

DTLB Alliance Executive Committee

January 9, 2025

Thank you to the following Downtown Businesses!

Breakfast provided by:



Coffee provided by:



I. Call to Order and Introductions

Sam Pierzina, Chairperson

2. Secretary Report: Minutes – December 5

- Approval of DPBIA North East Village Seat – Mark Esposito
- Approval of Audit Committee Seats – Loara Cadavona & Kyle Smith
- Update on 501(c)(3)
- Update on Entertainment Zone
- PD30 – Pine Ave Street Closure Request

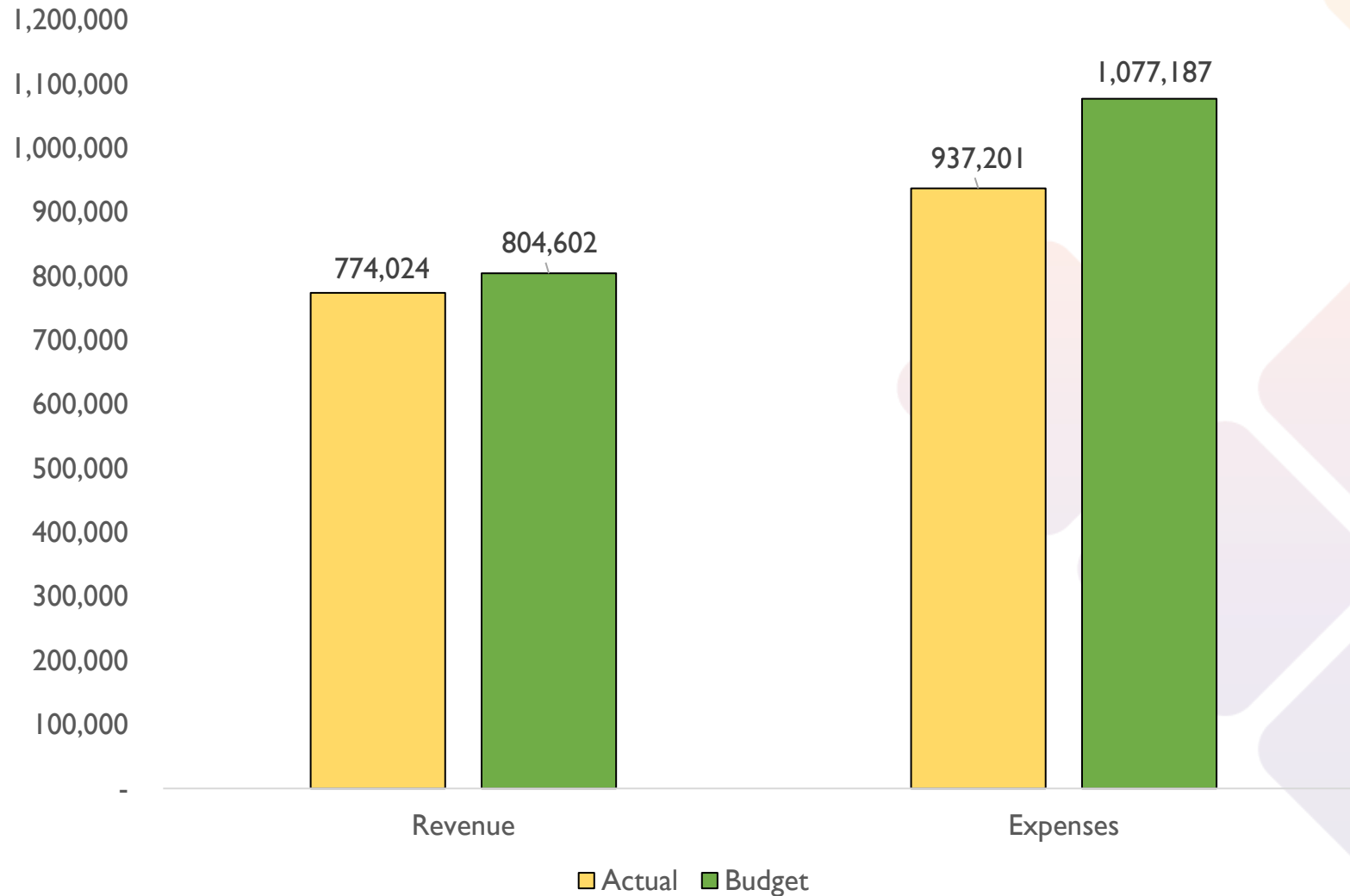
ACTION: Approve Minutes from December 5 Executive Committee Meeting

