

# DTLB Alliance Executive Committee

November 6, 2024

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 – September 5

- Programming Chair & Vice-Chair Appointments
- 501(c)(3) Development Update
- Grants Pass v. Johnson Review

**ACTION:** Approve Minutes from September 5 Executive Committee Meeting

# 3. Treasurer's Report

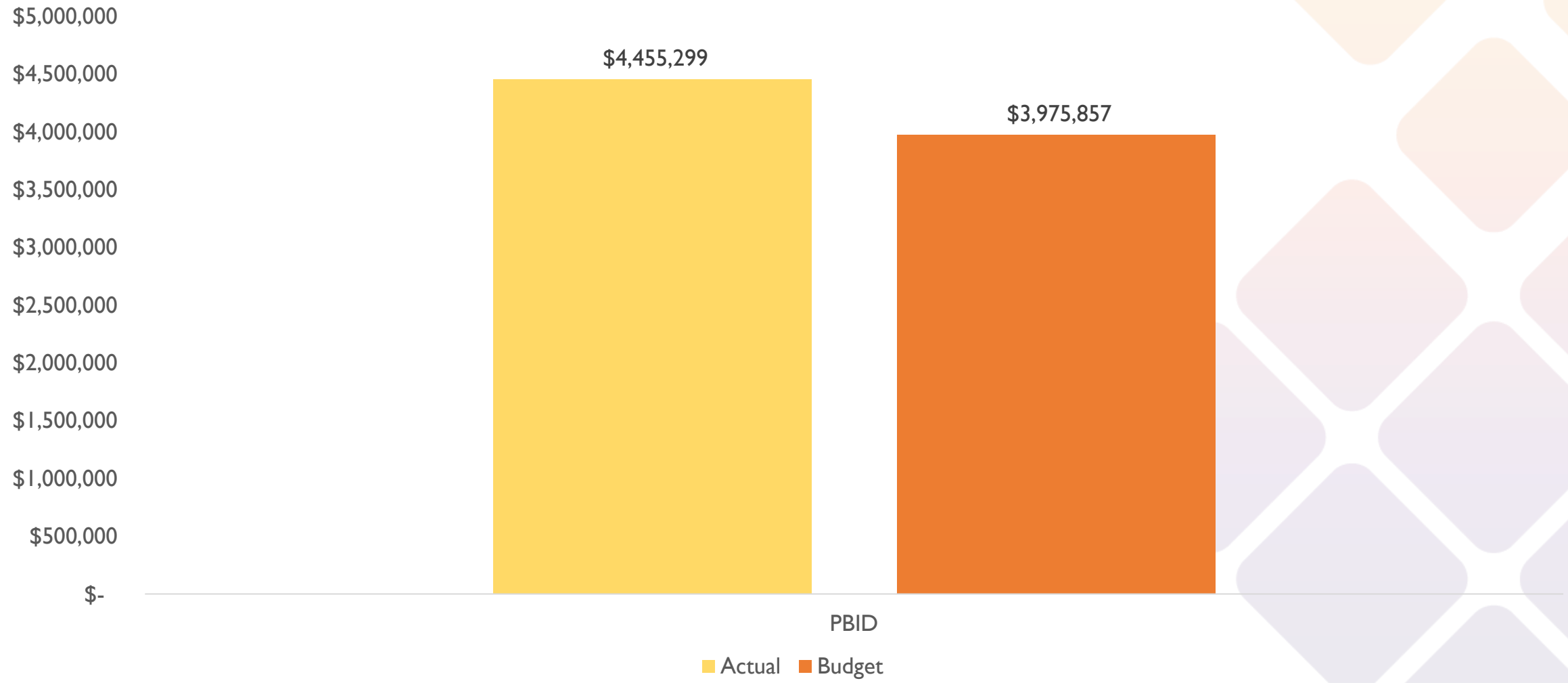
Amy Chambers, Treasurer

Jeremy Ancalade, Vice President of Finance and Administration

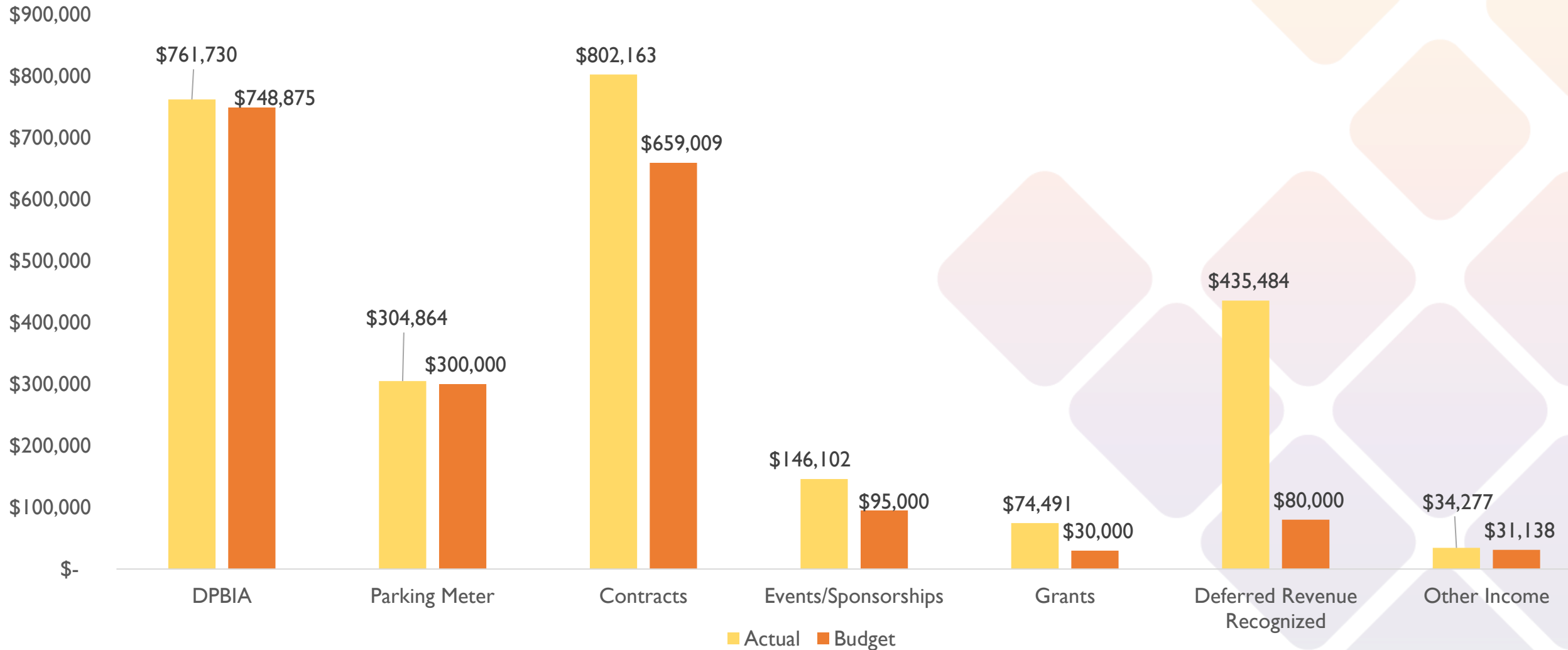
**Financial Summary**  
**As of September 30, 2024**



