

DLBA Executive Committee

November 3, 2022

Zoom Teleconferencing



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

1. Call to Order and Introductions

Debra Fixen, Chairperson

2. Secretary Report: Minutes – October 6, 2022

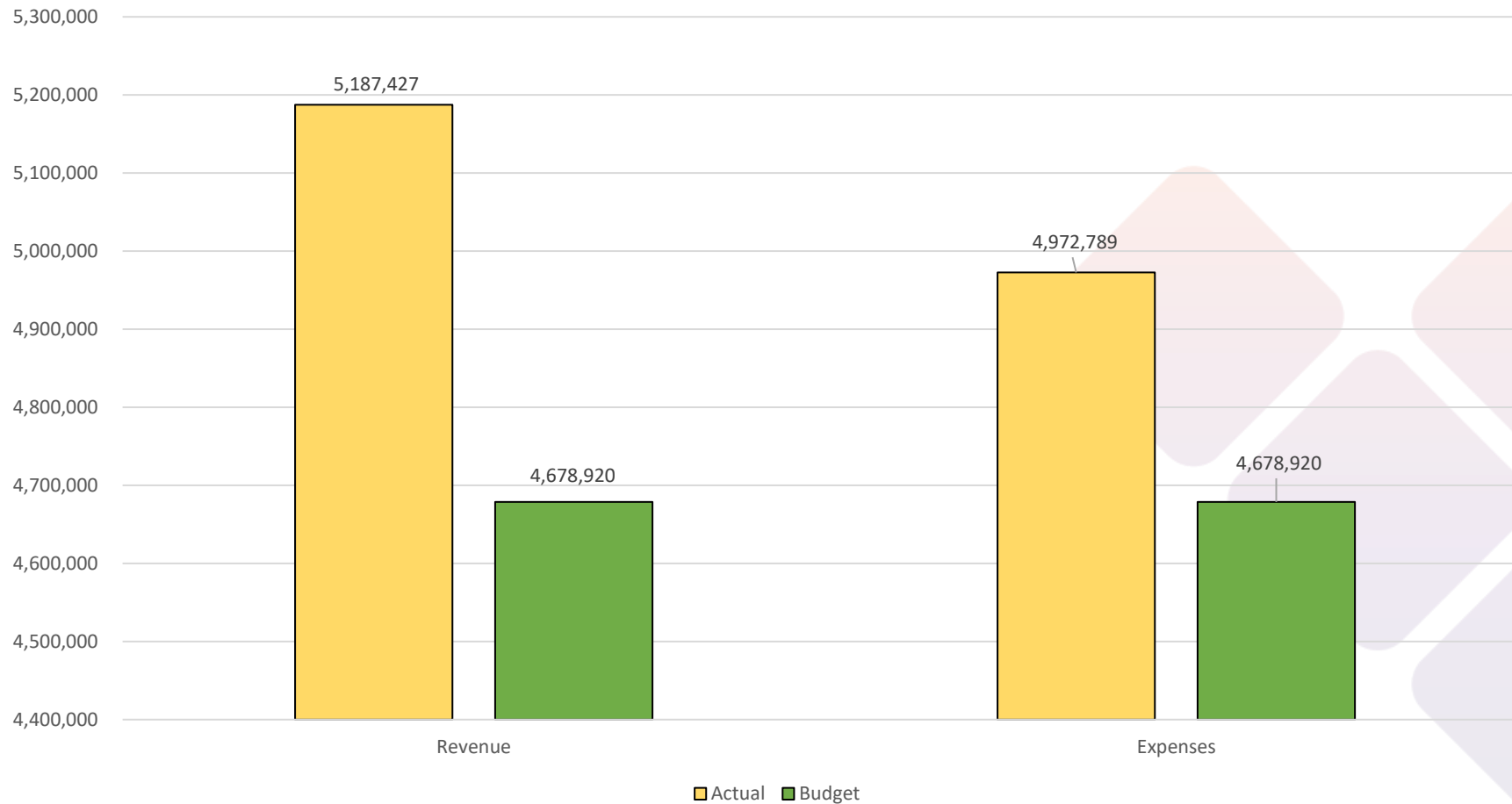
- SECRETARY REPORT: Minutes presented and approved from September 1, 2022 meeting
- CHAIR REPORT:
 - Approved Administrative Committees

