

EXECUTIVE COMMITTEE MEETING MINUTES

Thursday, January 12, 2023

8:00 AM

The virtual portion of this meeting is being held pursuant to Assembly Bill 361.

DLBA Conference Room

100 W Broadway, Suite 120

Long Beach, CA 90802

OR

[Join Meeting](#)

Meeting ID: 850 1606 9314

Passcode: 576852

Voting Present: Debra Fixen, Denise Carter, Alan Burks, Sam Pierzina, Loara Cadavona, Eric Lopez, Mike Gold, Sheva Hosseinzadeh, Rhonda Love

Voting Absent: None

DLBA Staff: Austin Metoyer, Jeremy Ancalade, Kelsey Mader, Broc Coward, Stephanie El Tawil, Juan Torres

Guests: Amber Tovar, Catalyst; Elliot Lewis, Catalyst

1. CALL TO ORDER and INTRODUCTIONS – Debra Fixen, Chair
Meeting presentation. Called to order at 8:02 AM.

2. SECRETARY REPORT

ACTION: Approve Minutes from [December 1, 2022](#), Meeting

MOTION: 1st: Carter; 2nd: Hosseinzadeh.

VOTE: None opposed. No abstentions. Motion passes.

3. TREASURER'S REPORT – Jeremy Ancalade, DLBA CFO & Sam Pierzina, Treasurer:
[Year-to-Date Financials through November 2022](#)

- Expenses are notably under budget at this time. This is due to invoice timing for the Clean and Safe team. This is reflected in greater detail in the Operations budget.
- Ancalade reported that cash is lower than typical for this point in the year. Most of DLBA assets are in receivables.
- Collection efforts are still underway for Accounts Receivable. Small invoices owed to DLBA are still primarily from Taste of Downtown. The largest amount owed is by the City of Long Beach which is over \$1 million.
 - The City has already approved over \$200,000 to DLBA in grant funding for the Long Beach Recovery Act. This will be paid in two tranches, though the timeline is still unknown.

4. CHAIRPERSON'S REPORT – Fixen

A. Governance Committee Report – Denise Carter, Chair

i. Board Vacancies

a) Advisory (1)

ii. Committee Vacancies

a) Public Safety (2)

- The Public Safety Committee has three candidates. The final interview is taking place next week, after which Coward will work with DLBA's Public Safety Committee Chairperson, Isidro Panuco to make the final selections. Governance is expecting to approve these names at their meeting at the end of this month.
- The final seat for the Marketing & Communications Committee was filled by Patrick Michele, a recommendation from Sheva Hosseinzadeh.



**DOWNTOWN
LONG BEACH
ALLIANCE**

Executive Committee

Debra Fixen – Chair

Denise Carter – Chair-Elect

Alan Burks – Secretary

Sam Pierzina - Treasurer

Loara Cadavona – Past Chair

Eric Lopez – City

Representative

Mike Gold

Sheva Hosseinzadeh

Rhonda Love

DLBA Staff

Austin Metoyer,

President & CEO

Jeremy Ancalade, CFO

Kelsey Mader,

Executive Assistant

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B. [Organizational Calendar](#) Update

- Mader reviewed the Organizational Calendar, mentioning that this tool is used to help the Board and its administrative committee understand where the organization is throughout the year, and to prepare for upcoming projects.
- The main upcoming project is the Stakeholder Audit. Though this is staff-led, the information gathered feeds directly into the Board Elections. The Governance Committee is responsible for interviewing these candidates, then making recommendations for the Board's final review/approval.
- Another potential project in the next few months is review of DLBA's Election Procedures and Bylaws. The Governance Committee will review these documents throughout the year and make recommendations to the Executive Committee and/or Board should they see the need for any amendments. Election Procedure amendments need to be finalized by February, whereas Bylaw amendments can take place at any point in the year though historically this occurs in April.

5. PRESIDENT & CEO REPORT – Austin Metoyer

A. Assembly Bill 361 (AB 361) Compliance

ACTION: Vote to authorize DLBA Board and its committees to conduct business via teleconferencing in compliance with AB 361.

