



**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

**EXECUTIVE COMMITTEE MEETING MINUTES**

**Thursday, November 3, 2022**

**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: 865 2221 9787  
Passcode: 218265

**Voting Present:** Debra Fixen, Denise Carter, Sam Pierzina, Eric Lopez, Mike Gold, Sheva Hosseinzadeh, Rhonda Love

**Voting Absent:** Alan Burks, Loara Cadavona

**DLBA Staff:** Austin Metoyer, Jeremy Ancalade, Kelsey Mader, Broc Coward

1. CALL TO ORDER and INTRODUCTIONS – Debra Fixen, Chair  
[Meeting presentation](#). Called to order at 8:03 AM.
2. SECRETARY REPORT  
**ACTION:** Approve Minutes from [October 6, 2022](#), Meeting  
**MOTION:** 1<sup>st</sup>: Carter; 2<sup>nd</sup>: Gold  
**VOTE:** None opposed. Lopez not present for vote. Motion passes.
3. TREASURER’S REPORT – Jeremy Ancalade, DLBA CFO & Sam Pierzina, Treasurer:  
[Year-to-Date Financials through September 2022](#)
  - Ancalade reported on the unaudited financials for fiscal year 2022.
  - Revenue is overperforming, but expenses over budget. This is driven by deferred revenue spend down which was largely dedicated to administrative expenses throughout the fiscal year.
  - Some PBID revenue has come in, though there is still a large amount to collect.
  - Operations is catching up to the budgeted expense line. Administration continues to be an outlier for expenses. Ancalade noted the variance within Advocacy due to the dollars spent on the PBID renewal and DEIA work.
  - Currently there is about \$1.2 million in receivables. This is mostly caused by timing associated with direct billing. Most of the accounts in Accounts Receivable under \$1,000 are related to Taste of Downtown. Fixen and Ancalade discussed collectability of these funds, noting that this is something determined by the auditors.
  - Hosseinzadeh and Ancalade discussed timing to receive the payment from the City which usually takes about a month. Some things have slowed down given the changes happening with City staffing.
  - The books appear to reflect a surplus of \$214,639 but this will be reinvested into the agency, more specifically into deferred revenue for upcoming projects.
4. CHAIRPERSON’S REPORT – Fixen
  - A. Governance Committee Report – Denise Carter, Chair
    - i. Board Vacancies
      - a) Advisory (1)
        - Carter encouraged the Committee to keep in mind DLBA’s Strategic Plan and DEIA Framework when looking to fill this seat.

- ii. Committee Vacancies
  - Economic Development and Placemaking Committees are now full; However, one vacancy remains on both Marketing & Communications and Public Safety.
  - Coward added that he was just informed of an additional vacancy on Public Safety as one of the members needs to step down due to health concerns. This brings Public Safety's vacancy count to two.
  - Mader added that Pat Welch (a past Board member) sent a Public Safety recommendation to DLBA.
- a) Economic Development (1) – Filled by Ashley Chiddick
- b) Placemaking (1) – Filled by Hannah Moon, City Fabrick
- c) Public Safety (2) – One seat filled by Yolanda Baltazar, Mosaic
- d) Marketing & Communications (3) – Two seats filled by Ashley Chiddick and Denise Carter
- iii. DEIA Framework Implementation Update
  - Two Governance committee members (Denise Carter and Griselda Suarez) were both Co-Chairs on the DEIA Steering Committee which will help with Board recruitment efforts

B. Administrative Committees

i. Audit Committee

**ACTION: Approve the Sean Rawson, Kourosh Davatolhagh, Richard Lewis, Ryan Altoon, and Michelle Molina to serve on DLBA's Audit Committee, effective immediately for a one-year term, expiring September 30, 2023.**

**MOTION: 1<sup>st</sup>: Pierzina; 2<sup>nd</sup>: Gold.**

**VOTE: None opposed. No abstentions. Motion passes.**

ii. Finance Committee

**ACTION: Approve the Sean Rawson to serve on DLBA's Finance Committee, effective immediately for a one-year term, expiring September 30, 2023.**

**MOTION: 1<sup>st</sup>: Carter; 2<sup>nd</sup>: Gold.**

**VOTE: None opposed. No abstentions. Motion passes.**

iii. Governance Committee

**ACTION: Approve Graham Gill to serve on DLBA's Governance Committee, effective immediately for a one-year term, expiring September 30, 2023.**

**MOTION: 1<sup>st</sup>: Pierzina; 2<sup>nd</sup>: Carter.**

**VOTE: None opposed. No abstentions. Motion passes.**

C. President & CEO Evaluation Tool: Bonus Structure Discussion

- Fixen reminded the returning Executive Committee members of this tool and introduced it to new the members.
- Last year the Committee worked on the evaluation tool for the President & CEO which was approved by the Board. Another piece still needs some work so a draft will be circulated to the committee for consideration.
- In past years there was a bonus for the President & CEO at the end of year. This evaluation correlated with meeting certain benchmarks outlined in the Strategic Plan. This will remain, but additional metrics will be included to address employee retention and team building.

5. PRESIDENT & CEO REPORT – Austin Metoyer

A. Assembly Bill 361 (AB 361) Compliance

- Metoyer reminded the Committee that this is only in play until the Governor declares the state of emergency over. In other words, virtual attendance will not be allowed once that happens.

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

**MOTION:** 1<sup>st</sup>: Fixen; 2<sup>nd</sup>: Carter.

**VOTE:** None opposed. No abstentions. Motion passes.

B. DLBA Draft FY22-23 Legislative Agenda Review

- Metoyer reported that this providing feedback on this document in an opportunity for the Committee to help guide the organization. This document will help identify what the key areas of focus for advocacy efforts are within DLBA. The document currently reflects the following priority areas:
  - Priority 1: Economic Development & Vitality
  - Priority 2: Public Safety & Quality of Life
  - Priority 3: Sustainability, Mobility, Liveability
  - Priority 4: Operational Effectiveness of BIDs
- Metoyer and Fixen noted that the DLBA cannot make political endorsements. This applies to individual Board members (specifically while using their DLBA affiliation).
- Pierzina asked if the Executive Committee is being asked to approve priority areas or actual policies. Metoyer clarified that input on priority areas in being requested.
- Miscellaneous Updates:
  - Metoyer updated the Committee on the two open positions: Economic Development & Policy Manager and Operations Manager. The goal is to have these positions filled by December.
  - Metoyer announced the sponsorship of the Día de los Muertos event.
  - A Public Safety Task Force will be convening this month. This will include several agencies Downtown plus the City, the Long Beach Chamber, Convention and Visitors Bureau (CVB), and a few business owners.
  - Placemaking Committee has been working to activate alley ways, and the Waite Court project is nearly complete. The mural is done and lighting is going up this week.

6. OLD BUSINESS

7. NEW BUSINESS

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

9. ADJOURNMENT

Adjourned at 8:53 AM.

**NEXT SCHEDULED EXECUTIVE COMMITTEE MEETING:**

Thursday, November 3, 2022

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](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.