3. Treasurer's Report

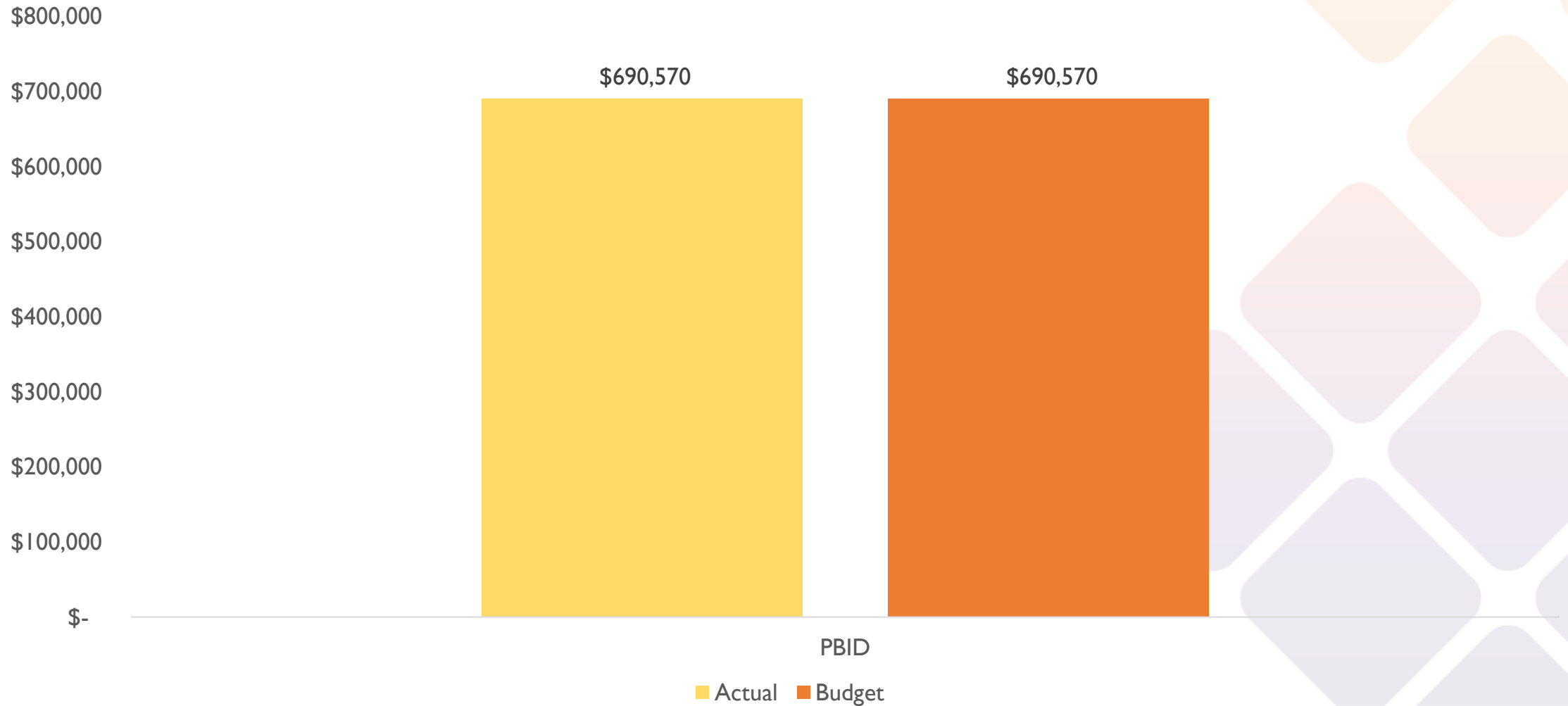
Amy Chambers, Treasurer

Jeremy Ancalade, Vice President