MOTION: 1st: Burks; 2nd: Carter.

VOTE: None opposed. No abstentions. Motion passes.

B. [DLBA Draft FY22-23 Legislative Agenda](#) Review

- Metoyer explained to the Committee that the intention of developing this document is to give staff direction on what areas to take action on behalf of the Board in regard to policy. The benefit of this is cutting out the time it takes to consult with/present to the Executive Committee and or Board for time sensitive matters. A good example is PD-30 and PD-6 which will be discussed later.
- The key focus areas are as follows:
 - Economic Development: Re-energizing active investment in Downtown to support housing, retail, business expansion, mixed-use and other projects as economic multipliers.
 - Sustainability, Mobility, and Livability: Connections between streets, amenities such as sidewalks and street furniture, access to transit, and the visual appearance of Downtown.
 - Public Safety and Quality of Life: Safe and clean public spaces are the foundation of a thriving and viable Downtown; Advocate for policies that provide access, services, and resources to those experiencing homelessness and safety for all users of the Downtown.
 - BID Operational Effectiveness: The activities, maintenance, and improvements provided by business improvement districts (BIDs) provide special benefits to assess properties and businesses and are essential to the continued growth of Downtown.

ACTION: Recommendation to approve DLBA Draft FY22-23 Legislative Agenda

MOTION: 1st: Hosseinzadeh; 2nd: Burks.

VOTE: None opposed. Lopez abstained. Motion passes.

C. Update on PD-30 and PD-6

- Metoyer provided an overview for each of these plans. Working groups will be created for each one.
- PD-30 is the Downtown Plan which was approved in 2012. It provided a guideline for development and design standards. This is anticipated to begin in February 2023.
- PD-6 is the plan for Shoreline & the Waterfront. It was last updated in 2011 and is anticipated to begin in Summer of 2023. This will develop a new vision for the Waterfront.
 - This is more of a general ordinance than an actual vision.
 - Coward discussed the Urban Land Institute (ULI) and how the land at the waterfront might be used. Architects have expressed a special interest in development in this area.

- Burks added that some other studies have shown that Downtown has too much parking south of Ocean Boulevard. He and Hosseinzadeh further discussed parking, adding that some people at the City have discussed limiting any additional parking to help encourage other ways to access Downtown such as public transportation, biking, etc. Metoyer closed with noting that parking and its limitations will be an important conversation for both PD-30 and PD-6.

D. Update Declaration of State of Emergency: Homelessness

- Metoyer and Fixen both attended Tuesday’s City Council meeting where they spoke in favor of this declaration. It covers a few key areas such as staffing, streamlining housing production (tiny homes), and streamlining other processes related to homelessness.
 - Lopez further explained how this will be address by the City. The City Manager and Mayor have asked for an incident command system structure with the Health Department and Public Works department leading the way. The City Manager’s office will oversee this while receiving support from the City Attorney, Public Information Office, and Equity Office.
 - Lopez identified a few focus areas and working groups which include intergovernmental relationships/partnerships, education systems, businesses, non-profits, data and technology, housing/land access, and others.
- Metoyer added that all Council Districts need to/will be a part of this effort.

E. Misc.

- Metoyer reviewed the success of the holiday season, specifically calling out the Holiday Scavenger hunt, various Downtown activations (music/entertainment on Saturdays), and the New Year’s Eve Firework shows
- He also announced/introduced new staff:
 - Stephanie El Tawil, Economic and Policy Manager
 - Juan Torres, Operations Manager

6. OLD BUSINESS

7. NEW BUSINESS

8. PUBLIC COMMENTS (three minutes on all non-agenda items)

9. ADJOURNMENT

Adjourned at 9:05 AM.

NEXT SCHEDULED EXECUTIVE COMMITTEE MEETING:

Thursday, February 2, 2023

8AM

Location: Hybrid

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, and in compliance with AB 361. 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 DLBA 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.