

**ECONOMIC DEVELOPMENT
COMMITTEE
AUGUST 9, 2023**



**DOWNTOWN
LONG BEACH
ALLIANCE**

I. CALL TO ORDER & INTRODUCTIONS



2. APPROVE MINUTES – July 12, 2023

Action: Approve Minutes June 14 & July 12, 2023

Roll Call: John Tully, Shane Young, Ashleigh Stone, Courtney Chatterson, Isabelle Bart, Sam Pierzina, ~~Nigel Lifsey~~, Aaron Palmer, Ashley Chiddick

3. STAFF REPORT

3A.



4. CHAIRPERSON'S REPORT

4A. Review Homework:

- Speaker series: Vision, Goals, & To-do's
 - Confirm - Business list
 - Confirm - Dates/Member
- Gift Card report outs: Vision, Goals, & To-do's
 - Confirm - Business list
 - Confirm - Dates/Member
 - Define - Report out criteria (top 3 things a report out must include)

4. CHAIRPERSON'S REPORT

4B. In Meeting: Popup Task List updates

Start Date	Goal	Committee Member Name(s)	Category	Task Assignment	Due Date	Completed
	Attraction of new and budding entrepreneurial initiatives; viability/marketing of micro DTLB businesses; development of micro enterprise operations in DTLB		P r o p e r t i s R e s e a r c h	Review DTLB vacant properties	July 12, 2023	
				Assemble contact information of interested properties	July 12, 2023	
				Draft email with request for more information about property, willingness/agreement to securing short-term lease, and next steps to participate in our program	July 12, 2023	
				Contact property managers, leasing agents, and property owners, when applicable	July 12, 2023	
				Identify top 5 vacant properties, prioritize list based on availability and owner willingness to conduct short-term leases	August 9, 2023	
			R e s e a r c h L e a s e s c h e d u l e	Research short-term leases for property (conditions, uses, liabilities, etc.)	August 9, 2023	
				Draft limitations and expectations of short-term leases for property document for ED review	September 13, 2023	
				Identify commercial real estate broker (DLBA Friends) to assist with development & execution	July 12, 2023	
			B r u s i n e s s r e c r u i t m e n t s c h e d u l e	Research short-term leases for business (conditions, uses, liabilities, etc.)	August 9, 2023	
				Research short-term leases for business recruitment (e.g., San Jose)	August 9, 2023	
				Draft limitations and expectations of short-term leases for business document for ED review	September 13, 2023	
Start Date	Goal	Committee Member Name(s)	Category	Task Assignment	Due Date	Completed
			R e c r u i t m e n t s t r a t e g y	Draft recruitment strategic plan (1. qualifying businesses, 2. requirements to participate, 3. marketing/communication plan, 4. pipeline development)	October 11, 2023	
				Draft retention strategic plan (1. assistance/development while in pop-up, 2. transition into long-term lease, 3. assistance/development while in retail)	October 11, 2023	

Updates to share on research:

- Property
- Lease agreements
- Business Recruitment

Questions to ask:

- Property
- Lease agreements
- Business recruitment

Are we on time?

4. CHAIRPERSON'S REPORT

4C. Assign homework:

- Speaker series: Vision, Goals, & To-do's
 - Business list
 - Dates/Member
 - ~~Speaker criteria (top 3 things a speaker must have)~~
- Gift Card report outs: Vision, Goals, & To-do's
 - Business list
 - Dates/Member
 - Report out criteria

ECONOMIC DEVELOPMENT COMMITTEE

6. OLD BUSINESS

7. NEW BUSINESS

Discussion for recommendation for future agenda items, speakers, and presentations

8. PUBLIC COMMENTS

(three minutes on all non-agenda items)

9. ADJOURNMENT

Next Meeting: September 13 (In-Person)

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