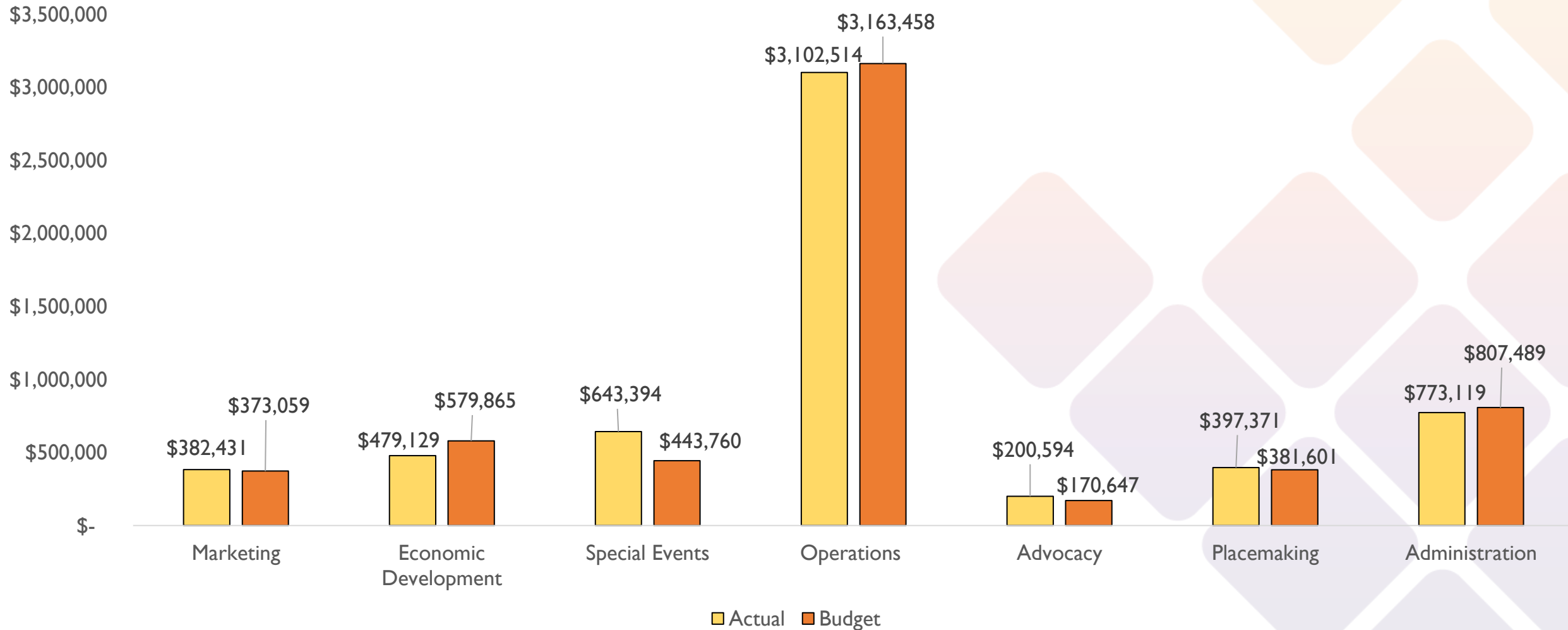
**Revenue Summary**  
**As of September 30, 2024**



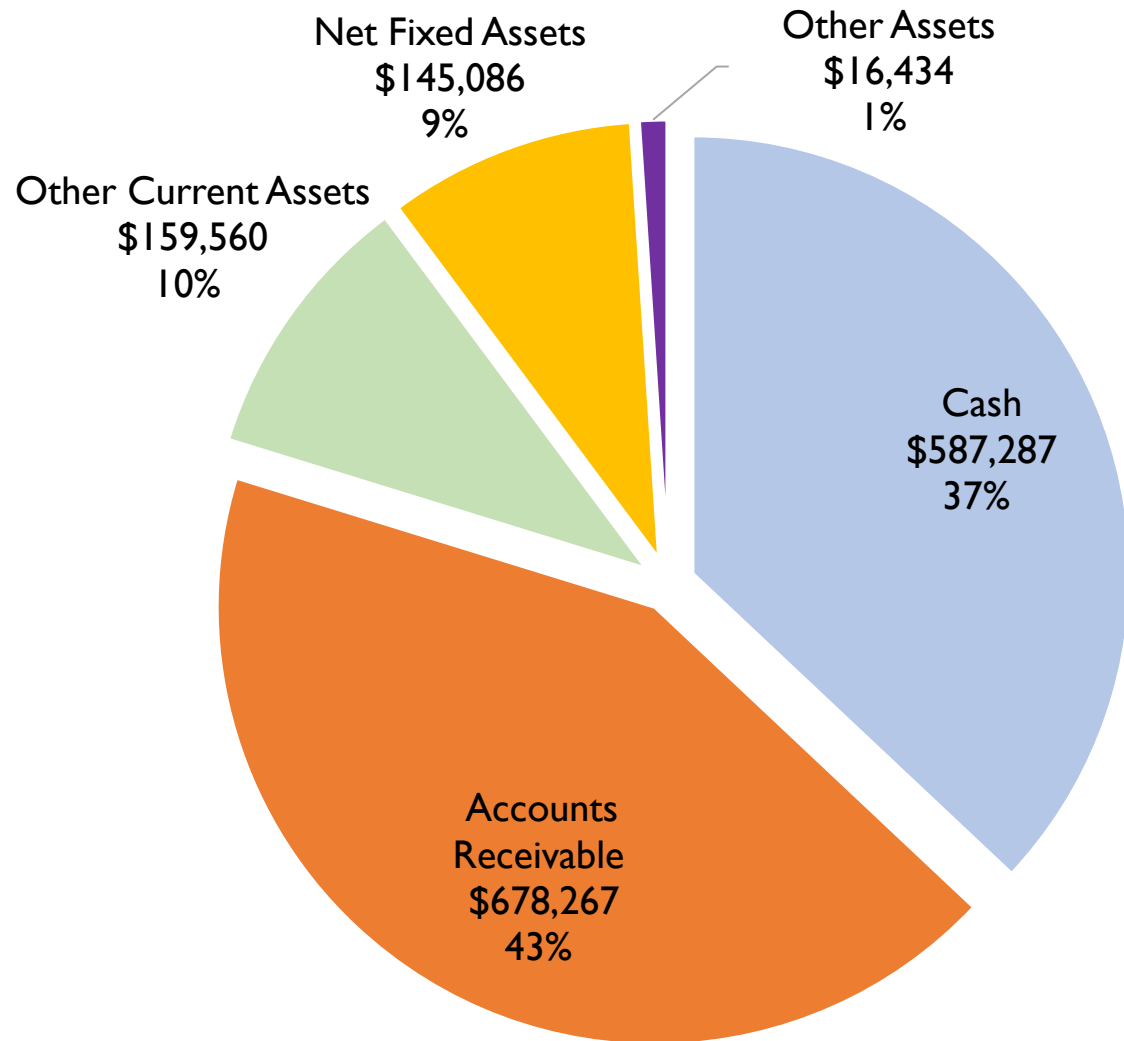
**Revenue Summary**  
**As of September 30, 2024**



