

EXECUTIVE COMMITTEE MEETING MINUTES

Thursday, March 2, 2023

8:00 AM

DLBA Conference Room

100 W Broadway, Suite 120

Long Beach, CA 90802



**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, Vice

President of Finance &

Administration

Kelsey Mader,

Executive Assistant

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Voting Present: Debra Fixen, Denise Carter, Alan Burks, Loara Cadavona, Mike Gold, Sheva Hosseinzadeh, Rhonda Love

Voting Absent: Sam Pierzina, Eric Lopez

DLBA Staff: Austin Metoyer, Jeremy Ancalade, Kelsey Mader, James Ahumada

Guests:

1. CALL TO ORDER and INTRODUCTIONS – Debra Fixen, Chair
[Meeting presentation](#). Called to order at 8:02 AM.
2. SECRETARY REPORT
ACTION: Approve Minutes from [February 2, 2023](#), Meeting MOTION: 1st: Carter; 2nd: Gold.
VOTE: None opposed. No abstentions. Motion passes.
3. TREASURER'S REPORT – Jeremy Ancalade, DLBA Vice President of Finance & Administration & Sam Pierzina, Treasurer:
[Year-to-Date Financials through January 2023](#)
 - Ancalade presented on the financials through January 2023. Consistent with previous months' reports, performance discrepancies are due to timing of both invoices and payments being received.
 - A large PBID payment was received, helping balance the revenue in coming months.
 - The 3-month reserve dollars for the PBID have been spent down and now reflect zero balance. This was done intentionally and DLBA is now building that back up for fiscal year 2023.
 - Ancalade noted that the organization is now recognizing the Long Beach Recovery Act Grant though the funds have not yet been received. The first payment is expected in March 2023.
 - Cadavona, Carter, and Ancalade further discussed the logistics for receiving the Long Beach Recovery Act Grant payments from the City.
 - Cadavona and Ancalade discussed the current performance of Parking Meter Revenue compared to the last two years. This year is the first year since the pandemic that DLBA is performing on target for this source of revenue, however, this budget was decreased based off the past two years performance. Metoyer confirmed that other Business Improvement Districts (BIDs) had a similar experience with their parking meters.
4. CHAIRPERSON'S REPORT – Fixen
 - Fixen updated the Committee on a workshop hosted by Mayor Richardson targeted at businesses. The Mayor is interviewing businesses around the City with focuses in different neighborhoods. On March 1, he held the Downtown session. DLBA participated in this session and will continue to stay engaged with the business community in Downtown.
 - A. Governance Committee Report – Denise Carter, Chair
 - i. Board Vacancies
 - a) Advisory (1)

5. PRESIDENT & CEO REPORT – Austin Metoyer

- Metoyer introduced Asia Morris, DLB's new Communications and Marketing Manager and James Ahumada, DLBA's new Senior Vice President and Deputy CEO to the Committee.

A. CPI & District Rate Adjustment

- Ancalade refreshed the Committee on DLBA's sources and revenue in preparation for the discussion around the district rate assessment adjustments which happens annually.
- DLBA references the Consumer Price Index (CPI) as well as information from the City to make its adjustment on the respective stakeholders.
- Carter, Ancalade, and Metoyer discussed the concern around increasing this rate too much to match current the current CPI which is substantially higher than years past. Metoyer confirmed that other BIDs in Long Beach have increased their assessments.
- This adjustment will be finalized in April first by the Executive Committee but then formally by the entire Board.

B. Organizational Restructuring

- Metoyer broke down the new staff structure at DLBA.
 - James Ahumada joined DLBA as Senior Vice President and Deputy CEO (replacing the COO position)
 - Jeremy Ancalade transitioned from CFO to Vice President of Finance and Administration
 - Asia Morris joined DLBA as Communications and Marketing Manager (replacing the Communications Manager position)
 - Justine Nevarez transitioned from Special Projects Coordinator to Community Outreach and Events Manager
 - Kelsey Mader transitioned from Executive Assistant to General Manager
- Metoyer elaborated upon the Business Navigator position and the responsibilities that come along with that position. This position was budgeted for at the beginning of the year.

C. Misc.

- Metoyer reminded the Committee about Celebrate Downtown which is taking place at Lincoln Park on Thursday, March 23, 2023. He encouraged people to submit nominations for the Spirit of Downtown award.
- DLBA plans to host a food truck roundtable on behalf of Councilmember Zendejas. She hosted a similar meeting with sidewalk food vendors, and now would like to include brick and mortar businesses.
- In April there will be three community forums focused on developing the budget for fiscal year 2024. This is an opportunity for the community to provide input on how DLBA spends its money where it isn't already committed to a department/project.
- Beach Streets is returning to Downtown on May 22.

6. OLD BUSINESS

7. NEW BUSINESS

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

9. ADJOURNMENT

Adjourned at 8:56 AM.

NEXT SCHEDULED EXECUTIVE COMMITTEE MEETING:

Thursday, April 6, 2023
8AM

DLBA Conference Room
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Mission: Cultivate, preserve and promote a healthy, safe and prosperous Downtown for all.

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