



**DOWNTOWN
LONG BEACH
ALLIANCE**

BOARD OF DIRECTORS MEETING MINUTES
Wednesday, April 19, 2023
8 AM

In-Person

Studio One Eleven Conference Room
245 E Third St
Long Beach, CA 90802

Voting Present: Debra Fixen, Laurie Gray, John Tully, Alan Burks, Rhonda Love, Graham Gill, Mike Gold, Sheva Hosseinzadeh, Denise Carter, Loara Cadavona, Eric Lopez, Ashley Chiddick, Michael Vitug

Voting Absent: Cheryl Roberts, Sam Pierzina, Jimmy Spicer, Sean Rawson, Amy Chambers, Isidro Panuco, Shane Young

Non-Voting Present: Council District 1, Council District 2, Cameron Andrews, Jane Gould

Non-Voting Absent: Jeremy Harris, Griselda Suarez, Scott Apel, Diane Arnold, Don Darnauer

DLBA Staff: Austin Metoyer, Jeremy Ancalade, James Ahumada, Kelsey Mader, Amanda Barrera, Asia Morris, Stephanie El Tawil, Juan Torres, Justine Nevarez, Stephanie Gonzalez

Guests: Amelia Bodek, City of Long Beach Public Works

1. CALL TO ORDER and INTRODUCTIONS – Debra Fixen
[Meeting presentation](#). Called to order 8:06 AM.

CONSENT CALENDAR (Items 2 and 3)

2. SECRETARY REPORT: [Minutes from February 15, 2023, Meeting](#)
3. FINANCIAL REPORT: [Year-To-Date Financials through February 2023](#)

ACTION: Approve Consent Calendar Items

MOTION: 1st: Carter; 2nd: Love.

VOTE: None opposed. No abstentions. Chiddick and Lopez not present for vote. Motion passes.

REGULAR AGENDA (Items 4-10)

4. TIME CERTAIN 8:15
Update on 1st Street Pedestrian Improvement Project
Charlene Angsoco, Project Management Officer, City of Long Beach Public Works
Amelia Bodek, Capital Projects Coordinator, City of Long Beach Public Works
 - Bodek presented the initial plans for the 1st Street Pedestrian Improvement Project. The goal is to improve connectability and walkability on 1st Street between Lincoln Park and the East Village neighborhood.
 - This project will include art, landscaping, outdoor dining, and a variety of other interactive/playful activations.
 - Tully inquired about bikeability along this corridor, as it is currently not allowed. Bodek and Gold noted the safety issues because of the location of the transit center on 1st Street between Pine and Pacific Ave.
 - Tully emphasized the importance of additional lighting and restrooms.
5. CHAIRPERSON'S REPORT – Debra Fixen
 - A. Chairperson's Remarks
 - Fixen announced a recent meeting between DLBA leadership and Congressman Robert Garcia. While visiting Downtown, Congressman Garcia also visited with local business owners.

- B. Council District 1 Update – David Bright, Business Liaison
 - Bright provided a brief Council District 1 updates reviewing improvements to lighting, food truck policy progress, and a new tax relief plan for cannabis.
- C. Council District 2 Update – Connor Lock, Chief of Staff
 - Lock shared that Vice Mayor Allen is chair of the Economic Development Committee at the City. Additionally, he elaborated on the tax relief plan mentioned by Bright, noting the intention to distribute equity licenses.
 - Lock introduced the new Council District 2 field rep, Mimi Masher.
- D. Executive Committee Report
 - Metoyer and Ancalade reviewed funding sources and historical data for both of DLBA’s Districts: The Downtown Parking and Business Improvement Area (DPBIA) and the Property-Based Improvement Area (PBID).
 - Due to the drastic increase in the Consumer Price Index (CPI) this year, staff are recommending to not match this, contrary to common practice.
 - The large increase to the PBID assessment last year because of the district renewal is another factor in not encouraging a large percentage increase to the assessment adjustment.
 - Some factors for still advocating for an increase to the assessments is cost of rent and personnel.
 - Cadavona inquired about making up any shortfalls with the proposed increase, while Gray reminded the Board of the added cost of operating that business owners are already facing. Gill echoed Gray’s sentiment, stating that it is important to show support to local businesses.
 - Metoyer shared that any shortfalls in revenue can likely be made up through Special Events and sponsorship opportunities.
 - Metoyer and Gold discussed any feedback from property/business owners about this increase. So far, businesses have not shared any issues but there is some concern coming from property owners regarding the new methodology of their assessments.
 - i. [Downtown Parking and Business Improvement Area \(DPBIA\) Assessment Adjustment for 2023-24](#)

ACTION: Approve a 4.5% annual adjustments to DPBIA assessments effective July 1, 2023.

MOTION: 1st: Carter; 2nd: Fixen

VOTE: Gray, Cadavona, Lopez opposed. Vitug abstained. Motion passes.

- ii. [Property-Based Improvement District \(PBID\) Assessment Adjustment for 2023-24](#)

ACTION: Approve a 4.5% annual adjustment to PBID assessments for FY 2023-24.

MOTION: 1st: Carter; 2nd: Fixen

VOTE: Gray, Cadavona, Lopez, Vitug opposed. No abstentions. Motion passes.

- E. Governance Committee Report – Denise Carter
 - i. Board & Committee Vacancies
 - Marquez is currently the owner of Grey LB and is serving his second year on DLBA’s Special Events and Sponsorships Committee.

ACTION: Approve [Robert Marquez](#) to serve on the DLBA Board of Directors representing DPBIA Pine for the remainder of the current two-year term, effective immediately and expiring September 30, 2024.

MOTION: 1st: Love; 2nd: Carter.

VOTE: None opposed. No abstentions. Motion passes.

- ii. Review Governance Committee Bylaw Change Recommendation [Section 8.5\(g\)](#)
 - Mader explained the intention of this recommended Bylaw amendment. In short, as part of DLBA’s Diversity, Equity, Inclusion, and Access (DEIA) initiative, the Governance Committee wanted to ensure that certain industries have representation on the Board. The amendment codifies two industries on the Advisory Board: Arts & Culture and Tourism & Hospitality.

ACTION: Approve or revise the Governance Committee’s recommendation to amend Bylaw Section 8.5(g). (2/3 majority required)

MOTION: 1st: Hosseinzadeh; 2nd: Tully.

VOTE: None opposed. No abstentions. Motion passes.

- iii. Review Governance Committee Bylaw Change Recommendation [Section 11.2](#)
 - Mader explained that this amendment is to clarify term limits for Advisors. Advisors will be subject to the same limits as Directors.

ACTION: Approve or revise the Governance Committee’s recommendation to amend Bylaw Section I 1.2. (2/3 majority required)

MOTION: 1st: Carter; 2nd: Gold.

VOTE: None opposed. No abstentions. Motion passes.

6. PRESIDENT & CEO REPORT – Austin Metoyer

A. Community Forums: Fiscal Year 2023-24 Budget

- The three community forums have been consolidated to one after reviewing sign-ups/interest.

B. Misc. Updates

- The microgrant for community events has launched. The grant amount ranges from \$250 - \$1,000.
- DLBA released the announcement for the Clean & Safe Request for Proposal (RFP). The final approval will come to the Board at its June meeting.

7. OLD BUSINESS

8. NEW BUSINESS

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

10. ADJOURNMENT

Adjourned at 9:21 AM.

NEXT SCHEDULED BOARD MEETING:

June 21, 2023

8AM

Location: Studio One Eleven

Mission: Cultivate, preserve and promote a healthy, safe and prosperous Downtown for all.

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