of Finance and Administration

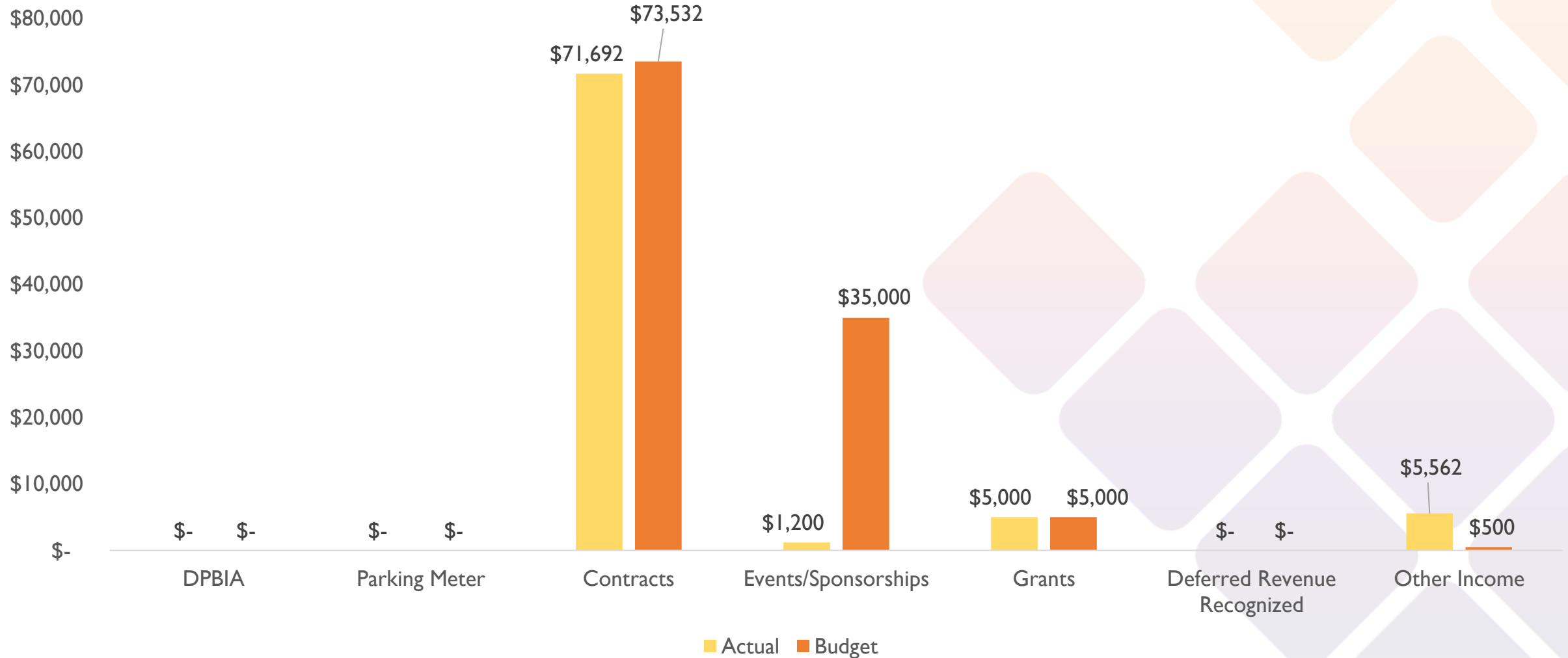
Financial Summary
As of December 31, 2024