**Expense Summary**  
**As of September 30, 2024**

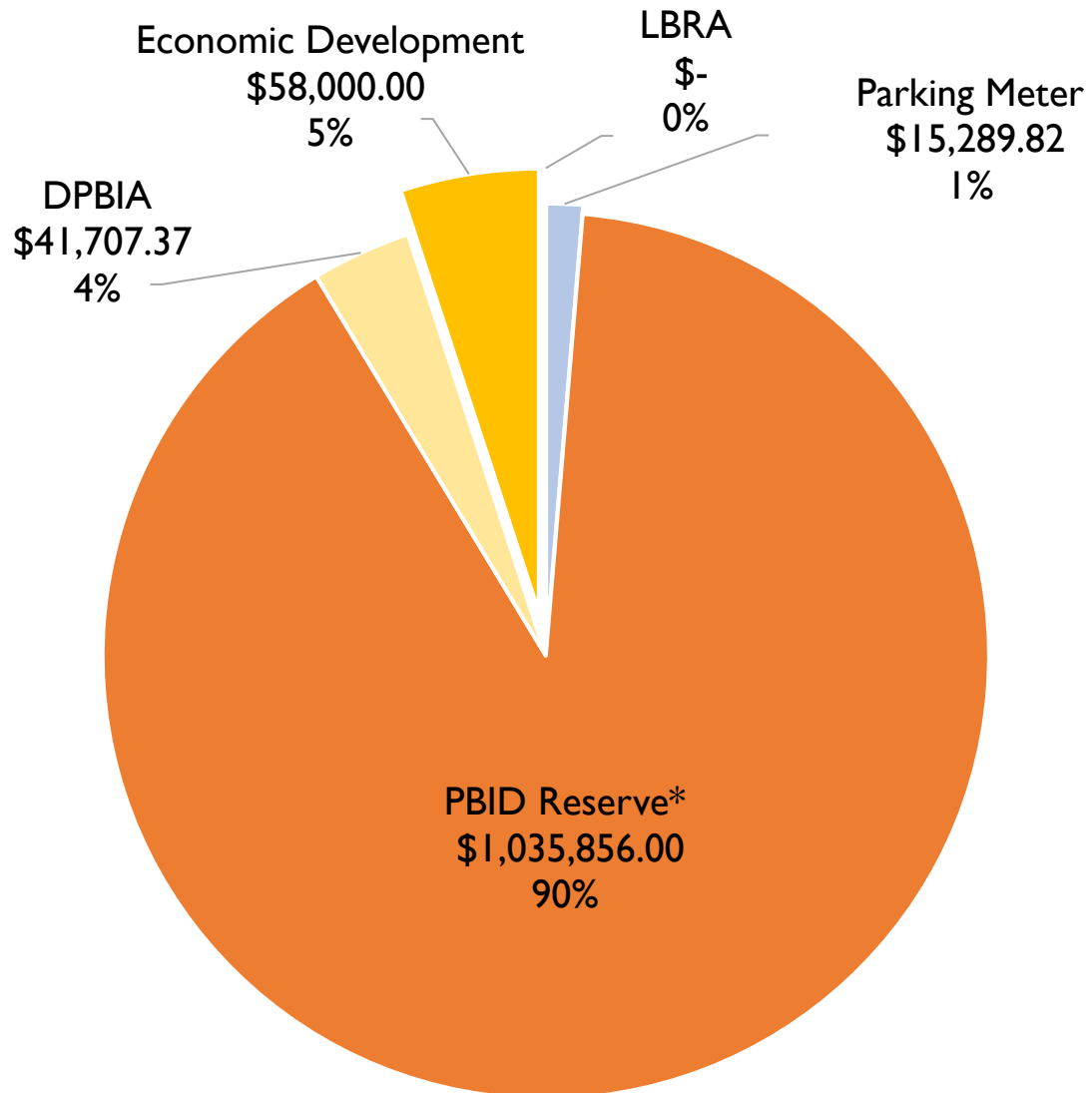






**DLBA Assets**

Cash	\$	587,287
Accounts Receivable	\$	678,267
Other Current Assets	\$	159,560
Net Fixed Assets	\$	145,086
Other Assets	\$	16,434
		<hr/> <hr/>
	\$	1,586,634



**DLBA Deferred Revenue**

Parking Meter	\$	15,289.82
PBID Reserve*	\$	1,035,856.00
DPBIA	\$	41,707.37
Economic Development	\$	58,000.00
LBRA	\$	-
<b>Balance less PBID Reserve</b>	<b>\$</b>	<b>114,997.19</b>

## A/R Aging Summary

As of September 30, 2024

	Current	1 - 30	31 - 60	61 - 90	91 and over	Total
<b>CITY OF LONG BEACH</b>	\$ 390,067.57	\$ -	\$ -	\$ -	\$ 68,500.00	\$ 458,567.57
State of California	\$ -	\$ -	\$ -	\$ -	\$ 97,702.51	\$ 97,702.51
Long Beach Transit (Customer)	\$ 44,135.03	\$ -	\$ 22,567.43	\$ -	\$ -	\$ 66,702.46
Midtown Business Improvement District	\$ 11,189.56	\$ -	\$ 5,594.78	\$ -	\$ -	\$ 16,784.34
Zaferia Business Association	\$ 9,925.14	\$ -	\$ -	\$ -	\$ -	\$ 9,925.14
