



**DOWNTOWN
LONG BEACH
ALLIANCE**

**Executive Committee
Members**

Loara Cadavona – Chair

Debra Fixen – Chair-Elect

Allison Kripp – Secretary

Sheva Hosseinzadeh -
Treasurer

Alan Pullman – Past Chair

Eric Lopez – City
Representative

Alan Burks

Denise Carter

Sam Pierzina

DLBA Staff

Broc Coward, COO

Jeremy Ancalade, CFO

Kelsey Mader, Executive
Assistant

EXECUTIVE COMMITTEE MEETING MINUTES

Thursday, February 3, 2022

8 AM

This meeting is being held via Zoom teleconferencing, pursuant to Assembly Bill 361.

[Join Meeting](#)

Meeting ID: 837 7175 3768

Passcode: 484630

Voting Present: Loara Cadavona, Debra Fixen, Sheva Hosseinzadeh, Alan Pullman, Eric Lopez, Alan Burks, Denise Carter, Sam Pierzina

Voting Absent: Allison Kripp

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

1. CALL TO ORDER and INTRODUCTIONS – Loara Cadavona, Chair
[Meeting presentation](#). Called to order at 8:03 AM.
2. SECRETARY REPORT
ACTION: Approve Minutes from [January 6, 2022, Meeting](#)
MOTION: 1st: Carter; 2nd: Hosseinzadeh.
VOTE: None opposed. Cadavona abstained. Lopez not present for vote.
Motion passes.
3. TREASURER'S REPORT – Jeremy Ancalade, DLBA CFO and Sheva Hosseinzadeh,
Treasurer: [Year-to-Date Draft Financials through Dec 2021](#)
 - Ancalade reviewed the financials through December 2021 on slides 5 – 13.
 - Cadavona noted that the organization is not meeting the parking renew budget but asked if it is trending better than last year. Ancalade said in short, yes, but the budget was determined considering the actuals from last year.
 - Cadavona, Ancalade and Coward reviewed the Accounts Receivable Aging summary in more detail to better understand which payments have not yet been collected and why. Ancalade and Coward explained that outstanding payments owed to the organization are expected to be received.
 - Pierzina asked if the organization has studied what a healthy amount is to have in deferred revenue. Ancalade shared that he and Coward worked through projections for the remainder of the year. All the dollars that comprise deferred revenue have intention. This means there are limitations with how DLBA can use those monies.
4. CHAIRPERSON'S REPORT – Cadavona
 - A. Governance Committee Report – Debra Fixe, Chair-Elect
 - i. Board Seat Representation
 - After a close review of the Bylaws and the neighborhood and district lines of Downtown, staff found that there was over representation of DPIA – North Pine (currently held by Laurie Gray) and underrepresentation of DPIA – Pine (currently held by Alan Pullman).

- To correct this, the follow shifts are being recommended:
 - Rawson moves from At-Large to PBID Premium
 - Pullman moves from DPIA – Pine to At-Large
 - Monica Garrett moves from Advisory to DPIA - Pine
- Fixen and Mader noted that Garrett will now have voting status, though loses a year in her term. She is still able to serve additional terms in compliance with the Bylaws. Pullman’s term remains the same, and Rawson gains one year in his term.

ACTION: Approve Sean Rawson, current DLBA Board Director representing an At-Large seat, to finish the 2021-22 Fiscal Year representing PBID Premium, expiring September 30, 2023.

MOTION: 1st: Hosseinzadeh; 2nd: Carter.

VOTE: None opposed. No abstentions. Motion passes.

ACTION: Approve Alan Pullman, current DLBA Board Director representing DPIA – Pine, to finish the 2021-22 Fiscal Year representing an At-Large seat, expiring September 30, 2022.

MOTION: 1st: Pierzina; 2nd: Cadavona.

VOTE: None opposed. Pullman abstained. Motion passes.

ACTION: Approve Monica Garrett, current DLBA Board Advisory member, to finish the 2021-22 Fiscal Year representing DPIA – Pine, expiring September 30, 2022.

MOTION: 1st: Pullman; 2nd: Carter.

VOTE: None opposed. No abstentions. Motion passes.

ii. Remaining Board Vacancies

- After the shifting of Board seats, Cadavona reviewed the new vacancies on the Board which are already being reviewed by the Governance Committee.
 - a. PBID Standard (1)
 - b. Advisory (2)

B. President/CEO Search Committee Update – Debra Fixen, Chair-Elect

- Fixen shared that a meeting was held 10 days ago during which a search firm was approved. The contract is currently being reviewed and is expected to be approved shortly. The committee is meeting again next week where the recruiter will be introduced to the committee. More updates will be provided at the next Executive Committee meeting.
- Hosseinzadeh asked when the application process will open and when interviews will begin. Fixen said more definitive dates will be decided at the next meeting, but they will move quickly. Cadavona added that more details on timeline will be provided at the February 16 Board meeting.

5. STAFF REPORT – Broc Coward, COO

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: 1st: Hosseinzadeh; 2nd: Fixen.

VOTE: None opposed. No abstentions. Motion passes.

B. PBID Renewal Update – Austin Metoyer

- Metoyer reviewed the timeline on slide 26.
- DLBA is aiming for an April 19th City Council vote date for beginning the ballot process. Before then, stakeholders should receive their petitions in the mail. They have until April 15 to return these signed.
- Metoyer noted that the City is not approving digital signatures on petitions, however, a scanned wet signature is sufficient. A photo of the signed document is suitable as well.

- Celebrate Downtown in March is another great opportunity to inform stakeholders of the renewal but also to collect petitions.
- Metoyer reviewed the [petition packets](#) going to all stakeholders as well as the [DLBA website](#) which has more information.
- Metoyer reminded the committee of staff and the Board's outreach approach to get as many returned petitions signed as possible before the April 15 deadline. People are encouraged to get these returned by April 1.

C. Miscellaneous

- Coward spoke to the recent spike in break-ins, and the overall safety in Downtown. The Clean & Safe team has been integral in communications with the Long Beach Police Department, acting as the main source of contact for many safety concerns in the district.
- Another route has been added to the Downtown Core to hopefully provide more surveillance, leading to less crime.

6. OLD BUSINESS

7. NEW BUSINESS

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

9. ADJOURNMENT

Adjourned at 9:27 AM.

NEXT SCHEDULED EXECUTIVE COMMITTEE MEETING:

Thursday, March 3, 2022

8 AM

Location: TBD

Mission: Cultivate, preserve and promote a healthy, safe and prosperous Downtown

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.