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.