Voting Present: Denise Carter, Silissa Uriarte Smith, Alan Burks, Graham Gill, Mike Gold, Sam Pierzina, Sheva Hosseinzadeh, Whitney Neal, Loara Cadavona, Bo Martinez, Amy Chambers, Ashley Chiddick, Isidro Panuco, Michael Vitug
Voting Absent: John Tully, Debra Fixen, Rhonda Love, Cheryl Roberts, Sean Rawson, Shane Young
Non-Voting Present: Reverend Antonio Gallardo, Samantha Mehlinger
Non-Voting Absent: Council District 1, Council District 2, Jeremy Harris, Jenny Rivera, Cameron Andrews, Milton Ordonez, Diane Arnold, Don Darnauer
DTLB Alliance Staff: Austin Metoyer, Jeremy Ancalade, James Ahumada, Kelsey Mader
Guests: Kekoa Anderson

1. CALL TO ORDER and INTRODUCTIONS – Denise Carter, Chair
Meeting presentation. Called to order at 4:05 PM.

CONSENT CALENDAR (Items 2 and 3)
2. SECRETARY REPORT: Minutes from February 21, 2024, Meeting
3. FINANCIAL REPORT: Year-To-Date Financials through February 2024
ACTION: Approve Consent Calendar Items
VOTE: 1st: Pierzina; 2nd: Chambers.
MOTION: None opposed. No abstentions. Martinez not present for vote. Motion passes.

REGULAR AGENDA (Items 4 – 10)
4. Time Certain 4:15
Shoreline Dr. Realignment & Shoemaker Bridge Replacement Project
Kekoa Anderson, City of Long Beach Project Manager from KOA Consulting
- Anderson reviewed the proposal to replace Shoemaker bridge. The goal of this project is to improve safety, improve structural deficiencies, and improve connectivity between Downtown Long Beach and nearby transportation facilities.
- The suggested vision will allow for more usable space at Cesar E. Chavez park. This will include things such as protected bike/pedestrian paths, community enhancement, wetlands, parking, and more.

5. CHAIRPERSON’S REPORT – Carter
A. Remarks from the Chair
B. Executive Committee Report
   i. Property-Based Improvement District (PBID) Assessment Adjustment for 2024-25
      - Ancalade reviewed the sources and uses of DTLB Alliance funding. It is important to keep this in mind when considering the upcoming fiscal year’s budget.
      - District assessments inform how much funding the organization will have for all programs and administrative
cost. Annual district assessment adjustments help cover cost increases and program/service expansion.

- The Board reviewed the increases of other Business Improvement Districts (BIDs) in the City and the county to help determine what the increase should be. It also looked at the Consumer Price Index (CPI).
- The recommended increase for both districts is 4.5%. Keeping existing programs in place, this would give the organization an additional $24,000 to potentially be used to enhance existing programs or create new ones.

**ACTION:** As recommended by the Executive Committee approve a 4.5% increase to PBID assessments effective January 1, 2025.

**VOTE:** 1st: Gold; 2nd: Gill.

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

**ii. Downtown Parking & Business Improvement Area (DPBIA) Assessment Adjustment for 2024-25**

**ACTION:** As recommended by the Executive Committee, approve a 4.5% increase to the DPBIA assessments effective July 1, 2024.

**VOTE:** 1st: Gold; 2nd: Burks.

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

C. Governance Committee Report – Pierzina, Chair
i. Board & Committee Vacancies
ii. Board Election Updates
iii. Bylaw & Election Procedure Amendments

- DTLB Alliance recognizes that there are distinct differences within two specific marketing areas: North Pine & East Village. To help more accurately represent the varying experiences in these areas, it is recommended that two additional areas are created: Willmore Historic District and North East Village.

**ACTION:** Approve 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

**VOTE:** 1st: Pierzina; 2nd: Chambers.

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

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

**VOTE:** 1st: Pierzina; 2nd: Uriarte Smith.

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

6. PRESIDENT & CEO REPORT – Austin Metoyer

A. Community Forums: Fiscal Year 2024-25 Budget
B. Misc. Updates

- Metoyer visited Sacramento as President of the California Downtown Association. He spoke to the Select Committee on Downtown Recovery and the Public Safety Committee.
- Metoyer reviewed the successes/highlights of Celebrate Downtown/Art Walk.
- Recent/upcoming grand openings were announced.
7. OLD BUSINESS
8. NEW BUSINESS
9. PUBLIC COMMENTS (three minutes on all non-agenda items)
10. ADJOURNMENT

NEXT SCHEDULED BOARD MEETING:
June TBD (Regularly scheduled meeting is on Juneteenth)
4PM
Location: TBD

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.