Long Beach Center Loan, LLC (Mosaic)	\$ 4,541.92	\$ -	\$ 2,270.96	\$ -	\$ -	\$ 6,812.88
Port of Long Beach	\$ -	\$ -	\$ -	\$ -	\$ 3,000.00	\$ 3,000.00
Visit Long Beach	\$ -	\$ 3,000.00	\$ -	\$ -	\$ -	\$ 3,000.00
Mercy Housing (300 Alamitos)	\$ 1,936.08	\$ 968.04	\$ -	\$ -	\$ -	\$ 2,904.12
<b>SHORELINE VILLAGE</b>	\$ 2,500.00	\$ -	\$ -	\$ -	\$ -	\$ 2,500.00
<b>HILLCREST MONTEREY ASSOCIATES, INC</b>	\$ 2,331.30	\$ -	\$ -	\$ -	\$ -	\$ 2,331.30
LA County MTA	\$ -	\$ -	\$ -	\$ -	\$ 2,051.14	\$ 2,051.14
Partake Collective.	\$ -	\$ -	\$ -	\$ 2,000.00	\$ -	\$ 2,000.00
Blu Community	\$ 1,785.42	\$ -	\$ -	\$ -	\$ -	\$ 1,785.42
200 West Ocean	\$ 1,000.00	\$ -	\$ -	\$ -	\$ -	\$ 1,000.00
<b>HUBB</b>	\$ -	\$ -	\$ -	\$ 300.00	\$ 400.00	\$ 700.00
<b>BLOCK-BY-BLOCK</b>	\$ 250.00	\$ -	\$ -	\$ -	\$ -	\$ 250.00
Hamburger Mary's (Customer)	\$ -	\$ -	\$ -	\$ -	\$ 250.00	\$ 250.00
<b>TOTAL</b>	<b>\$469,662.02</b>	<b>\$3,968.04</b>	<b>\$30,433.17</b>	<b>\$2,300.00</b>	<b>\$171,903.65</b>	<b>\$678,266.88</b>

