



**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, March 3, 2022**

**8 AM**

This meeting is being held via Zoom teleconferencing, pursuant to Assembly Bill 361.  
[Join Meeting](#)  
**Meeting ID: 824 8305 4756**  
**Passcode: 682663**

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

**Voting Absent:** Allison Kripp, Eric Lopez, Alan Burks

**DLBA Staff:** Broc Coward, Jeremy Ancalade, Kelsey Mader, Austin Metoyer, Mo Mills, Amanda Barrera, Justine Nevarez

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 [February 3, 2022, Meeting](#)  
**MOTION:** 1<sup>st</sup>: Pierzina; 2<sup>nd</sup>: Carter  
**VOTE:** None opposed. No abstentions.
  
3. TREASURER’S REPORT – Jeremy Ancalade, DLBA CFO and Sheva Hosseinzadeh,  
Treasurer: [Year-to-Date Draft Financials through Jan 2022](#)
  - Cadavona reminded the committee members that DLBA’s Finance Committee meets at the end of the month, should the group want to take a closer look at the financials.
  - Ancalade presented the financial report through January 2022 on slides 4-12. Overall revenue is as expected, and expenses look similar except for Operations and Administration. The Operations expenses are catching up with budget but have been behind due to staffing shortages which have since been corrected. In Administration the overage (caused by previously discussed contractual obligations) is being covered by deferred revenue.
  - Ancalade reviewed the breakdown of deferred/reserve revenue with designated amounts for all DLBA departments.
  
4. CHAIRPERSON’S REPORT – Cadavona
  - A. Governance Committee Report – Debra Fixen, Chair-Elect
    - i. [Board Vacancies](#)
      - a. PBID Standard (1)
      - b. Advisory (2)
        - In addition to the Board vacancies listed, there are a few programming committee vacancies the Governance Committee is looking to fill. The Board openings will remain vacant until the start of the new fiscal year.
        - Governance Committee members are engaging in outreach to current Board members to gauge interested in returning to serve another term on the Board.

- B. President/CEO Search Committee Update – Debra Fixen, Chair-Elect
- The Committee is actively working with a recruiter. Currently the executive profile is being created with input provided by key stakeholders in the community, staff, and Board members. The posting is expected to be live by the beginning of April.
  - Hosseinzadeh clarified that people will be able to start submitting resumes and applications when the job is posted, then asked if there is an anticipated close date. Fixen expects the search to close no later than 90 days from the posting date.
  - Pierzina asked if anyone has preemptively come forth or if the Committee has spoken to any applications thus far. While some individuals have been recommended, no one has been met with yet. All applicants will go through the same qualifying procedures.

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: 1<sup>st</sup>: Pullman; 2<sup>nd</sup>: Carter.**

**VOTE: None opposed. No abstentions. Motion passes.**

- B. Annual Assessment Review and Preliminary Discussion on Adjustments to PBID and DPIA Rates – Austin Metoyer
- Metoyer presented information on rate adjustments for the Property-Based Improvement District (PBID) and Downtown Parking Improvement Area (DPIA) on slides 19-22. In April the Committee will make a recommendation to the Board for what that adjustment will be. This decision is informed by DLBA sources & uses and historical trends for both districts.
  - The Consumer Price Index (CPI) was used to help understand proper rate adjustments for the DPIA & PBID. DLBA historically aligns with the City's adjustment for the DPIA assessment adjustment.
  - The PBID adjustment will likely look different than in past years because the district will renew at the beginning of the calendar year and these adjustments have already been considered.
  - Cadavona and Metoyer reviewed the assessment adjustments during the last PBID renewal.
- C. PBID Update – Austin Metoyer
- Metoyer thanked the work done by the Committee towards PBID petition outreach by way of personal/professional connections.
  - Metoyer and Coward held several individual/group meetings to help explain the PBID and the benefits associated with renewing it.
  - Currently DLBA is at about 15% petitions collected. Going into the March City Council Meeting the goal is to be at 20-25%. A letter of support and speakers are being prepared in advance of this City Council meeting.
- D. DEIA Update – Mo Mills
- Mills updated the Committee on the timeline for the Diversity, Equity, Inclusion, and Access (DEIA) initiative. Currently Mills is working on outreach to build a leadership team.
  - The project end date is expected to be in Summer of 2022.
- E. Board Election Timeline
- Mader reviewed how the Board Election timeline affects milestones for the PBID renewal, highlighting key communications related to both projects. A couple adjustments will be made internally to avoid too many mailings being sent to stakeholders at one.

- Two different timelines were reviewed dependent on when the PBID ballot collection will end.
- Cadavona added that this timeline will help align the President/CEO search with these key organizational projects.
- Metoyer clarified the ability to reach the 50% +1 petition-goal will dictate whether the public hearing date will get pushed out. A 45-day minimum is needed from when the petitions are sent out to when the public hearing date is.

F. Miscellaneous

- Coward announced that DLBA submitted its application for the recovery Act Grant funding which emphasized Economic Development, Placemaking, Events, and Marketing efforts. The organization is also looking to get reimbursed for some efforts pushed forward in late 2021.
- Celebrate Downtown is March 24 from 6PM-9PM and will be at Lincoln Park.

6. OLD BUSINESS

7. NEW BUSINESS

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

9. ADJOURNMENT

Adjourned at 8:58 AM.

**NEXT SCHEDULED EXECUTIVE COMMITTEE MEETING:**

Thursday, April 7, 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](mailto: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.