



DOWNTOWN LONG BEACH ALLIANCE

Members

Denise Carter – Chair

Sam Pierzina – Chair-Elect

Alan Burks – Secretary

Mike Gold - Treasurer

Debra Fixen – Past Chair

Bo Martinez – City
Representative

Loara Cadavona

Rhonda Love

Sheva Hosseinzadeh

DLBA Staff

Austin Metoyer
President & CEO

James Ahumada
Senior Vice President &
Deputy CEO

Jeremy Ancalade
Vice President of Finance &
Administration

Kelsey Mader

General Manager

EXECUTIVE COMMITTEE MEETING MINUTES

Thursday, November 9, 2023

8 AM

DLBA Conference Room

100 W Broadway, Suite 120., Long Beach, CA 90802

Voting Present: Denise Carter, Sam Pierzina, Alan Burks, Mike Gold, Bo Martinez, Loara Cadavona, Rhonda Love

Voting Absent: Debra Fixen, Sheva Hosseinzadeh

DLBA Staff: Austin Metoyer, Kelsey Mader, Jeremy Ancalade, James Ahumada

Guests: Milton Ordonez

1. CALL TO ORDER and INTRODUCTIONS – Denise Carter, Chair
[Meeting presentation](#). Called to order at 8:06 AM.
2. SECRETARY REPORT
ACTION: Approve Minutes from [October 11, 2023](#), Meeting
MOTION: 1st: Gold; 2nd: Pierzina.
VOTE: None opposed. Cadavona abstained. Motion passes.
3. TREASURER’S REPORT- Jeremy Ancalade, DLBA Vice President of Finance & Administration & Mike Gold, Treasurer
[Draft Year-to-Date Financials through September 2023](#)
 - Gold & Ancalade reported on the financials for the entire 2022-23 fiscal year. These are unaudited numbers.
 - Expenses that were overbudget were offset by deferred revenue. Overall, the organization is breaking even with expenses vs. revenue.
 - Cadavona asked if DLBA has considered developing a process for reserve/emergency funding. Ancalade noted that nothing exists yet, but perhaps the Finance Committee can create something.
4. CHAIRPERSON’S REPORT – Carter
 - A. Remarks from the Chair
 - B. Approve Administrative Committees
 - i. Finance Committee Appointments
 - Pierzina brought up concerns about participation in this committee. Metoyer shared that he has discussed participation with all the listed candidates and each of them has committed to giving their time as needed.

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 2025.

 - Amy Chambers
 - Kourosh Davatolhagh
 - Jeremy Harris
 - Sean Rawson

MOTION: 1st: Gold; 2nd: Burks.
VOTE: None opposed. No abstentions. Motion passes.

5. PRESIDENT & CEO REPORT – Austin Metoyer

A. Downtown Public Safety Discussion

- Metoyer updated the Committee on public safety concerns throughout Downtown that have arisen in recent weeks. DLBA is coordinating with the City, Long Beach Police Department (LBPD), Mayor’s office, and Convention and Visitors Bureau (CVB) to develop a plan to address this increase in safety concerns.
- In particular, an incident in the East Village neighborhood has triggered a strong reaction from the aforementioned.
- Business owners throughout Downtown have expressed frustration with employment due to the perceived safety issues in the community.
- Cadavona suggested the idea of partnering with large organizations who already utilize their own private security to ramp up safety presence in certain areas.
- The City has received additional funding dedicated to providing beds for those experiencing homelessness in/around Billie Jean King Library and Lincoln Park.
- Cadavona, Martinez, and Metoyer discussed storefront vandalism and window break-ins. Cadavona noted the financial burden this imposes on small business while the City takes a while to process the request for funding through the Visual Improvement Program (VIP) Grant. Metoyer suggested that DLBA can potentially be a facilitator in getting this funding to business owners faster with the help of the City.
- The Committee considered the points made when discussing how to enhance safety services throughout the Downtown districts. One option is to utilize the current contractor, Block by Block, and increase shifts to improve upon the existing system and presence of Ambassadors. The second option is to hire a new security company with expanded services and methodologies in handling safety issues.
- The committee chose to temporarily test out the new security company with increased safety training as a pilot program, then will reassess to understand the benefit vs. cost.

ACTION: Approve funding for increased safety services through a private security company as a pilot program in the Downtown.

MOTION: 1st: Love; 2nd: Gold.

VOTE: None opposed. Cadavona and Carter not present for vote. Motion passes.

B. Misc.

6. OLD BUSINESS
7. NEW BUSINESS
8. PUBLIC COMMENTS (three minutes on all non-agenda items)
9. ADJOURNMENT
Adjourned at 9:18 AM.

NEXT SCHEDULED EXECUTIVE COMMITTEE MEETING:

Thursday, December 7, 2023 8AM Location: DLBA Conference Room

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. 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.