



HAPPY BIRTHDAY COURTNEY!!

**ECONOMIC DEVELOPMENT
COMMITTEE
SEPTEMBER 13, 2023**



**DOWNTOWN
LONG BEACH
ALLIANCE**

I. CALL TO ORDER & INTRODUCTIONS



2. APPROVE MINUTES – August 10, 2023

Action: Approve Minutes August 10, 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.

Events:

**10/11/23 EDC Mixer -
Ficklewood**

**9/26/23 De-escalation
Training (East Village)**

**10/17/23 (3rd Tuesday)
Mug to Mug: A Caffeinated
Business to Business
Exchange - **Blankspaces****

**11/21/23 Mug to Mug -
Green Pines Creative**

Ribbon Cuttings:

9/13/23 ABAR Law (4PM)

9/14/23 Planet Fitness (4PM)

3. STAFF REPORT

3B.

Research & Data Analyst

Shai Demus

- Los Angeles Food Bank (2019-Present)
- MPA, Cal State, LB
- Long Beach local



4. CHAIRPERSON'S REPORT

4A. FY 2024 EDC Roster

- John Tully (Chair)
- Shane Young (Co-Chair)
- Ashleigh Stone
- Courtney Chatterson
- Isabelle Bart
- Aaron Palmer
- **Josh Rockwell**, Rockwell Process Consulting
(315 W. 3rd St.)
- **Holly Boutelle**, William Morris Commercial
(100 W. Broadway)
- **Dr. Karen Semien McBride**, MKCircle CEO Institute
(400 Oceangate)

4. CHAIRPERSON'S REPORT

4B. FY 2024 EDC Schedule

- 10/11/2023
 - Meeting 4 - 5PM; Mixer 5:30 - 7PM (Ficklewood)
- 12/13/2023
 - Meeting 4 - 5PM; Mixer 5:30 - 7PM (District Wine)
- 2/14/2024
 - Meeting 4 - 5PM; Mixer 5:30 - 7PM
- 4/10/2024
 - Meeting 4 - 5PM; Mixer 5:30 - 7PM
- 6/12/2024
 - Meeting 4 - 5PM; Mixer 5:30 - 7PM
- 8/14/2024
 - Meeting 4 - 5PM; Mixer 5:30 - 7PM

4. CHAIRPERSON'S REPORT

4C. Review 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 (form)

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	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 t m e n t s c h	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 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:](#)



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: October 11 (In-Person) **moving to every other month**

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