ACTION: Approve Minutes from October 6 Executive Committee Meeting

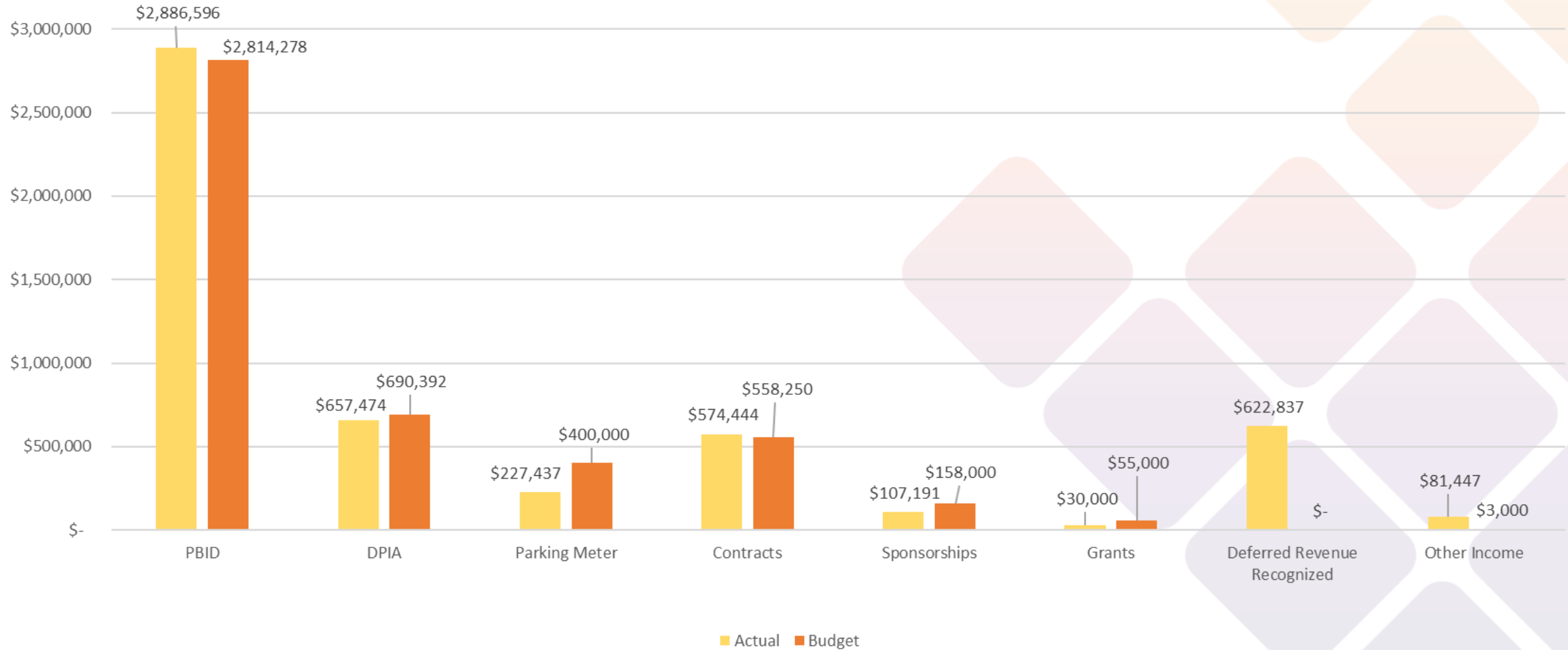
3. Treasurer's Report

Sam Pierzina, Treasurer
Jeremy Ancalade, CFO

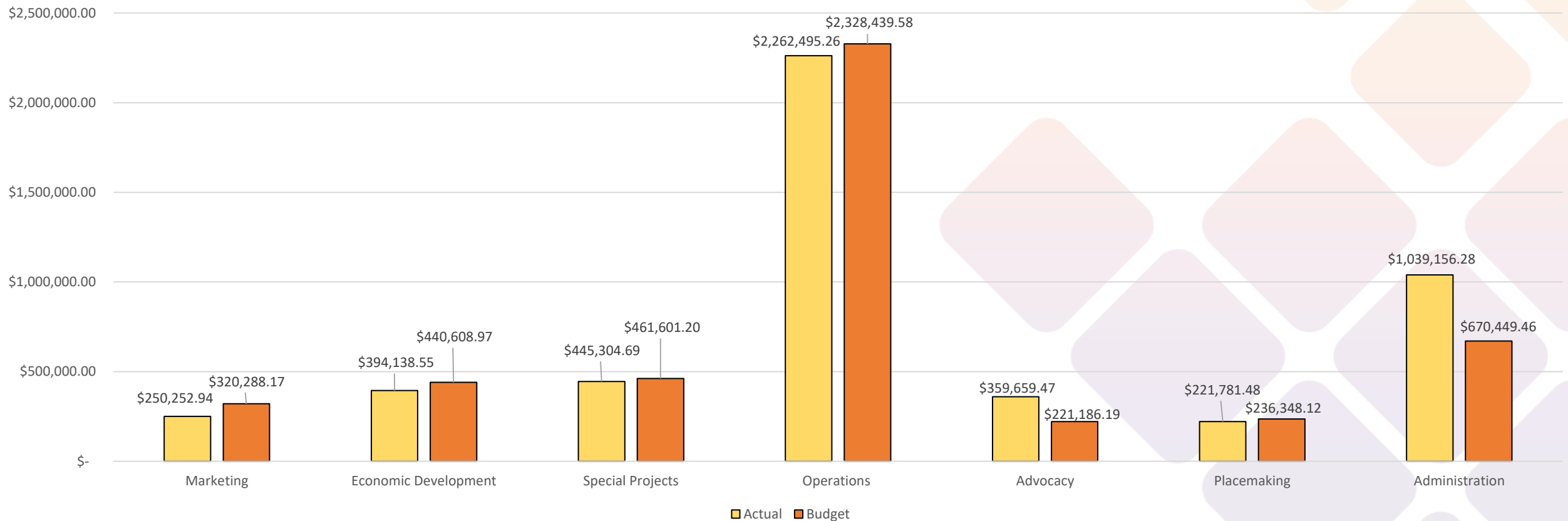
