	Term Ends 2023	133 The Promenade N, Unit 416 Long Beach, Ca 90802	562-305-9838 isidro.panuco@gmail.com
Denise Carter	Term Ends 2023	35 Linden Ave, Unit 510 Long Beach, Ca 90802	310-951-9552 denisecarteresq@gmail.com

City Representative (1)

Eric Lopez	Term Ends N/A	City of Long Beach Public Works 411 W Ocean Blvd, 5 th Floor Long Beach, Ca 90802	562-570-6041 eric.lopez@longbeach.gov
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Downtown Residential Representatives by Council District (2)

First Council District (1)

Loara Cadavona (CHAIR)	Term Ends 2023	395 E 4 th St, Unit 1 Long Beach, Ca 90802	562-208-6973 loaracadavona@gmail.com
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Second Council District (1)

Pat Welch	Term Ends 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 2022	Long Beach Area Chamber 1 World Trade Center, #1650 Long Beach, Ca 90831	562-983-1241 jharris@lbchamber.com
Griselda Suarez	Term Ends 2022	Arts Council for Long Beach 350 Elm Ave Long Beach, Ca 90802	562-435-2787 Griselda.suarez@artslb.org
Cameron Andrews	Term Ends 2023	Pier Communications 320 Pine Ave Long Beach, Ca 90802	562-432-5300 cameron@piercomm.com



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Amy Chambers	Term Ends 2023	388 E Ocean Blvd, #P1 Long Beach, Ca 90802	574-276-9784 amychambers2001@yahoo.com
VACANT	Term Ends 2023		
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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 2021-2022

Economic Development Committee

Sean Rawson (CHAIR)	Waterford Property Company	rawson@waterfordco.com 949-289-3438
Sheva Hosseinzadeh (VICE CHAIR)	Coldwell Banker Commercial	sheva@cbcblair.com 562-400-5949
Ashleigh Stone	Stone Law Firm	ashleigh@stonelawfirm.com
Eric Romero	City of Long Beach Economic Dev.	Eric.romero@longbeach.gov
Ingrid Martin	Cal State Long Beach	Ingrid.Martin@csulb.edu
Justin Wolske	Caseworx	jwolske@caseworx.co
Nigel Lifsey	Urban Society of Long Beach	nlifsey@gmail.com
Sam Pierzina	Ensemble Investments	spierzina@ensemble.net
Sheila Hosseinzadeh	Wells Fargo	Shelia.Hosseinzadeh@wellsfargo.com

Marketing & Communications Committee

Monica Garrett (CHAIR)	Margaux Agency	Monica@margauxagency.com 562-317-4844
Cameron Andrews (VICE CHAIR)	Pier Communications	Cameron@piercomm.com 562-432-5300
Amy Chambers	Resident	amychambers2001@yahoo.com
Shawna Epps	Shine Your Heart	Shawnaleahseanshine@gmail.com
Sal Flores	Kahlo Creative LLC	sal.flores@kahlodesign.com
Ryan La Rosa	Commune Communication	ryan@communecommunication.com
Aimee Mandala	Environ Architecture, Inc	aimee@environarch.com
Vanessa Nuñez	Resident	cuevanessa@gmail.com
Michael Vitug	Intertrend	michael.vitug@intertrend.com

Placemaking Committee

Mike Gold (CHAIR)	Long Beach Transit	mgold@lbtransit.com 5632-599-8533
Alan Burks (VICE CHAIR)	Environ Architecture, Inc	alan@environarhc.com 562-264-0429
Cynthia Lujan	Arts Council for Long Beach	Cynthia.lujan@artslb.org

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Daniel Dominguez	Comerica Bank	DDominguez@comerica.com
Fern Nueno	City of Long Beach Public Works	Fern.Nueno@longbeach.gov
John Tully	Pedal Movement	jdtully@pedal-movement.com
Max Beach	Linespace	maxbeach@me.com
Shannon Heffernan	Studio One Eleven	Shannon.heffernan@studio-111.com
Steve Gerhardt	Walk Long Beach	Steve@walklongbeach.org

