



**DOWNTOWN
LONG BEACH
ALLIANCE**

MEMBERS

John Tully, Chair

Shane Young, V. Chair

Courtney Chatterson

Dr. Karen Semien-McBride

Jade Sche

Holly Boutelle

Josh Rockwell

Aaron Palmer

Ashlee Carroll

STAFF:

Stephanie El Tawil
Economic Development &
Policy Manager

ECONOMIC DEVELOPMENT COMMITTEE MINUTES

Wednesday, August 14, 2024
4:00 PM

DTLB Alliance Conference Room

100 W Broadway, Suite 235
Long Beach, CA 90802

Voting Present: Aaron Palmer, Jade Sche, Courtney Chatterson, Josh Rockwell, Holly Boutelle.

Voting Absent: John Tully (Chair), Shane Young (V. Chair), Dr. Karen Semien-McBride.

Staff: Stephanie El Tawil, Stewart Stephens.

Guests: None.

1. Call to Order – Johnny Tully, Chair
Meeting Presentation. Called to order at **4:08 PM.**
2. **ACTION: Approval of Minutes from June 12, 2024 Economic Development Committee Meeting.**
MOTION: 1st: Sche; 2nd: Rockwell.
VOTE: None Opposed. Chatterson Abstains. Motion Passes.
3. Staff Report
 - El Tawil provided updates for the committee. She stated that grand openings have been slow recently. There was a grand opening at Touch'd Hair Salon on 8/9 and Altar Society on 8/16, though the latter will not have Alliance participation, but will still receive an official Alliance map certificate. El Tawil also provided an update on recent and upcoming events and highlighted recent involvement. The local DCFS chapter gave a shocking presentation on at-risk youth in Downtown, which El Tawil connected with the Clean and Safe Team. The report revealed that the 8th Street corridor is especially at risk for kids entering the foster system (the program will be connecting with Mentors and friends of the Children). Boutelle expressed interest in this mentoring program and Chatterson requested to link these orgs with the city services.
 - El Tawil provided an update on Brokers by the Beach. The event has a sponsor and Carvanna will be providing and in-kind donation of furniture for the event. There is building interest in this event from people outside of the Downtown Long Beach community. Some venues have expressed interest in hosting future Brokers events and other potential hosts have even expressed a willingness to pay to host. 270 people signed up for the Brokers event taking place on the following day.
4. Chairperson's Report
 - a. Gift Card Report Out
 - b. DTLB Link & Learn Updates
 - c. FY 2024-2025 Planning
 - (4a.) Chatterson provided a Gift Card Report Out on Confidential Coffee stating that they have had similar issues with safety concerns (especially in the evenings when the mostly female staff members are closing), homeless campers, thefts, vandalism, etc. They also spoke on the slow response time of the LBPD which has been a frequent issue. Despite this, business seemed good while she



**DOWNTOWN
LONG BEACH
ALLIANCE**

was there. El Tawil will follow up with the business to discuss the issues stated. Chatterson also visited Container Café. Chatterson discussed the civilian responder program, which is meant to bolster police response, but cooperation from the businesses remains a difficulty.

- Rockwell also provided a report out for the Carvery. One of the big sentiments is an issue with the local homeless population, resulting in more crime, safety concerns, and the like continue to hamper business, though they did express gratitude for the Alliance and its presence Downtown. They affirmed the sentiments of other businesses regarding dissatisfaction with the LBPD response to these issues. Chatterson also mentioned that being the end of the line for the Metro also brings many homeless individuals down from other parts of LA, though arriving here does not mean there is anywhere for them to go once in Long Beach. This is being addressed as part of the LA28 Olympic development, but is not necessarily helpful in the meantime.
- (4c.) El Tawil discussed plans for the next fiscal year (based on feedback from the last meeting). Gift Card Report Outs will continue but will extend to retail shops in Downtown. This has been a beneficial way of connecting with local business owners and getting useful feedback about the issues they face. Link & Learn will also extend to retail businesses. The committee may consider buying a gift card from retailers to use as a raffle to incentivize business participation in the Link & Learn events. Sche asked if the group thought the Link & Learn model will work as well for retail businesses. El Tawil responded that the increased visibility to these businesses is a benefit, but the catering/hospitality aspect can be difficult. One solution might be to continue hosting the events at food and drink locations while still inviting retailers to join for specific topics.
- El Tawil asked that all committee members notify her if they are not interested in being on the FY24-25 committee. Committee members are allowed to join other committees if that is of interest, some members may be moved to another committee if the need arises. The group will continue to meet every other month, because the cadence has worked well with other ED events. If committee members would like to schedule other further meetings or breakout sessions, that will be their responsibility. El Tawil reviewed ideas for the next fiscal year's group projects (listed on the powerpoint), and also identified some potential problems with various ideas. Chatterson mentioned that the city could still use the Alliance's help with legacy business stories intended to highlight the community. These opportunities will be connected with the City's neighborhood profiles in both digital and print formats. While this may be more connected to the Marketing department, it could be another potential project idea. Chatterson also discussed the Pacific Gateway job placement partnership and its value as a potential group project, especially because employment has been an area of interest to the committee and the businesses they help. Business collaboration is also a good focus for the group to potentially develop (for items such as the passport). Fostering these collaborative projects would better drive activation beyond the Alliance's coordination or oversight, which can be limited at times. Chatterson also mentioned that Visit LB is trying to keep businesses better informed about the upcoming conventions to create a bridge between the convention center and local businesses seeking the patronage of convention visitors. Chatterson also recommended that the group begin to plan the subcommittee meetings in the off months, which El Tawil agreed with, stating that it is important that these working groups manage and coordinate their own schedules. The Alliance is interested in improving



**DOWNTOWN
LONG BEACH
ALLIANCE**

activation opportunities and developments, as well as workforce engagements and neighborhood info and sociographies. Sche asked if few can have an annual meeting and presentation from Bo Martinez or other speakers, which El Tawil said we can, but will need specificity on their speaking topics in advance.

5. Old Business
 6. New Business
 - El Tawil reminded the group to keep an eye out for board orientation invitations.
 - The group will be heading over to L'Opera Italian Restaurant for Link & Learn (Education Series) and then moving to the Taste: Waterfront event.
 7. Public Comment (three minutes on all non-agenda items)
 8. Adjournment
- Adjourned **5:06 PM**.

NEXT ECONOMIC DEVELOPMENT COMMITTEE MEETING:

Wednesday, October 9, 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***

All meetings held by the Downtown Long Beach Alliance shall be conducted in compliance with the Brown Act, California Government Code Section 54950 et seq., and its requirement that public commissions, boards, councils, and public agencies conduct business openly. E-Mail correspondence regarding agenda items can be directed to info@dlba.org. Agenda items may also be reviewed as posted in public view at the DTLB Alliance offices or at City Hall. If special accommodation is desired pursuant to the Americans with Disabilities Act, please make your request by phone to (562) 436-4259, by noon the day prior to the meeting.