**Downtown Long Beach Alliance
As of September 30, 2022
(Fiscal Year Ending September 30, 2022)
Financial Summary**



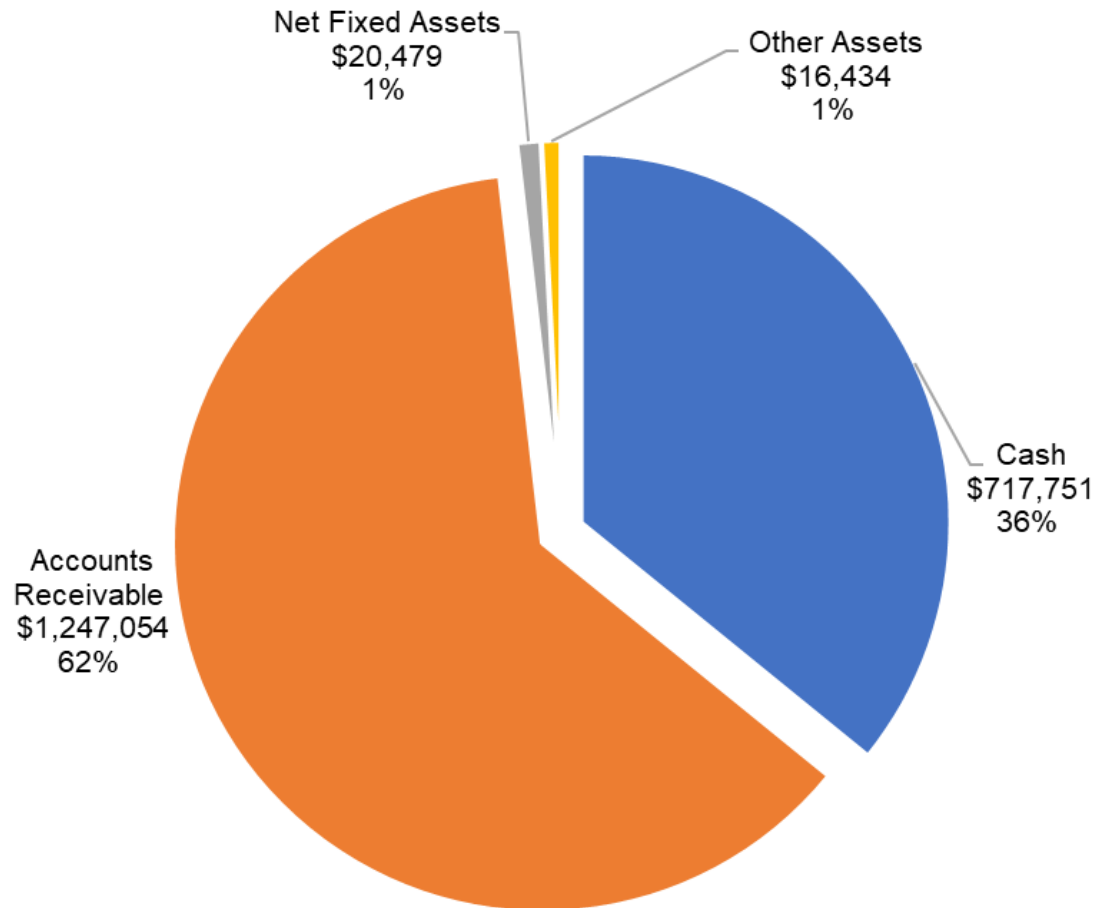
Downtown Long Beach Alliance
As of September 30, 2022
(Fiscal Year Ending September 30, 2022)
Revenue Summary