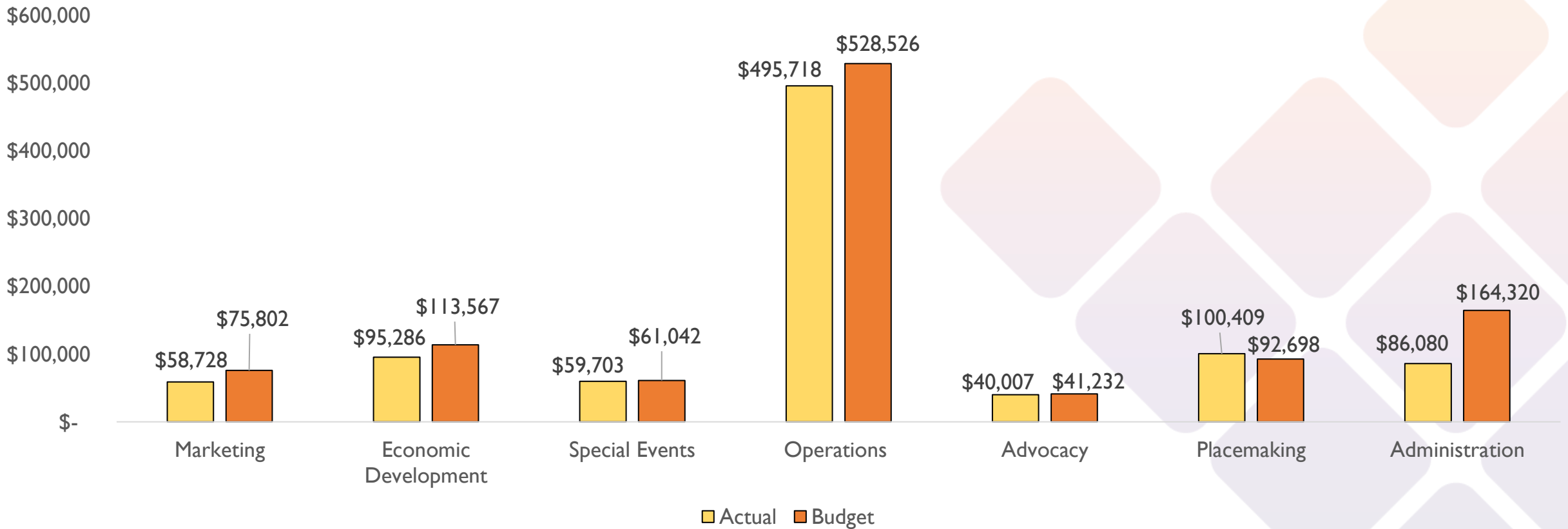
Revenue Summary
As of December 31, 2024

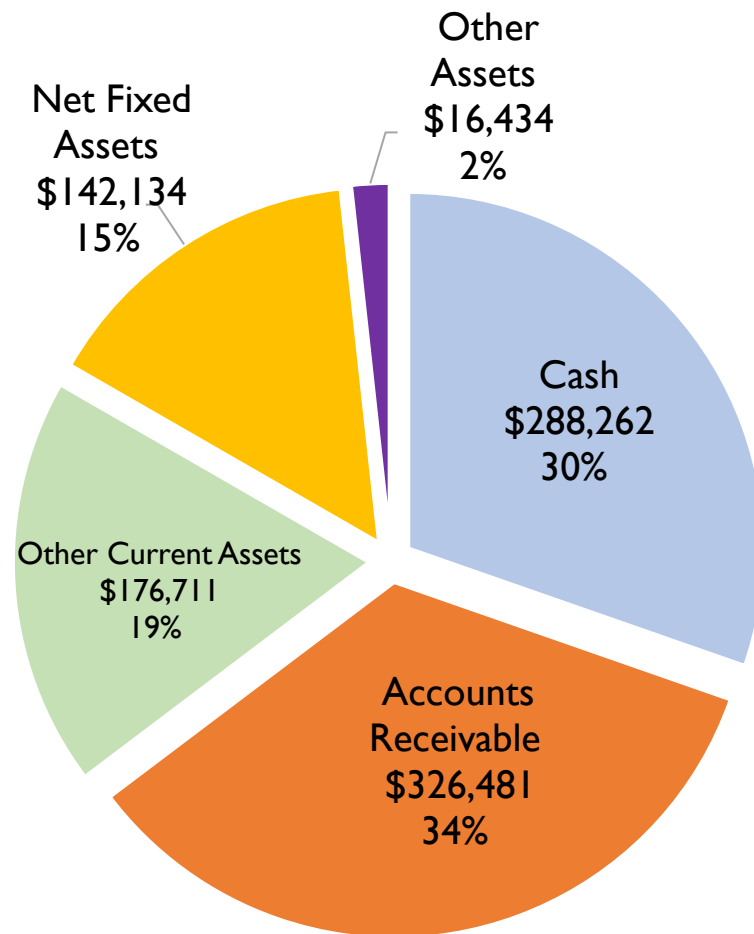


Revenue Summary
As of December 31, 2024



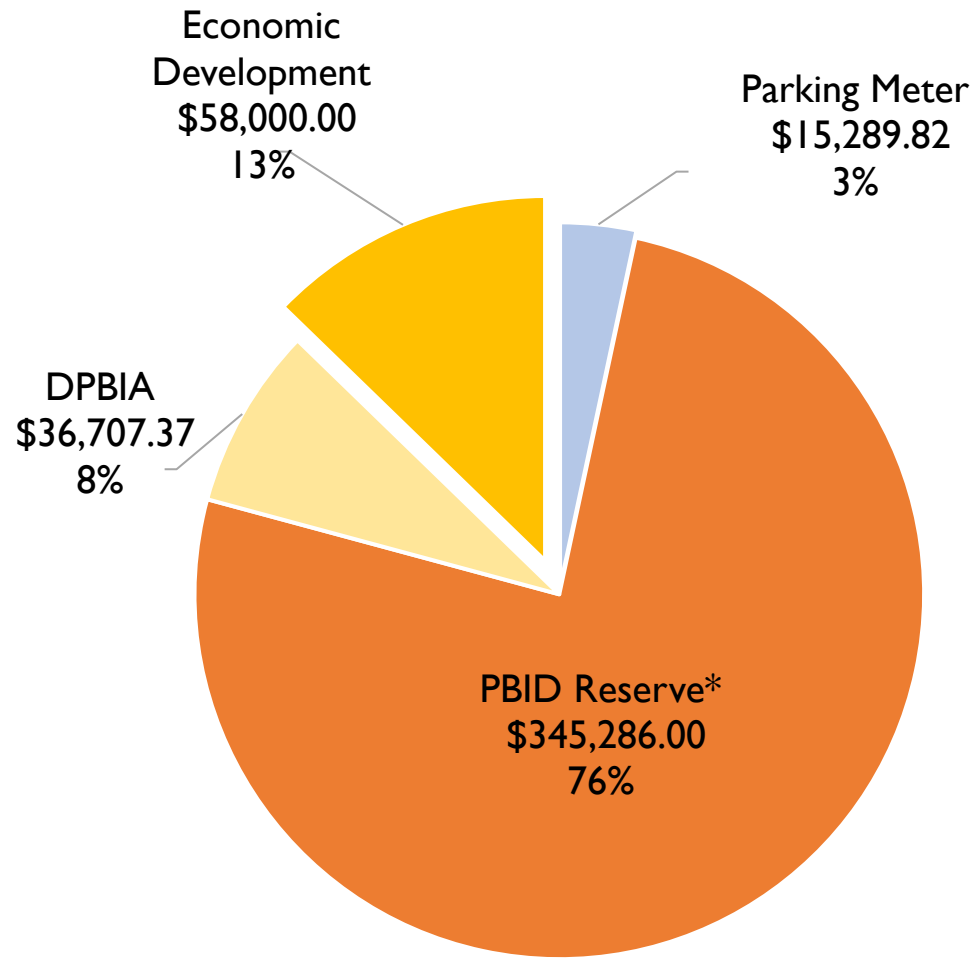
Expense Summary As of December 31, 2024





DLBA Assets

Cash	\$	288,262
Accounts Receivable	\$	326,481
Other Current Assets	\$	176,711
Net Fixed Assets	\$	142,134
Other Assets	\$	16,434
	\$	<u>950,021</u>



DLBA Deferred Revenue

Parking Meter	\$	15,289.82
PBID Reserve*	\$	345,286.00
DPBIA	\$	36,707.37
Economic Development	\$	58,000.00
Balance less PBID Reserve	\$	109,997.19

A/R Aging Summary

As of November 30, 2024

	Current	1 - 30	31 - 60	61 - 90	91 and over	Total
CITY OF LONG BEACH	\$ -	\$ -	\$ -	\$ 172,000	\$ -	\$ 172,000
State of California	\$ -	\$ -	\$ -	\$ -	\$ 97,703	\$ 97,703
Long Beach Transit (Customer)	\$ 21,844	\$ -	\$ -	\$ -	\$ -	\$ 21,844
