



**DOWNTOWN  
LONG BEACH  
ALLIANCE**

**MEMBERS:**

Johnny Tully– Chair

Shane Young - Vice Chair

Ashleigh Stone

Courtney Chatterson

Sam Pierzina

Isabelle Bart

Ashley Chiddick

Nigel Lifsey

Aaron Palmer

**STAFF:**

Stephanie El Tawil,  
Economic Development &  
Policy Manager

Amanda Barrera,  
Administrative  
Assistant

**ECONOMIC DEVELOPMENT COMMITTEE MINUTES**  
**Wednesday, August 9, 2023**  
**4:00 PM**

**DLBA Conference Room**  
**100 W Broadway, Ste 120**  
**Long Beach, CA 90802**

**Voting Present:** John Tully, Shane Young, Aaron Palmer, Ashley Chiddick, Courtney Chatterson.

**Voting Absent:** Sam Pierzina, Ashleigh Stone, Nigel Lifsey, Isabelle Bart.

**DLBA Staff:** Amanda Barrera, Stephanie El Tawil.

1. CALL TO ORDER & INTRODUCTIONS – Johnny Tully, Chair  
[Meeting Presentation](#). Call to order at 4:04 PM
2. **ACTION ITEM: Approve minutes from [June 14, 2023](#), ED Meeting.**  
**Motion:** 1<sup>st</sup>: Chatterson; 2<sup>nd</sup>: Chiddick.  
**VOTE:** None opposed. No abstentions. Motion Passes.
3. Staff Report – Stephanie El Tawil, Econ. Development & Policy Manager
  - No Update
4. CHAIRPERSON'S REPORT – Johnny Tully, Chair
  - A. Review homework: speaker series & gift card report outs
    - i. Confirm business lists
      - Tully reconfirms committee goals to have a restaurant host a periodic mixer (name being brainstormed) for connecting existing and potential businesses, in addition to having a local business owner, public official, or public speaker bring a presentation relevant to the mixer's focus.
      - El Tawil will connect with LBPD, Quality of Life Officers, and East Village Neighborhood Watch for safety meeting in September (prototype for future meetings).
      - Chiddick reminds the group of a need for a space big enough to host business navigator with individual vendor tables. Restaurants discussed: Ficklewood, Water's Edge, Altar Society, Mosher's, Shannon's, George's, King's, Café on 4<sup>th</sup> & Linden, Zuzu's Petals, Poke & Sushi Bar on the Promenade, Confidential Coffee, etc.
      - Committee reviewed gift card POA, confirming dates each member is responsible for reporting their experiences at the business they choose.
      - Goals: business engagement, data, awareness, networking, resource development.
    - ii. Confirm speaker series dates/members
      - Changing Valentine's Day and July 2024 meeting dates.
    - iii. Confirm elements of report out
      - Committee gift card report outs should be simple and organic (El Tawil to send draft of report out form and business assistance doc for review).
      - Committee discussed pop-up program and incentives for brokers & property owners to lease their space at a reduced rate on a short-term lease.



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- B. Reports & discussion:
  - i. Review task list updates: who has information to share
  - ii. Review task list updates: who has questions to ask/ connections to be made
- C. Assign homework:
  - i. Add businesses to lists: gift card & speaker series
    - Add suggestions to Committee mixer.
  - ii. Define elements of gift card report out
    - Report Business Assistance document & report out draft, provide input.
    - Review list of Questions/Prompts for business report out.
5. Old Business
6. New Business
7. Public Comment (Three minutes on all non-agenda items)
8. Adjournment  
Adjourned at 4:57 PM

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. The agenda and supporting documents are available on the Internet at <http://downtownlongbeach.org>. E-Mail correspondence regarding agenda items can be directed to [info@dlba.org](mailto: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.

**NEXT ECONOMIC DEVELOPMENT COMMITTEE MEETING**

Wednesday, September 13, 2023  
4:00 PM

*Mission: Cultivate, preserve and promote a healthy, safe and prosperous Downtown all*