**Downtown Long Beach Alliance
As of September 30, 2022
(Fiscal Year Ending September 30, 2022)
Expense Summary**

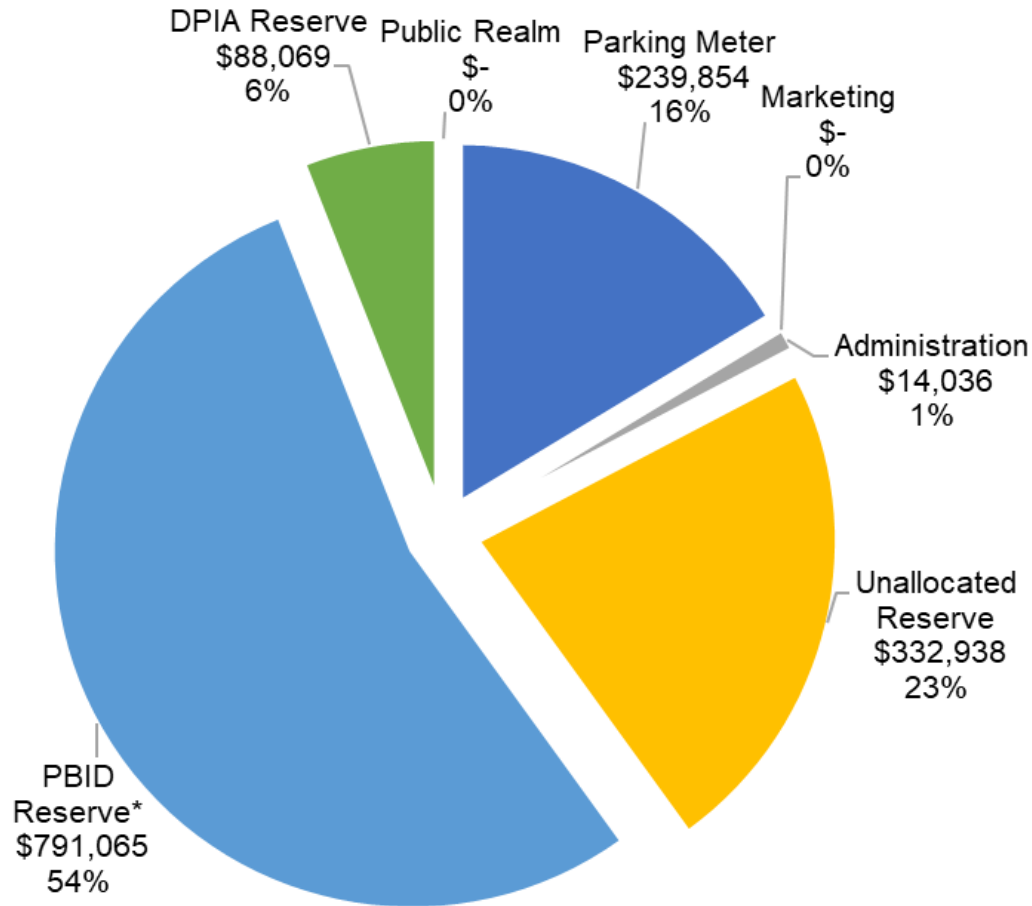


DLBA ASSETS



Cash	\$	717,751
Accounts Receivable	\$	1,247,054
Net Fixed Assets	\$	20,479
Other Assets	\$	16,434
	\$	2,001,718

DEFERRED REVENUE



Parking Meter	\$	239,854
Marketing	\$	-
Administration	\$	14,036
Unallocated Reserve	\$	332,938
PBID Reserve*	\$	791,065
DPIA Reserve	\$	88,069
Public Realm	\$	-
	\$	<u>1,465,962</u>
Balance less PBID Reserve	\$	<u>674,896.97</u>

* denotes 3-month operating cost.