**A/R Aging Summary**

As of October 31, 2024

	<b>Current</b>	<b>1 - 30</b>	<b>31 - 60</b>	<b>61 - 90</b>	<b>91 and over</b>	<b>Total</b>
<b>CITY OF LONG BEACH</b>	\$ -	\$ -	\$ 172,000.00	\$ -	\$ 68,250.00	\$ 240,250.00
<b>State of California</b>	\$ -	\$ -	\$ -	\$ -	\$ 97,702.51	\$ 97,702.51
<b>Midtown Business Improvement District</b>	\$ -	\$ 11,189.56	\$ -	\$ 5,594.78	\$ -	\$ 16,784.34
<b>Port of Long Beach</b>	\$ -	\$ -	\$ -	\$ -	\$ 3,000.00	\$ 3,000.00
<b>Visit Long Beach</b>	\$ -	\$ -	\$ 3,000.00	\$ -	\$ -	\$ 3,000.00
<b>SHORELINE VILLAGE</b>	\$ -	\$ 2,500.00	\$ -	\$ -	\$ -	\$ 2,500.00
<b>LA County MTA</b>	\$ -	\$ -	\$ -	\$ -	\$ 2,051.14	\$ 2,051.14
<b>Partake Collective.</b>	\$ -	\$ -	\$ -	\$ -	\$ 2,000.00	\$ 2,000.00
<b>200 West Ocean</b>	\$ -	\$ 1,000.00	\$ -	\$ -	\$ -	\$ 1,000.00
<b>Mercy Housing (300 Alamitos)</b>	\$ -	\$ 968.04	\$ -	\$ -	\$ -	\$ 968.04
<b>HUBB</b>	\$ -	\$ -	\$ -	\$ -	\$ 700.00	\$ 700.00
<b>BLOCK-BY-BLOCK</b>	\$ 250.00	\$ -	\$ -	\$ -	\$ -	\$ 250.00
<b>Hamburger Mary's (Customer)</b>	\$ -	\$ -	\$ -	\$ -	\$ 250.00	\$ 250.00
<b>TOTAL</b>	<b>\$250.00</b>	<b>\$15,657.60</b>	<b>\$175,000.00</b>	<b>\$5,594.78</b>	<b>\$173,953.65</b>	<b>\$370,456.03</b>

**Downtown Long Beach Alliance**  
**As of September, 2024 - UNAUDITED**  
**(Fiscal Year Ending September 30, 2024)**  
**Financial Summary**

<b>Year-to-Date</b>	<b>Actual</b>	<b>Budget</b>	<b>Variance</b>
<b>Revenue</b>	5,978,553	5,919,879	58,674
<b>Expenses</b>	5,978,553	5,919,879	58,674
<b>Net</b>	-	-	-

# 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. Approve Administrative Committees – Sam Pierzina, Chair

#### i. Finance Committee

- Amy Chambers (Board Treasurer)
- Kourosh Davatolhagh
- Milton Ordonez
- Thomas Mays
- Loara Cadavona

**ACTION:** Approve Finance Committee, effective immediately for a one-year term, expiring upon election of a Finance Committee in the first Board meeting of FY 2026.



## 4. Chairperson's Report – Sam Pierzina, Chair

### B. Approve Administrative Committees – Sam Pierzina, Chair

#### ii. Audit Committee

- Kouros Davatolhagh
- Silissa Uriarte Smith
- Milton Ordonez
- Bob Kelton

**ACTION:** Approve Audit Committee, effective immediately for a one-year term, expiring upon election of an Audit Committee in FY 2026.

