



**DOWNTOWN
LONG BEACH
ALLIANCE**

Members

Denise Carter – Chair

Sam Pierzina – Chair-Elect

Alan Burks – Secretary

Mike Gold - Treasurer

Debra Fixen – Past Chair

Bo Martinez – City
Representative

Loara Cadavona

Rhonda Love

Sheva Hosseinzadeh

DLBA Staff

Austin Metoyer
President & CEO

James Ahumada
Senior Vice President &
Deputy CEO

Jeremy Ancalade
Vice President of Finance &
Administration

Kelsey Mader
General Manager

EXECUTIVE COMMITTEE MEETING MINUTES

Thursday, March 7, 2024

8 AM

DLBA Conference Room

100 W Broadway, Suite 235

Long Beach, CA 90802

Voting Present: Denise Carter, Sam Pierzina, Mike Gold, Bo Martinez, Sheva Hosseinzadeh

Voting Absent: Alan Burks, Debra Fixen, Loara Cadavona, Rhonda Love

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

1. CALL TO ORDER and INTRODUCTIONS – Denise Carter, Chair
[Meeting presentation](#). Called to order at 8:12 AM.
2. SECRETARY REPORT
ACTION: Approve Minutes from [February 1, 2024, Meeting](#)
MOTION: 1st: Hosseinzadeh; 2nd: Gold
VOTE: None opposed. No abstentions. Motion passes.
3. TREASURER’S REPORT- Jeremy Ancalade, DLBA Vice President of Finance & Administration & Mike Gold, Treasurer
[Draft Year-to-Date Financials through January 2023](#)
4. CHAIRPERSON’S REPORT – Carter
 - A. Remarks from the Chair
 - B. Governance Committee Report
 - i. Board/Committee Recruitment & Application Period
 - Pierzina updated the Committee on the Board application process for both new and returning members. Applications are due in April with interviews to be scheduled in May.
 - ii. FY24 Board/Committee Vacancy Updates
 - There are vacancies on the Public Safety & Marketing Communications Committee. Staff is working to fill these seats, but if Board members are aware of any qualified candidates, they should refer them to the Governance Committee.
5. PRESIDENT & CEO REPORT – Austin Metoyer
 - A. CPI & District Assessment Adjustment Continued Discussion
 - Metoyer and Ancalade presented information used to help determine and propose the annual district adjustments for both the Downtown Property & Business Improvement Area (DPBIA) and the Property-Based Improvement District (PBID).
 - DLBA will reference the annual Consumer Price Index (CPI) as well as what other local Business Improvement Districts (BIDs) are planning for their annual assessment increases.
 - Ancalade broke down how different adjustment increase percentages would impact DLBA’s operating budget.
 - The Committee paid particular attention to the impact on different increases on business owners.
 - B. Update on Enhanced Security Patrols
 - Patrol hours in the Pine & Promenade area have been adjusted to help cover the frames where the Downtown seems to be

experiencing more activity. The hours in the East village will remain the same.

C. Misc.

- Staff is going to City Council for the annual PBID contract renewal which happens on an annual basis. Once approved, DLBA will receive the funding for the PBID from the City.
- This Friday DLBA is partnering with Longbeachize and Brian Addison for Last Call Bar Crawl. This is Brian Addison's Bar Week which activates five different bars in Downtown including Altar Society, The Stave, The Ordinarie, ISM Brewing and Rosemallows. This event takes place from 7PM – 12AM.
- Lastly, Metoyer reminded the Committee of the upcoming Spirit of Downtown awards which take place at Celebrate Downtown in April. He encouraged nominations of folks who are advocates for Downtown Long Beach.

6. OLD BUSINESS

7. NEW BUSINESS

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

9. ADJOURNMENT

Adjourned at 9:11 AM.

NEXT SCHEDULED EXECUTIVE COMMITTEE MEETING:

Thursday, April 4, 2024, 8AM Location: DLBA 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@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.