Midtown Business Improvement District	\$ 11,190	\$ -	\$ -	\$ -	\$ -	\$ 11,190
Zaferia Business Association	\$ 4,392	\$ -	\$ -	\$ -	\$ -	\$ 4,392
Port of Long Beach	\$ -	\$ -	\$ -	\$ -	\$ 3,000	\$ 3,000
Visit Long Beach	\$ -	\$ -	\$ -	\$ 3,000	\$ -	\$ 3,000
SHORELINE VILLAGE	\$ -	\$ -	\$ 2,500	\$ -	\$ -	\$ 2,500
HUBB	\$ 1,700	\$ -	\$ -	\$ -	\$ 700	\$ 2,400
Long Beach Center Loan, LLC (Mosaic)	\$ 2,271	\$ -	\$ -	\$ -	\$ -	\$ 2,271
Partake Collective.	\$ 264	\$ -	\$ -	\$ -	\$ 2,000	\$ 2,264
LA County MTA	\$ -	\$ -	\$ -	\$ -	\$ 2,051	\$ 2,051
HILLCREST MONTEREY ASSOCIATES	\$ 1,166	\$ -	\$ -	\$ -	\$ -	\$ 1,166
BLOCK-BY-BLOCK	\$ 250	\$ -	\$ -	\$ -	\$ -	\$ 250
Hamburger Mary's (Customer)	\$ -	\$ -	\$ -	\$ -	\$ 250	\$ 250
Rhonda Love	\$ 200	\$ -	\$ -	\$ -	\$ -	\$ 200
TOTAL	\$43,277	\$ -	\$2,500	\$175,000	\$ 105,704	\$326,481

