



**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

June 12, 2024
4:00 PM

DTLB Alliance Conference Room

100 W Broadway, Suite 235
Long Beach, CA 90802

Voting Present: John Tully (Chair), Aaron Palmer, Jade Sche, Josh Rockwell, Holly Boutelle, Dr. Karen Semien-McBride.

Voting Absent: Shane Young (V. Chair), Courtney Chatterson.

Staff: Stephanie El Tawil, Stewart Stephens, Jeremy Ancalade.

Guests: None.

1. Call to Order – Johnny Tully, Chair
Meeting Presentation. Called to order at 4:07 PM.
2. **ACTION: Approval of Minutes from [April 10, 2024](#) Economic Development Committee Meeting.**
VOTE: 1st: Tully; 2nd: Sche.
MOTION: None Opposed. Dr. Semien-McBride Abstains. Motion Passes.
3. Staff Report
 - (3.) El Tawil provided an update regarding several items including the new map and certificate used as gifts for Grand Openings. These newly updated certificates have been well-received by business owners. El Tawil commended Business Navigator, Ariel Meza, for her help organizing and coordinating these Grand Openings and other Economic Development events. Business owners and other people are generally thankful for all the Alliance help and the Economic Development program's efforts. Several recent recipients include Beach Hut Deli, Herbal Shea, and Broken Spirits. El Tawil also covered her recent attendance at the International Council of Shopping Centers in Las Vegas with members of the Alliance Executive Team to network and try to bring interested groups to Long Beach. They were able to make a lot of connections and met many prospective owners interested in potentially doing business in downtown Long Beach. El Tawil provided updates on the Brokers by the Beach at Gaucho Beach. The event was very well attended (with ~120 participants). El Tawil also reminded the committee about the upcoming event on August 15th, which will coincide with the Taste of Downtown: Waterfront event. As these Brokers events continue to grow in popularity, some businesses are even asking to host, instead of El Tawil needing to ask.
4. Chairperson's Report
 - a. Gift Card Report Out
 - b. DTLB Link & Learn Updates
 - c. Pop-Up Program
 - (4a-c.) Rockwell updated the committee on his Gift Card Report Out. He went to Naree and Gaucho Beach, reporting positively on the experience at both places. As she was absent, Stone's report out notes are linked on the Powerpoint.



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5. Old Business
 6. New Business
- Other updates were provided, including news that Ashleigh Stone has decided to leave the committee, as she has recently received a promotion in her legal career and will no longer be able to make the time commitment.
 - El Tawil invited everyone to join the festivities at Taste of Downtown: Pine & Promenade.
 - El Tawil discussed the recent committee survey questions and results with those present. She asked if the committee was more interested holding bi-monthly or monthly meetings in the future. Three committee members agreed that more frequent check-ins can improve communications and help maintain better group information. They would prefer to keep the Link & Learn events on a bi-monthly basis. When asked about the Gift Card Report Outs, there was no response nor opinions given. El Tawil is looking to do more of the Education Series next year and also hopes to allow for separate sessions in Spanish. She also has the goal of allowing businesses involved in the Education Series to start getting Pop-Up Vendor time to get in front of customers. Next year, the committee will be attempting to pair food next to retail vendors so as not to cause competition between food businesses. Additionally, smaller activations in public spaces aid the promotion and development of these vending businesses. Sche recommended a model such as was used at the EEEEEATSCon in the Santa Monica Hangar. El Tawil reminded the group that one of the biggest obstacles to incubating these businesses has been their own readiness to take on this level of business. She hopes the committee is able to block off one entire month of the next fiscal year to support mini-activations on specific weekends, stating that more frequent or focused engagement reduces burnout. El Tawil is hopeful that we can continue to build up the committee's business support model and possibly provide incubation for at least one business, though this may require a lot of hand-holding.
 - The group continued to plan for the coming year. Dr. Semien-McBride would love to focus on a retail and experiential business educational series as opposed to exclusively working on food business advocacy.
 - When asked what things are most important to committee members about how the meetings go, two responded positively for 'Networking/Connecting' as an important category, with 'Project Space,' 'Education Series,' and 'Alliance Updates' only appealing to one person, each. Dr. Semien-McBride mentioned that this was a doable committee for her to be involved in, as it didn't have too high of a time or participation requirement.
 - El Tawil also asked what the committee members would like as a project for the coming year. Tully suggested creating a Resource Guide, which would be more helpful in the early portion of the year for the Education Series. Sche recommended movie screenings or other activations to draw support to the businesses the committee is incubating (a focus on music, games, and the arts). Dr. Semien-McBride recommended creating a monthly activation in Downtown, like 1st Friday in Bixby Knolls or 4th Fridays on Fourth Street. El Tawil expanded on this by stating that we would want to start small with one or two city blocks. Additional ideas included El Tawil's desire to include a business lawyer at future Education Series or Link & Learn events.



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- Another concern for the coming year is the committee's plan to reach out to businesses that are not on the ground floor, or openly visible to Downtown streets. This should include businesses inside office buildings on higher floors, and the group should attempt to schedule or coordinate how to go about that.
 - Boutelle brought it to the committee's attention that the homeless situation in and around downtown has created a difficult environment for realtors trying to sell or lease properties. There have been so many break-ins, thefts, vandals, and the general danger people perceive about Downtown Long Beach has negatively impacted many businesses. Despite the difficulties this has presented, El Tawil reminds the committee that many of these issues are being or must be addressed at state and local political levels, though there is recognition that the impacts are felt all the way down. The department has also done a lot to connect businesses to the City grant aiding funds for window replacements and other security upgrades.
7. Public Comment (three minutes on all non-agenda items)
 8. Adjournment
Adjourned at 5:16 PM

NEXT ECONOMIC DEVELOPMENT COMMITTEE MEETING:

Wednesday, August 14, 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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