Downtown Long Beach Alliance A/R Aging Summary (\$0 - \$999) As of September 30, 2022

	Current	1 - 30	31 - 60	61 - 90	91 and over	Total
Allowance for Delinquencies	\$ -	\$ -	\$ -	\$ -	\$ (185)	\$ (185)
George's Greek Cafe	\$ -	\$ -	\$ -	\$ 0.40	\$ -	\$ (0.40)
Ash Bay Soap Co.	\$ -	\$ 50	\$ -	\$ 50	\$ -	\$ 100
Kathryn Heaton	\$ -	\$ -	\$ -	\$ 100	\$ -	\$ 100
The Cypher on Elm	\$ -	\$ -	\$ -	\$ 100	\$ -	\$ 100
The Scarlet Flower	\$ -	\$ -	\$ -	\$ 100	\$ -	\$ 100
Stay Anchored.	\$ -	\$ 100	\$ -	\$ -	\$ 100	\$ 200
Auld Dubliner	\$ -	\$ -	\$ -	\$ 250	\$ -	\$ 250
Bo Beau	\$ -	\$ -	\$ -	\$ 250	\$ -	\$ 250
Fonda Tobalá at Rosemallows	\$ -	\$ -	\$ -	\$ -	\$ 250	\$ 250
Ordinarie	\$ -	\$ 250	\$ -	\$ -	\$ -	\$ 250
Site Centers- The Pike Outlets	\$ -	\$ 250	\$ -	\$ -	\$ -	\$ 250
Panini Kabob Grill	\$ -	\$ -	\$ -	\$ 309	\$ -	\$ 309
BLOCK-BY-BLOCK Association	\$ -	\$ -	\$ -	\$ -	\$ 500	\$ 500
Coldwell Banker Commercial	\$ 750	\$ -	\$ -	\$ -	\$ -	\$ 750
Crystal Gonzalez	\$ 750	\$ -	\$ -	\$ -	\$ -	\$ 750

Downtown Long Beach Alliance A/R Aging Summary (\$1,000 +) As of September 30, 2022

	Current	1 - 30	31 - 60	61 - 90	91 and over	Total
Padre Latin Table & Cocktails	\$ -	\$ 1,000	\$ -	\$ -	\$ -	\$ 1,000
Studio One Eleven.	\$ -	\$ -	\$ -	\$ 1,000	\$ -	\$ 1,000
LA County MTA	\$ 1,038	\$ -	\$ -	\$ -	\$ -	\$ 1,038
Pedal Movement (Customer)	\$ 1,750	\$ -	\$ -	\$ -	\$ -	\$ 1,750
SHORELINE VILLAGE	\$ -	\$ 1,000	\$ -	\$ 750	\$ -	\$ 1,750
Blu Community Association	\$ 898	\$ -	\$ -	\$ 898	\$ 1,698	\$ 3,494
HILLCREST MONTEREY ASSOCIATES, INC	\$ 3,161	\$ -	\$ -	\$ -	\$ 1,476	\$ 4,637
Mosaic	\$ -	\$ -	\$ -	\$ 5,000	\$ -	\$ 5,000
USPS (C)	\$ 5,355	\$ -	\$ -	\$ -	\$ 4,267	\$ 9,622
Jatin Laxpati	\$ 2,582	\$ -	\$ -	\$ 2,582	\$ 6,114	\$ 11,277
Zaferia Business Association	\$ 5,747	\$ 4,551	\$ -	\$ 4,551	\$ 4,408	\$ 19,257
US Government	\$ 32,727	\$ -	\$ -	\$ -	\$ -	\$ 32,727
GSA	\$ -	\$ -	\$ -	\$ -	\$ 38,160	\$ 38,160
Long Beach Transit (Customer)	\$ 20,784	\$19,465	\$ -	\$ -	\$ -	\$ 40,249
State of California	\$ 87,267	\$ -	\$ -	\$ -	\$ 21,821	\$ 109,087
CITY OF LONG BEACH	\$ 858,088	\$ -	\$ -	\$ -	\$ 104,445	\$ 962,533
TOTAL	\$1,021,147	\$26,916	\$ -	\$15,939	\$ 183,053	\$1,247,054

Downtown Long Beach Alliance
As of September 30, 2022 - Unaudited
(Fiscal Year Ending September 30, 2022)
Financial Summary

