



**DOWNTOWN
LONG BEACH
ALLIANCE**

Governance
Committee

Sam Pierzina – Chair

Debra Fixen

Graham Gill

Silissa Uriarte Smith

Whitney Neal

Staff

Jeremy Ancalade,
Vice President of Finance
& Administration

Kelsey Mader,
General Manager

GOVERNANCE COMMITTEE MINUTES

Thursday, March 28, 2024

9:00 AM

DLBA Conference Room

100 W Broadway, Suite 235

Long Beach, CA 90802

1. CALL TO ORDER and INTRODUCTIONS – Sam Pierzina, Chair
Meeting presentation. Called to order at 9:03 AM.

2. APPROVE MINUTES
ACTION: Approve Minutes from [February 28 Meetings](#)
MOTION: 1st: Pierzina; 2nd: Smith
VOTE: None opposed. No abstentions. Gill not present for vote. Motion passes.

3. CHAIRPERSON’S REPORT – Pierzina
 - A. [Bylaw](#) Review/Amendments
 - i. Partial Term Flexibility (*DLBA Bylaws Section 11.2*)
 - The Committee reviewed the language that limits terms to 6 years or three, two-year terms consecutively. Currently the Bylaws do not account for partial terms which the Committee is considering amending.
 - ii. Additional Neighborhood Seats (*DLBA Bylaws Section 6.2*)
 - Pierzina and Metoyer explained the need for additional representation from certain areas within the Downtown Parking & Business Improvement Area (DPBIA). The DLBA recognizing 5 different marketing areas, however, after review it is recommended that two of those areas be divided to better represent the different experiences in the respective neighborhoods.
 - It is recommended that the North Pine neighborhood be divided into North Pine & Willmore, and that the East Village neighborhood be divided into East Village and North East Village. Each new neighborhood will be given a voting seat on the Board of Directors.
 - This recommendation aligns with DLBA’s Diversity, Equity, Inclusion, and Access (DEIA) Framework.

ACTION: Consideration for the creation of two new Downtown Parking & Business Improvement District (DPBIA) marketing areas within the existing DPBIA boundaries: North East Village and Willmore Historic District

MOTION: 1st: Pierzina; 2nd: Smith

VOTE: None opposed. No abstentions. Motion passes.

ACTION: Consideration for the creation of two new Downtown Parking & Business Improvement District (DPBIA) Seats: North East Village Marketing Area (1) & Willmore Historic District Marketing Area (1)

MOTION: 1st: Pierzina; 2nd: Smith

VOTE: None opposed. No abstentions. Motion passes.

- B. [Organizational Calendar](#) Review

- C. Returning Board Service Updates
 - Committee members have reached out to Board members whose terms are ending but are eligible to return. Returning Board members have until April 26 to express interest in serving for another two-year term.
- D. Board & Committee Vacancies
 - i. Board Vacancies (FY24)
 - (a) DPBIA Pine & Promenade*
 - ii. Committee Vacancies
 - (a) Marketing & Communications (I)

ACTION: Approve [James Tir](#) to serve on DLBA's Marketing & Communications Committee, effective immediately and expiring upon  appointment of a new committee in FY 2025.

MOTION: 1st: Pierzina; 2nd: Smith

VOTE: None opposed. No abstentions. Motion passes.

- (b) Public Safety (I)

- 4. STAFF REPORT – Mader & Ancalade
 - A. Board Applications to Date
 - [Claudia Ayala](#)
 - [Marianne Lunningham](#)
 - [John Sangmeister](#)
 - [Isaac Svensson](#)
 - B. Misc.

5. OLD BUSINESS

6. NEW BUSINESS

7. PUBLIC COMMENT (three minutes on all non-agenda items)

8. ADJOURNMENT
Adjourned at 9:47 AM.

NEXT GOVERNANCE COMMITTEE MEETING:
April 24
Location: DLBA Conference Room
Mission: Cultivate, preserve, and promote a healthy, safe, and prosperous Downtown for all.

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