# 5. President & CEO Report

Austin Metoyer

## 5. President & CEO Report – Austin Metoyer

### A. Update on 501(c)3 Development

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

## January

- Feedback Analysis
- Draft Plan Development
- Internal Review

## February

- Plan Refinement and Public Presentation
- City Council Preparation

## March

- City Council Presentation and Review
- Approval Process

## April

- City Council Approval
- Implementation Phase Begins

# San Francisco Partnership Inc.:

## Front Street Entertainment Zone

### Program Overview

- Front Street Entertainment Zone in San Francisco allows for the public consumption of alcoholic beverages within a designated area during special events.
- The zone spans Front Street between California and Sacramento Streets (1 block), operating between noon and 11:59 p.m. daily, with event-specific street closures and permits required for large gatherings.
- The zone is designed to drive economic growth for local bars and restaurants
- Requests clear operational standards (age, public safety plan, reusable cups, signage)
- Required the development of a Management Plan that outlines includes regular and signature events, physical enhancements, and partnerships (3bars)





# San Francisco Partnership Inc.:

## Front Street Entertainment Zone

### Key Takeaways

- SF has a dedicated city staff member responsible for overseeing entertainment zones
- Both the BID and external organizations can plan events in the EZ – capacity remains a concern
- Success of Front Street is leading to the creation of 15 new EZs in SF
- Financial District is primarily office-based district vs mixed or resident serving
- Hosted two large events (Halloween & Oktoberfest) both events drew larger than expected crowds
  - Aligning event closure time with bar closures helped control after event impacts
- Announced EZ with a reimagining of Front Street and large event





# Downtown Grand Rapids:

## Downtown Social District/Refreshment Areas

### Program Overview

- Downtown Grand Rapids Social District allows open container alcoholic beverages within specific areas – however no event permit is required
- Licensed bars, restaurants, and breweries within the district can sell to-go alcoholic beverages in branded, reusable containers – establishments require an additional license
- The district has helped support an increase foot traffic and fostered a unique experience
- Clear signage defines district boundaries, and patrons must stay within the designated areas while consuming alcohol.
- Participating businesses use branded cups, and alcohol is prohibited from being taken outside district limits.
- The district does schedule events in partnership with businesses and outside groups.



# Downtown Grand Rapids:

## Downtown Social District

### Key Takeaways

- Grand Rapids model is an open container at all times, but had not seen an increase disruptive behavior – a potential concern for residents and law enforcement
- Leveraged the flexible policies and desire to support business during COVID restrictions
- Grand Rapids does not manage the district but does maintain/provide signage and normal clean services



# Timeline

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- Research Existing Programs
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## 5. President & CEO Report – Austin Metoyer

C. Review & Approve [24-25 Policy Agenda](#)

## 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.
- Last approved by the Executive Committee in FY 22-23

## 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 I: 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:

- Support of SB 969 (Entertainment Zones)
- Support for Shoemaker Bridge Replacement Project (Funding)
- Support for 400 Oceangate Project (Development)
- Support for 335 Pacific Project (Development)



## 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:

Support for Enhancements to Code Enforcement and Vacant Properties  
Support for Mayor's Housing Package Proposal



## 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:

Support for North Pine Ave Community Vision Plan

## 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:

AB 2890– BID Renewal General vs. Special Benefit

## 5. President & CEO Report – Austin Metoyer

C. Review & Approve [24-25 Policy Agenda](#)

**ACTION:** Approve 2024-2025 Policy Agenda

# 5. President & CEO Report – Austin Metoyer

## D. Misc.

**DOWNTOWN  
LONG BEACH  
ALLIANCE** | @ DTLBAlliance | DowntownLongBeach | dtlb.org

**MUG TO MUG:**  
A Caffeinated Downtown  
Business to Business Exchange  
*Meets every other  
odd 3rd Tuesday*

**DTLB LINK  
& LEARN:**  
Learn a Little, Link a Lot!  
*Meets every other 2nd  
Wednesday at 5:30 PM*

**WEBINAR  
WEDNESDAYS:**  
Small Business Education,  
One Wednesday at a Time!  
*Meets virtually every Wednesday*

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

**Next Executive Committee Meeting:**

December 5, 2024

DTLB Alliance Conference Room

# DTLB Alliance Executive Committee

November 6, 2024

Thank you to the following Downtown Businesses!

Breakfast provided by:



Coffee provided by:



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