A/R Aging Summary

As of December 31, 2024

	Current	1 - 30	31 - 60	61 - 90	91 and over	Total
CITY OF LONG BEACH	\$ -	\$ -	\$ -	\$ -	\$ 172,000	\$ 172,000
State of California	\$ -	\$ -	\$ -	\$ -	\$ 97,703	\$ 97,703
Long Beach Transit (Customer)	\$ 21,844	\$ -	\$ -	\$ -	\$ -	\$ 21,844
Midtown Business Improvement District	\$ -	\$ 5,595	\$ 5,595	\$ -	\$ -	\$ 11,190
Long Beach Center Loan, LLC (Mosaic)	\$ 4,542	\$ -	\$ -	\$ -	\$ -	\$ 4,542
Zaferia Business Association	\$ -	\$ 4,392	\$ -	\$ -	\$ -	\$ 4,392
Port of Long Beach	\$ -	\$ -	\$ -	\$ -	\$ 3,000	\$ 3,000
Visit Long Beach	\$ -	\$ -	\$ -	\$ -	\$ 3,000	\$ 3,000
SHORELINE VILLAGE	\$ -	\$ -	\$ -	\$ 2,500	\$ -	\$ 2,500
HUBB	\$ -	\$ 1,700	\$ -	\$ -	\$ 700	\$ 2,400
Partake Collective.	\$ -	\$ 264	\$ -	\$ -	\$ 2,000	\$ 2,264
LA County MTA	\$ -	\$ -	\$ -	\$ -	\$ 2,051	\$ 2,051
HILLCREST MONTEREY ASSOCIATES	\$ 1,166	\$ -	\$ -	\$ -	\$ -	\$ 1,166
Blu Community	\$ 893	\$ -	\$ -	\$ -	\$ -	\$ 893
Hamburger Mary's (Customer)	\$ -	\$ -	\$ -	\$ -	\$ 250	\$ 250
Rhonda Love	\$ -	\$ 200	\$ -	\$ -	\$ -	\$ 200
TOTAL	\$28,445	\$12,151	\$5,595	\$2,500	\$ 280,704	\$329,394

Downtown Long Beach Alliance
As of November 30, 2024
(Fiscal Year Ending September 30, 2025)
Financial Summary

Year-to-Date	Actual	Budget	Variance
Revenue	774,024	804,602	(30,578)
Expenses	937,201	1,077,187	(139,986)
Net	(163,178)	(272,585)	109,407

4. Chairperson Report

Sam Pierzina

4. Chairperson's Report – Sam Pierzina, Chair

A. Remarks from the Chair

4. Chairperson's Report – Sam Pierzina, Chair

B. Board Vacancies

i. PBID Standard

4. Chairperson's Report – Sam Pierzina, Chair

C. Administrative Committee Vacancies

- i. Governance
- ii. Finance

5. President & CEO Report

Austin Metoyer

5. President & CEO Report – Austin Metoyer

A. Update on 501(c)3 Development

downtown
difference 

STEP	STATUS
1. Select a corporate STRUCTURE .	COMPLETED
2. Identify a MISSION and PURPOSE.	COMPLETED
3. Select a NAME .	COMPLETED
4. Appoint a registered AGENT .	COMPLETED
5. Assemble a BOARD of Directors.	COMPLETED
6. Draft BYLAWS .	COMPLETED
7. Apply for an EIN from the IRS.	COMPLETED
8. File ARTICLES of Incorporation.	IN PROGRESS
8. Apply for CA TAX EXEMPTION .	IN PROGRESS
9. REGISTER with the CA Attorney General.	IN PROGRESS
10. Submit the formal 501c3 APPLICATION .	IN PROGRESS
11. Register for CHARITABLE FUDRAISING .	NOT YET STARTED
12. COMPLY with annual compliance.	NOT YET STARTED

5. President & CEO Report – Austin Metoyer

B. Update on Entertainment Zone

Timeline

November – December

- Research Existing Programs
- Stakeholder Outreach
- Feedback Collection Begins
- Feedback Analysis
- Draft Plan Development

January

- Submit to City for Initial Review
- Internal Review
- Collect Stakeholder Feedback

