



DOWNTOWN LONG BEACH ALLIANCE

Members

Denise Carter – Chair

Sam Pierzina – Chair-Elect

Alan Burks – Secretary

Mike Gold - Treasurer

Debra Fixen – Past Chair

Bo Martinez – City
Representative

Loara Cadavona

Rhonda Love

Sheva Hosseinzadeh

DLBA Staff

Austin Metoyer
President & CEO

James Ahumada
Senior Vice President &
Deputy CEO

Jeremy Ancalade
Vice President of Finance &
Administration

Kelsey Mader
General Manager

EXECUTIVE COMMITTEE MEETING MINUTES

Thursday, April 4, 2024

8 AM

DLBA Conference Room

100 W Broadway, Suite 235
Long Beach, CA 90802

Voting Present: Denise Carter, Sam Pierzina, Alan Burks, Mike Gold, Debra Fixen, Bo Martinez, Loara Cadavona, Sheva Hosseinzadeh

Voting Absent: 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 8:05 AM.
2. SECRETARY REPORT
ACTION: Approve Minutes from [March 7, 2024](#), Meeting
MOTION: 1st: Hosseinzadeh; 2nd: Gold
VOTE: None opposed. Cadavona abstained. Fixen not present for vote.
Motion passes.
3. TREASURER’S REPORT- Jeremy Ancalade, DLBA Vice President of Finance & Administration & Mike Gold, Treasurer
[Draft Year-to-Date Financials through February 2024](#)
4. CHAIRPERSON’S REPORT – Carter
 - A. Remarks from the Chair
 - B. Governance Committee Report
 - i. FY24 Board/Committee Vacancy Updates
 - a) Special Events Committee
 - Since Robert Marquez stepped down from the Board, he is no longer eligible to serve as Chair of the Special Events Committee. The following actions are being recommended to fill the vacancies caused by this.

ACTION: Approve Amy Chambers to serve as Special Events Committee Chair, effective immediately, expiring upon election of a new Chair in FY 2025.
MOTION: 1st: Hosseinzadeh; 2nd: Burks
VOTE: None opposed. No abstentions. Motion passes.

ACTION: Approve Silissa Uriarte Smith to serve as Special Events Committee Vice-Chair, effective immediately, expiring upon election of a new Vice-Chair in FY 2025.
MOTION: 1st: Hosseinzadeh; 2nd: Carter
VOTE: None opposed. No abstentions. Motion passes.
5. PRESIDENT & CEO REPORT – Austin Metoyer
 - A. Property-Based Improvement District (PBID) Assessment Adjustments for 2024-25
 - B. Downtown Parking & Business Improvement (DPBIA) Assessment Adjustments for 2024-25
 - Metoyer and Ancalade reviewed sources & uses of DTLB Alliance’s funding to remind the Committee of the impacts of assessment dollars.

- The Committee looked at this year's Consumer Price Index (CPI) and what other Business Improvement Districts (BIDs) in the area are proposing for their assessment increases. Both these tools will help the Committee determine what an appropriate annual increase is.
- Gold shared the Finance Committee's perspective, noting that it is important for the organization to operate with some room for adjustments to be made as needed.
- Pierzina and Carter advocated for increased programming if there will be a substantial increase to the districts' assessments.
- The Committee considered the impact of increasing the assessments for small businesses in comparison to what operating costs next year will be according to CPI.

ACTION: Recommend to the Board of Directors the annual adjustment to DPBIA and PBID Assessments at 4.5%, effective July 1, 2024 for the DPBIA and January 1, 2025 for the PBID.

MOTION: 1st: Gold; 2nd: Fixen

VOTE: None opposed. No abstentions. Motion passes.

- C. Update on Enhanced Security Patrols
 - D. Misc.
 - Metoyer encouraged the Committee's attendance at the Art Walk/Celebrate Downtown event taking place on Saturday, April 13. This is the first time DTLB Alliance is merging these two events.
 - The recipients of the Spirit of Downtown award will be announced at this event.
6. OLD BUSINESS
 7. NEW BUSINESS
 8. PUBLIC COMMENTS (three minutes on all non-agenda items)
 9. ADJOURNMENT
Adjourned at 9:22 AM.

NEXT SCHEDULED EXECUTIVE COMMITTEE MEETING:

Thursday, May 2, 2024, 8AM Location: DLBA Conference Room

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

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