



**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

100 West Broadway, Ste 120  
Long Beach, CA 90802  
T: 562.436.4259  
F: 562.437.7850

**EXECUTIVE COMMITTEE MEETING MINUTES**

**Thursday, December 1, 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: 850 1606 9314  
Passcode: 576852

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

**Voting Absent:** None

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

**Guests:** Bo Martinez, Director of Economic Development with City of Long Beach

1. **CALL TO ORDER and INTRODUCTIONS** – Debra Fixen, Chair  
Meeting presentation. Called to order at 8:03 AM.
  - Fixen introduced the City’s new Director for Economic Development, Bo Martinez. Martinez briefly introduced himself, sharing the following:
    - Martinez has working in several different cities from Denver to Miami Beach and is excited to now work in Long Beach.
    - He values the DLBA, its Board, committees, and staff. He believes that a central business improvement district (BID) is an important anchor to the City, keep activities and events
    - He hopes to keep activities and events Downtown while continuing to tackle challenges those who live and work in the area face.
    - The DLBA in many ways acts as an extension of the work done at the City’s Economic Development Department.
    - Several members of the Committee welcomed Martinez to his new role and shared their excitement to being working with him.
  
2. **SECRETARY REPORT**  
**ACTION:** Approve Minutes from November 3, 2022, Meeting  
**MOTION:** 1<sup>st</sup>: Pierzina; 2<sup>nd</sup>: Burks.  
**VOTE:** None opposed. Cadavona abstained. Motion passes.
  
3. **TREASURER’S REPORT** – Jeremy Ancalade, DLBA CFO & Sam Pierzina, Treasurer: Year-to-Date Financials through October 2022
  - Ancalade presented the year-to-date financials, noting that this is the first month of the fiscal year so there is some data but not much to analyze yet.
  - Current projections look as expected with revenues right on target. Expenses are slightly under budget with some variances due to salary. This likely will result in some savings throughout the year.
  - Ancalade noted that bad debt written off has approved drastically improved over the last two years. In 2020-21, DLBD wrote off approximately \$200,000 whereas last year (2021-22) the organization only wrote off about \$4,000.
  - Hosseinzadeh inquired about forcing payment of event sponsorships before allowing participation in upcoming Taste of Downtown events. Coward confirmed that this is an option, but there are also other alternatives to collect on these invoices. One potential solution is to deduct the amount owed on the payout to vendors attending the events.

- A. 2021 – 22 Audit Overview
  - Overall, the audit went well and took only about 4 days.
  - This is on track to have this approved by the Board at its next meeting.
- B. Form 900

4. CHAIRPERSON'S REPORT – Fixen

- A. Governance Committee Report – Denise Carter, Chair
  - Carter reviewed the following vacancies and asked Executive Committee members to continue considering candidates to fill these seats. The Governance Committee hopes to have some of the programming committee seats filled next month, as there are a few candidates who have expressed interest in serving on these committees.
  - i. Board Vacancies
    - a) Advisory (1)
  - ii. Committee Vacancies
    - a) Public Safety (2)
    - b) Marketing & Communications (1)

5. PRESIDENT & CEO REPORT – Austin Metoyer

- A. Assembly Bill 361 (AB 361) Compliance

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

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

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

- B. DLBA Draft FY22-23 Legislative Agenda Review

**ACTION: Amend the agenda to approve the DLBA Draft FY22-23 Legislative Agenda at the next Executive Committee meeting scheduled for January 2023.**

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

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

- C. City Department Updates

- Metoyer gave the floor to Martinez to discuss some of his department's initiatives/projects.
  - Blueprint 2.0 was just adopted at City Council. This provides a vision for the City and a roadmap for how to get there.
  - Martinez listed a few focus areas he wants to tackle first:
    1. Marketing and branding: Let people know what we are doing
    2. Focus on the digital divide: Access to affordable internet and technology
    3. Workforce development: Struggles with retention and recruitment
    4. Homelessness: Collaborative work with other City departments to find a permanent solution.
  - Martinez also announced the anticipation reopening of the Queen Mary later this month and the importance of business retention.
- Cadavona mentioned the Health Department's challenge in finding land for shelters for the unhoused population. She suggested each district commit to identifying parcels of land to dedicate to this effort so shelters are equally divided throughout the City.
- Lopez added that the City Manager has been working on this through Teresa Chandler. A list is being compiled is getting ready to being presented to City Council.
- Burks mentioned Long Beach has lost track of its vision, noting that it does not know what it wants to become and does not know where it is going. For example, does Long Beach want to be an arts center, technology hub, etc.
- Love emphasized the importance of clear communication and suggested a "State of Downtown" similar to the Mayor's "State of the City". This will provide information from a unified voice.
- Hosseinzadeh expressed her support and excitement for Christopher Koontz as the City's new Director of Development Services. She hopes for a collaboration between Development Services and Economic Development. All new businesses start with Development Services, emphasizing the importance on Koontz's role.

D. Public Safety Initiative Update

- Partnering with the first Council District, City department directors, businesses, residents, and other partners convened to host a brainstorming session addressing the safety concerns Downtown.
- Press got word of this meeting which helped spread the word, making this meeting bigger than anticipated.
- A check-in will be scheduled in the next several weeks to reconvene but also keep discussion moving forward.
- Council District 1 plans to declare homelessness as a state of emergency which would free some funding and allow for further action.
- DLBA previously advocated for similar action at the County and State level.

E. Misc.

- Metoyer reminded the Committee of a few upcoming events which he encouraged them to attend:
  - DLBA's Annual Holiday Mixer
  - Winter in Willmore
  - Winterfest
  - New Year's Eve Firework Show

6. OLD BUSINESS

7. NEW BUSINESS

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

9. ADJOURNMENT

Adjourned at 9:03 AM.

**NEXT SCHEDULED EXECUTIVE COMMITTEE MEETING:**

Thursday, January 5, 2023

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.