



**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**

**Tuesday, April 12, 2022**

**8:30 AM**

This meeting is being held via Zoom teleconferencing, pursuant to Assembly Bill 361.

[Join Meeting](#)

**Meeting ID: 893 7663 3083**

**Passcode: 123347**

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

**Voting Absent:** Allison Kripp

**DLBA Staff:** Broc Coward, Jeremy Ancalade, Kelsey Mader, Austin Metoyer, Mo Mills, Amanda Barrera, Michael Berman, Stephanie Gonzalez

**Guest:** Cheryl Roberts

1. CALL TO ORDER and INTRODUCTIONS – Loara Cadavona, Chair  
[Meeting presentation](#). Called to order at 8:35 AM.
2. SECRETARY REPORT  
**ACTION:** Approve Minutes from [March 3, 2022](#), Meeting  
**MOTION:** 1<sup>st</sup>: Carter; 2<sup>nd</sup>: Pierzina  
**VOTE:** None opposed. Lopez abstained. Motion passes.
3. TREASURER’S REPORT – Jeremy Ancalade, DLBA CFO and Sheva Hosseinzadeh,  
Treasurer: [Year-to-Date Draft Financials through Feb 2022](#)
  - Ancalade reviewed slides 5-12, noting that revenue totals are ahead of budget while expenses are in line with the budget.
  - The variance in the administration budget is offset by deferred revenue.
  - DLBA is projected to be \$250,000 under budget which will be put into deferred revenue for next fiscal year.
  - Lopez asked for a snapshot of Clean Team financials. Ancalade said this will be reviewed at the next meeting.
4. CHAIRPERSON’S REPORT – Cadavona
  - A. Governance Committee Report – Debra Fixen, Chair-Elect
    - i. [Board Vacancies](#)
      - a. PBID Standard (1)
      - b. Advisory (2)
    - ii. Committee Vacancies
      - a. Public Safety (1)
      - b. Special Events (1)
      - c. Marketing & Communications

*Continued on next page.*

B. President/CEO Search Committee Update – Debra Fixen, Chair-Elect

i. New President/CEO Salary Range

- To move seamlessly through the offer/hiring process, the Search Committee is asking for the Executive Committee's advanced approval of a salary range. This range has been confirmed appropriate by human resources sources and recruiting sources.

**ACTION: Approve recommended Salary Range \$190,000 - \$235,000 for New President/CEO**

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

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

ii. Final President/CEO Candidate Negotiations

- Pullman and Fixen clarified that ultimately the Board still has responsibility for approving the final candidate along with employment terms.

**ACTION: Approve recommendation to Designate Current DLBA Board Chair, Chair-Elect, and Immediate Past-Chair to Negotiate Employment Agreement Terms (ie salary, at-will, optional relocation expenses, etc.) with the Final Candidate.**

**MOTION: 1<sup>st</sup>: Burks; 2<sup>nd</sup>: Hosseinzadeh.**

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

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>: Burks; 2<sup>nd</sup>: Carter.**

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

B. Property-Based Improvement District (PBID) Assessment Adjustments for 2022-23 – Austin Metoyer

- Metoyer presented slides 22-37. A similar presentation was given to the Committee last month for consideration of these assessments.
- After explaining sources and uses of the organization's funds and reviewing historical adjustment information, the Committee made a recommendation for the PBID assessment adjustment. Staff's recommendation is to make no adjustment to this district's assessment given the expected renewal of the district.

**ACTION: Recommend to the Board to take no action on the PBID assessments for FY 2022-23.**

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

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

C. Downtown Parking Improvement Area (DPIA) Assessment Adjustments for 2022-23 – Austin Metoyer

- Using similar information provided for the PBID presentation, Metoyer reviewed relevant information to make an informed decision on assessment adjustments to the DPIA.
- Historically the DLBA aligns with the City's rate adjustment on business licenses assessments which will likely be 3.8%.
- Metoyer reviewed anticipated business license projections and market conditions to help illustrate impacts on business owners to the Committee.

**ACTION: Recommend the Board of Directors to approve an adjustment to Downtown Parking and Improvement Area (DPIA) assessment consistent with annual adjustments on business licenses made by City of Long Beach (likely to be 3.8%) effective July 1, 2022. If the City's adjustment is not within a 1% deviation of the projected 3.8%, the Executive Committee and/or Board will reassess its proposed assessment adjustment on the DPIA..**

**MOTION: 1<sup>st</sup>: Pierzina; 2<sup>nd</sup>: Cadavona.**

**VOTE: None opposed. Lopez and Carter not present for vote. Motion passes.**

- D. Discussion Regarding Recommendations for Proposed Compensation and Retention Strategies for DLBA Staff Members
- Cadavona emphasized the Board’s appreciation of staff and the work they’ve done while operating with multiple vacant positions.
  - Coward reviewed methods of compensation for staff including what has already been done and a few potential additions.
  - Some benefits currently offered to most staff include but are not limited to: multiple health care provider options, partial remote work schedules, and maximum annual adjustment compensation.
  - Potential other forms of compensation include: additional compensation for duties absorbed outside of job description, retention bonuses, and more extensive paid time off.
  - Pierzina, Burks, and Pullman echoed Cadavona and Coward’s sentiment that staff deserves compensation for their commitment and hard work, particularly over the last several months.
- E. PBID Update – Austin Metoyer
- Currently the petition collection is at 49%. Metoyer thanked all Executive Committee members and Board Directors for their time and effort in helping get the organization so close to its goal.
- F. DEIA Update – Mo Mills
- Mills announced the in-person DEIA Steering Committee meeting scheduled for April 29. This includes a core group of hand-selected Board Directors and community members, but also involves other key members of the community.
- G. Public Records Request Update
- As a quasi-governmental agency, DLBA is subject to Public Records Requests. Recently a request was received from Mitchel & Associates who has requested documents pertaining to the DPIA, its assessments, and the methodology arriving to those assessments.
- H. Miscellaneous
6. OLD BUSINESS
7. NEW BUSINESS
8. PUBLIC COMMENTS (three minutes on all non-agenda items)
9. ADJOURNMENT  
Adjourned at 9:38 AM.

**NEXT SCHEDULED EXECUTIVE COMMITTEE MEETING:**

Thursday, May 5, 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.