Public Safety Committee

Pat Welch (CHAIR)	Resident	jpatwelch@gmail.com 310-367-0595
Isidro Panuco (VICE CHAIR)	Resident	Isidro.Panuco@gmail.com 562-305-9838
Brian McGraw	Renaissance Hotel	Brian.McGraw@marriott.com
Janice Friend	Resident	gypsygirl400@hotmail.com
Joshua Beadel	Breakfast Bar	joshua@breakfastbarlbc.com
Molly Ann Woods	Mental Health America LA	mwoods@mhala.org
Robb Smith	Alley Cat Delivery	Robb.Smith007@gmail.com
Cheryl Roberts	SITE Centers	croberts@sitecenters.com
Terrence Krieger	Krieger Law	tbk@kriegerlaw.com

Special Events & Sponsorships Committee

Rhonda Love (CHAIR)	Dreamkreator	rhonda@dreamkreatorstudio.com 562-310-4644
Laurie Gray (VICE CHAIR)	Pie Bar	piebarlongbeach@gmail.com 562-533-6910
Amy Stock	Kennedy Grace Gallery	amy@kennedygracegallery.com
Dwayne Horton	Resident	dhorton@fastmail.fm
Josh Rockwell	Resident	josh@rochwellprocessconsulting.com
Judy Estrada	Arts Council for Long Beach	judy.estrada@artslb.org
Robert Marquez	Grey LB	robert@greylb.com
Walid Nasserdeen	Resident	wnasserdeen@yahoo.com



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Administrative Committees 2021-2022

Executive Committee

Loara Cadavona, Chair	Resident	Loara.Cadavona@gmail.com 562-494-0835
Debra Fixen, Chair-Elect	Shoreline Village	dfixen@shorelinevillage.com 562-435-2668
Allison Kripp, Secretary	Den Salon	allison@densalonlb.com 310-488-5154
Sheva Hosseinzadeh, Treasurer	Coldwell Bank Commercial	sheva@cbcblair.com 562-400-5949
Alan Pullman, Past Chair	Studio One Eleven	apullman@studio-111.com 562-901-1500
Eric Lopez, City Representative	City of Long Beach Public Works	eric.lopez@longbeach.gov 562-570-6041
Alan Burks	Environ Architecture, Inc	alan@environarch.com 562-246-0429
Denise Carter	Resident	denisecarteres@gmail.com 310-951-9552
Sam Pierzina	Ensemble Investments	spierzina@ensemble.net 562-257-1004

Governance Committee

Debra Fixen, Chair	Shoreline Village	dfixen@shorelinevillage.com 562-435-2668
Alan Pullman, Past Chair	Studio One Eleven	apullman@studio-111.com 562-901-1500
Allison Kripp	Den Salon	allison@densalonlb.com 310-488-5154
Griselda Suarez	Arts Council for Long Beach	Griselda.suarez@artslb.org 562-435-2787
Jeremy Harris	Long Beach Area Chamber	jharris@lbchamber.com 562-983-1241

Finance Committee

Sheva Hosseinzadeh, Chair	Coldwell Bank Commercial	sheva@cbcblair.com 562-40-5949
Bob Kelton	Resident	bob.kelton@gmail.com 562-355-0301

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Graham Gill	Lee & Associates	grahamgill@leelalb.com 562-884-2813
Hilda Sanchez	Resident	hilda_j_sanchez@yahoo.com
Jill Harris	Resident	harrisjill26@gmail.com

Audit Committee

Hilda Sanchez	Resident	hilda_j_sanchez@yahoo.com
Bob Kelton	Resident	bob.kelton@gmail.com
Richard Lewis	Urbana Real Estate Development	richard@urbanadevelopment.com