Year-to-Date	Actual	Budget	Variance
Revenue	5,187,427	4,678,920	508,508
Expenses	4,972,789	4,678,920	293,869
Net	214,639	-	214,639

4. Chairperson Report

Debra Fixen

4. Chairperson's Report – Debra Fixen

- A. Governance Committee Report – Denise Carter, Chair
 - i. Board Vacancies
 - a) Advisory (1)

4. Chairperson's Report – Debra Fixen

A. Governance Committee Report – Denise Carter, Chair

ii. Committee Vacancies

~~a) Economic Development (1)~~

~~b) Placemaking (1)~~

c) Public Safety (1)

d) Marketing & Communications (1)

4. Chairperson's Report – Debra Fixen

- A. Governance Committee Report – Denise Carter, Chair
 - iii. DEIA Framework Implementation Update

4. Chairperson's Report – Debra Fixen

B. Administrative Committees

i. Audit Committee

ACTION: Approve 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.

4. Chairperson's Report – Debra Fixen

- B. Administrative Committees
 - ii. Finance Committee

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

4. Chairperson's Report – Debra Fixen

B. Administrative Committees

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.

4. Chairperson's Report – Debra Fixen

C. President & CEO Evaluation Tool: Bonus Structure Discussion

5. President & CEO Report

Austin Metoyer

5. President & CEO Report – Austin Metoyer

A. Assembly Bill 361 (AB 361) Compliance

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

5. President & CEO Report – Austin Metoyer

B. DLBA Draft Legislative Agenda Review

5. President & CEO Report – Austin Metoyer

What is a policy or legislative agenda?

A policy agenda helps to identify the key priority areas of focus for an organization's yearly advocacy efforts

5. President & CEO Report – Austin Metoyer

Key Areas:

- A. Economic Development
- B. Public Safety & Quality of Life
- C. Sustainability, Mobility & Livability
- D. BID Operational Effectiveness

5. President & CEO Report – Austin Metoyer

Priority 1: Economic Development & Vitality

Re-energizing active investment in downtown to support housing, retail, business expansion, mixed-use and other projects as economic multipliers. DLBA advocates for policies that spur new resources and development opportunities in Downtown.

***Advocacy areas:** housing development for all incomes; Redevelopment/Tax increment financing; Infill infrastructure Improvements; Business Assistance and Support; support of land use and planning documents; Streamline permitting process*

Example:

Third-Party Delivery Fee Cap – City of Long Beach

Land Use Element – City of Long Beach

SB 314 – Extension of Emergency Outdoor Alcohol License Program

5. President & CEO Report – Austin Metoyer

Priority 2: Public Safety & Quality of Life:

Public Safety concerns include both actual and perceived safety. How safe do residents and visitors feel as they navigate streets or travel to Downtown? Safe and clean public spaces are the foundation of a thriving and viable Downtown. DLBA advocates for policies that provide access, services and resources to those experiencing homelessness and safety for all users of the Downtown.

Advocacy areas: Public safety; Homelessness; Mental health

Example:

Homeless Education & Response Team (HEART)– City of Long Beach

SB 1338– Establishment of Community, Assistance, Recovery and Empowerment (CARE) Court system

5. President & CEO Report – Austin Metoyer

Priority 3: Sustainability, Mobility, Livability:

Urban design and the form of the public realm play significant roles in shaping Downtown Long Beach. Connections between streets, amenities such as sidewalks and street furniture, access to transit, and the visual appearance of Downtown all affect how likely retailers and other businesses are to locate Downtown. DLBA advocates for policies that improve the public realm and enhance the pedestrian experience.

***Advocacy areas:** public park improvements and programming, public and private art, green space, safe and secure transportation*

Example:

Open Streets Initiative - City of Long Beach
SB 922- CEQA Exemption for Transit Related Projects

5. President & CEO Report – Austin Metoyer

Priority 4: Operational Effectiveness of BIDs

The activities, maintenance, and improvements provided by business improvement districts (BIDs) provide special benefits to assessed properties and businesses and are essential to the continued growth of Downtown. DLBA advocates for policies that ensure it and other BIDs can fulfil their core mission efficiently and effectively.

Advocacy areas: *BID renewal; Special assessment districts; BID operations, CPRA*

Example:

Regional Recovery Fund Eligibility– LA County
AB 2890– BID Renewal General vs. Special Benefit

5. President & CEO Report – Austin Metoyer

C. Misc.

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