



**DOWNTOWN
LONG BEACH
ALLIANCE**

BOARD OF DIRECTORS MEETING MINUTES

Wednesday, April 17, 2024

4 PM

DTLB Alliance Conference Room

100 W Broadway, Suite 235
Long Beach, CA 90802

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



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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 (I) & Willmore Historic District Marketing Area (I)

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.



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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.***

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