February

- Plan Refinement and Public Presentation
- City Council Preparation

March

- City Council Presentation and Review
- Approval Process

April

- City Council Approval
- Implementation Phase Begins

5. President & CEO Report – Austin Metoyer

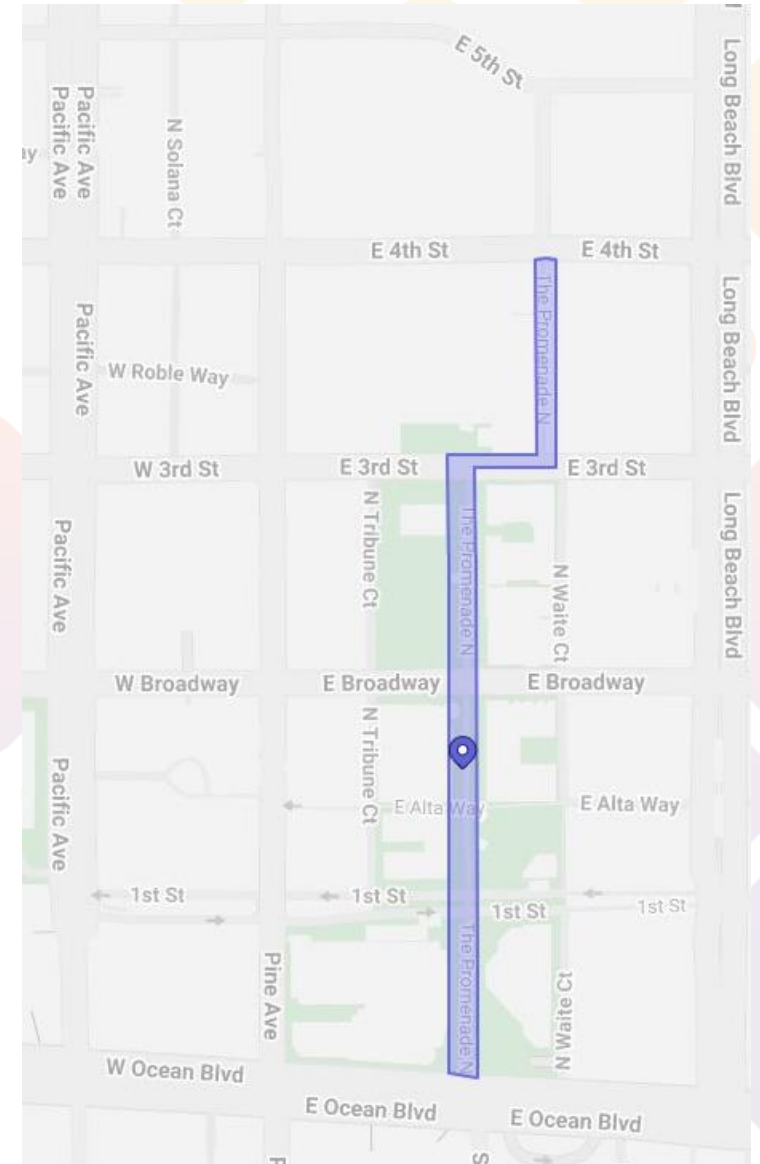
C. Promenade Activation Plan Overview

C. Promenade Activation Plan Overview

Goal: Activate The Promenade with various types of activities:

1. **Recurring events** – Create a sustainable, recurring activity that DTLB visitors know to seek out and enjoy
2. **Destination creation** – Create an engaging focal point that attracts DTLB visitors without an event or time considerations

