



**DOWNTOWN
LONG BEACH
ALLIANCE**

MEMBERS:

Johnny Tully - Chair

Shane Young - Vice Chair

Ashleigh Stone

Courtney Chatterson

Sam Pierzina

Isabelle Bart

Ashley Chiddick

Nigel Lifsey

Aaron Palmer

STAFF:

Stephanie El Tawil,
Economic Development &
Policy Manager

Amanda Barrera,
Digital Media
Coordinator

ECONOMIC DEVELOPMENT COMMITTEE MINUTES
Wednesday, September 13, 2023
4:00 PM

DLBA Conference Room
100 W Broadway, Ste 120
Long Beach, CA 90802

Voting Present: John Tully, Shane Young, Ashleigh Stone, Ashley Chiddick, Courtney Chatterson.

Voting Absent: Sam Pierzina, Aaron Palmer, Nigel Lifsey, Isabelle Bart.

DLBA Staff: Amanda Barrera, Stephanie El Tawil.

1. CALL TO ORDER & INTRODUCTIONS – Johnny Tully, Chair.

[Meeting Presentation](#). Call to order at 4:10 PM

2. **ACTION ITEM: Approve minutes from [August 9, 2023](#), Economic Development Committee Meeting.**

MOTION: 1st: Tully; 2nd: Young.

VOTE: None opposed. Stone Abstains. Motion Passes.

3. Staff Report – Stephanie El Tawil, Econ. Development & Policy Manager

- El Tawil offers a brief review of some upcoming mixers and Economic Development events for the beginning of FY23-24, which may be beneficial for members to be aware of/consider being present for.
- Policy Manager informs the committee about the new DLBA hire, research analyst Shai Demus.

4. CHAIRPERSON'S REPORT – Johnny Tully, Chair

A. Review FY 2024 committee member updated roster

- The roster for the FY23-24 ED committee was shared and admin team will get back to the group to let them know if previous members need to be present.
- El Tawil offers some insight about the new members coming to the committee in the new FY.
- El Tawil emphasizes the need for a connection with an educational representative on the committee to represent the interests of CSULB, Studio III, etc.
- Tully mentions that for the FY23-24, meetings will be held on a bi-monthly basis and holding a mixer event immediately following each meeting, to facilitate business connections, provide networking opportunities, and allow businesses to hear from a local business owner, city official, or other speaker, arranged by various committee members.
- Tully and others agree to move the 2/14 (Valentine's Day) mixer to the week before, 2/7 to avoid the holiday conflicts.

B. Review homework: speaker series & gift card report outs

- I. Confirm business lists
- II. Confirm speaker series dates/members
- III. Confirm event agenda (October 11)
- IV. Confirm elements of gift card report out form



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- C. Reports & discussion:
 - I. Review task list updates: who has information to share
 - II. Review task list updates: who has questions to ask/connections to be made
- D. Assign homework:
 - I. Add businesses to lists: gift card & speaker series
 - II. Define elements of gift card report out
5. Old Business
6. New Business
 - The committee decides upon the name for the post meeting Mixer series using the survey options: DTLB Link & Learn with the DLBA Logo.
 - El Tawil discusses the use of funds to develop several options (informational kiosks, pop-up development series, etc.), must be spent by the end of the year.
7. Public Comment (Three minutes on all non-agenda items)
8. Adjournment
Adjourned at 5:01 PM

**NEXT ECONOMIC DEVELOPMENT COMMITTEE
MEETING**

Wednesday, **October 11**, 2023
4:00 PM

Mission: Cultivate, preserve, and promote a healthy, safe and prosperous Downtown 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. The agenda and supporting documents are available on the Internet at <http://downtownlongbeach.org>. 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.

