



**DOWNTOWN
LONG BEACH
ALLIANCE**

BOARD OF DIRECTORS MEETING MINUTES

February 19, 2025

4PM

DTLB Alliance Conference Room

100 W Broadway, Suite 235
Long Beach, CA 90802

Voting Present: Sam Pierzina, Alan Burks, Amy Chambers, Ashley Chiddick, Clare Le Bras, Claudia Ayala, Greg Beck, Isidro Panuco, James Turner, Michael Vitug, Silissa Uriarte Smith, Thomas Mays

Voting Absent: Mike Gold, Bo Martinez, Denise Carter, Clay Wood, Graham Gill, John Tully, Loara Cadavona, Mark Esposito, Shane Young

Non-Voting Present: Reverend Antonio Gallardo, Natalie Leighton, Samantha Mehlinger

Non-Voting Absent: Council District 1, Council District 2, Cameron Andrews, Jenny Rivera, Milton Ordonez, Diane Arnold, Don Darnauer

1. CALL TO ORDER and INTRODUCTIONS – Sam Pierzina, Chair
[Meeting presentation](#). Called to order at 4:03PM.

CONSENT CALENDAR (Items 2 and 3)

2. SECRETARY REPORT: [Minutes from December 12, 2024, Meeting](#)
3. FINANCIAL REPORT: [Year-To-Date Financials through December 2024](#)

ACTION: Approve Consent Calendar Items

MOTION: 1st: Chambers; 2nd: Burks.

VOTE: None opposed. No abstentions. Motion passes.

4. Time Certain 4:10 PM
SGA Marketing
Arisa Cleaveland & Angelica Garcia
 - Presentation on the Lower LA River Revitalization Project.
 - The Board reviewed the overall purpose of this project, and strategies implemented so far.
 - They learned about key residential challenges and conditions, community engagement efforts and partnerships, and displacement avoidance strategies.
5. CHAIRPERSON'S REPORT - Pierzina
 - A. Executive Committee Report
 - B. Governance Committee Report – Mike Gold
 - i. Board Vacancies
 - PBID Standard
 - ii. Committee Vacancies
 - Public Safety (1)
 - iii. Administrative Vacancies
 - Governance (2)
 - Finance (1)



6. PRESIDENT & CEO REPORT – Austin Metoyer
 - A. DTLB Entertainment Zone Updates
 - Metoyer shared updates on the development of a DTLB Entertainment Zone. At this time, the City is still reviewing comments and determining who will manage the district if it is established.
 - A top concern is the capacity of the Police Department and if it will be able to handle an increased number of events.
 - The goal is to have the entertainment zone implemented by summer 2025.
 - B. Board Experience Survey – Kelsey Mader
 - Mader reviewed this year's Board Experience Survey results.
 - Compared to last year's results, the Board overall has become more familiar with the DTLB Alliance's different guiding documents.
 - Public safety remains a top concern.
 - C. Misc. Updates
 - Metoyer updated the Board on recent advocacy efforts including a walking tour of North Pine (focused on safety and infrastructure improvements) and a letter of support for the Mayor's Small Business Rebound Initiative.
 - The Spirit of Downtown Award nominations are open and will be presented at April's Art + Design Walk (Celebrate Downtown edition).
 - DTLB Alliance staff is preparing for different activations on the Promenade this spring. Some of these include Paws on the Promenade (which began this month) and Dance Downtown Revolution.
7. OLD BUSINESS
8. NEW BUSINESS
9. PUBLIC COMMENTS (three minutes on all non-agenda items)
10. BOARD OF DIRECTORS TO ADJOURN TO CLOSED SESSION
 - A. Personnel
11. OPEN SESSION
12. ADJOURNMENT
Adjourned at 5:46PM.

NEXT SCHEDULED BOARD MEETING:

**April 16
4PM**

Location: DTLB Alliance 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. E-Mail correspondence regarding agenda items can be directed to info@dtlb.org. Agenda items may also be reviewed as posted in public view at the DTLB Alliance 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.