Anticipated Budget: \$40,000

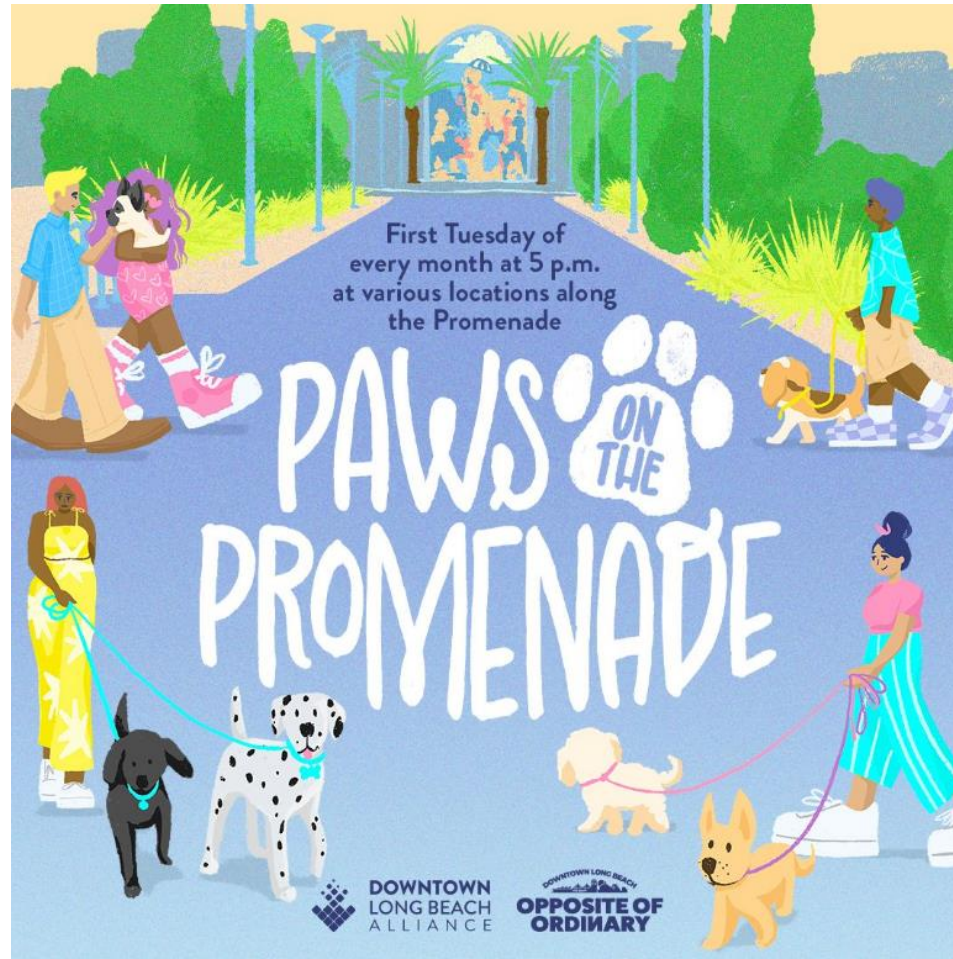


C. Promenade Activation Plan Overview



- **SPRING: Dance Downtown Revolution (DDR)**
 - *Plan: Each Tuesday, 6-8 PM, Dance Lessons will be provided to attendees*
 - *Location: March = Mosaic; April = Promenade Park; May = 180 E. Ocean courtyard*
- **SUMMER: Light Up DTLB**
 - *Plan: feature 1 long term lighted, interactive art installation*
 - *Location: TBD based on installation requirements*
- **FALL: Dance Downtown Revolution (DDR)**
 - *Plan: Each Tuesday, 6-8 PM, Dance Lessons will be provided to attendees*
 - *Location: September = Mosaic; October = Promenade Park, November = 180 E. Ocean courtyard*
- **SPRING – FALL: Paws on the Promenade**
 - *Plan: 1st Tuesday of the Month 5 PM – 6 PM, group dog walking with area residents*
 - *Location: Meet up at Dog Haus, route course changes Pine Ave and East Village, end at Promenade/Pine area business*

C. Promenade Activation Plan Overview



5. President & CEO Report – Austin Metoyer

D. Security Fund Request Proposal Overview

5. President & CEO Report – Austin Metoyer

E. Misc.



LEADERSHIP LONG BEACH
MLK DAY
OF SERVICE

CALIFORNIA CLIMATE ACTION CORPS
CALIFORNIA VOLUNTEERS
Office of the Governor

**MONDAY
JANUARY 20, 2025**

Sponsored By:

WELLS FARGO scan™ South Coast AQMD
Port of LONG BEACH THE GREEN PORT
LONG BEACH CITY COLLEGE CALIFORNIA RESOURCES CORPORATION 75TH CALIFORNIA STATE UNIVERSITY LONG BEACH
LAW OFFICES OF ROBIN D. PERRY & ASSOCIATES niagara MARY ZENDEJAS COUNCILWORKER SUELY SARO SUNSTONE



DOWNTOWN LONG BEACH
FOOD
SERIES

downtownlongbeach.org/foodseries

FEEL GOOD KITCHEN

COURSE #1 How to Sell Food in Long Beach	COURSE #2 Preparing for Launch
COURSE #3 How to Build a Menu to Make a Profit	COURSE #4 How to Sell Food to the City of Long Beach
COURSE #5 How to Market Your Business	COURSE #6 Putting it All Together

@ DTLBAlliance | DowntownLongBeach | dtlb.org



**THE GREAT
MOCKTAIL
MIXER**

Join the Dry January
Mocktail Crawl in DTLB!
THURSDAY, JAN. 16, 6 - 10PM
Mix, Mingle, and Collect Charms
EXPERIENCE MOCKTAIL DEMOS AND
LIVE MUSIC ALONG THE WAY!

DOWNTOWN LONG BEACH ALLIANCE | @ DTLBAlliance | DowntownLongBeach | dtlb.org | OPPOSITE OF ORDINARY

6. Old Business
7. New Business
8. Public Comments (three minutes on all non-agenda items)
9. Adjourned

Next Executive Committee Meeting:

February 6, 2025

DTLB Alliance Conference Room

DTLB Alliance Executive Committee

January 9, 2025

Thank you to the following Downtown Businesses!

Breakfast provided by:



Coffee provided by:

