

EXECUTIVE COMMITTEE MEETING MINUTES

Thursday, April 6, 2023

8:00 AM

DLBA Conference Room

100 W Broadway, Suite 120
Long Beach, CA 90802

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

Voting Absent: Mike Gold

DLBA Staff: Austin Metoyer, Jeremy Ancalade, Kelsey Mader

Guests: Dave Coe

1. CALL TO ORDER and INTRODUCTIONS – Debra Fixen, Chair
[Meeting presentation](#). Called to order at 8:02 AM.
2. SECRETARY REPORT
ACTION: Approve Minutes from [March 2, 2023](#), Meeting
MOTION: 1st: Hosseinzadeh; 2nd: Carter.
VOTE: None opposed. Pierzina abstained. Cadavona and Lopez not present for vote. Motion passes.
3. TREASURER'S REPORT – Jeremy Ancalade, DLBA Vice President of Finance & Administration & Sam Pierzina, Treasurer:
[Year-to-Date Financials through February 2023](#)
4. CHAIRPERSON'S REPORT – Fixen
 - A. Remarks from the Chair
 - B. Governance Committee Report – Denise Carter, Chair
 - Carter updated the Committee on the new Board vacancy due to Monica Garrett's departure, as well as the new vacancies on the Marketing & Communications Committee.
 - The Governance Committee expects to fill the Public Safety Committee vacancy at its next meeting, and the Board should expect to fill the new Board vacancy at its April meeting.
 - i. Board Vacancies
 - a) DPIA - Pine
 - b) Advisory (1)
 - ii. Committee Vacancies
 - a) Marketing & Communications (2)
 - b) Public Safety (1)
 - iii. Bylaw Amendment Updates
 - Mader reviewed the recent changes being recommended by the Governance Committee.
 - The first recommendation is regarding DLBA Bylaw section 8.5(g). This amendment codifies two industry-specific seats to the Advisory Board, specifically calling out Arts & Culture and Hospitality & Tourism.
 - The second recommendation regarding Bylaw section 11.2 specifies term limits for both Directors and Advisors on the Board. Both groups are subject to the same term limits.
 - The Bylaws will go into effect once the Board approves them, which requires a two-thirds vote.

**DOWNTOWN
LONG BEACH
ALLIANCE**

Executive Committee

Debra Fixen – Chair

Denise Carter – Chair-Elect

Alan Burks – Secretary

Sam Pierzina - Treasurer

Loara Cadavona – Past Chair

Eric Lopez – City
Representative

Mike Gold

Sheva Hosseinzadeh

Rhonda Love

DLBA Staff

Austin Metoyer,
President & CEO

Jeremy Ancalade, Vice
President of Finance &
Administration

Kelsey Mader,
General Manager

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5. PRESIDENT & CEO REPORT – Austin Metoyer

A. Property-Based Improvement District (PBID) Assessment Adjustments for 2023-24

- Metoyer and Ancalade presented historical adjustments for both the PBID and DPBIA, noting how the Consumer Price Index (CPI) has been used to help determine the annual increase. This year the CPI is significantly higher than in years past which has led to further discussion rather than simply matching the percentage increase.
- Dave Coe, DLBA's Office Broker, spoke about the potential new lease for DLBA's office relocation later this year. He discussed pricing, explaining with help from Metoyer and Ancalade that rent will go up substantially.
- Pierzina, Hosseinzadeh, and Fixen all questioned pricing presented by Coe, encouraging Metoyer and Coe to further negotiate to help lower costs.
- Increased cost in personnel, rent, and many other operating costs impacts the necessary district increase to allow DLBA to continue providing a high-level of service.
- After much deliberation, the Committee decided to not make a recommendation to the Board. Instead, the entire Board of Directors will deliberate at its meeting later this month. At this time a decision for an increase to both districts must be made.

ACTION: Review and consider annual adjustment to PBID assessments for FY 2023-24, effective January 1, 2024, not to exceed 5% as outlined in the PBID Management Plan

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

VOTE: None opposed. No abstentions. Cadavona not present for vote. Motion passes.

B. Downtown Parking & Business Improvement Area (DPBIA) Assessment Adjustments for 2023-24

ACTION: Review and consider annual adjustment to DPBIA assessments effective July 1, 2023.

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

VOTE: None opposed. No abstentions. Cadavona not present for vote. Motion passes.

C. Community Forums: FY24 Budget

- Metoyer announced DLBA's first budget-focused community forums. These forums encourage input from stakeholders throughout Downtown and allow for them to not only learn about DLBA's budget but also to help staff understand how the community would like some of its funds to be spent.
- Some funds are already spoken for, but certain programming departments have more flexibility.
- There will be three different meetings throughout Downtown over the course of 2 weeks:
 - Wednesday, April 19 in East Village
 - Thursday, April 20 in the Pine/Promenade area
 - Wednesday, April 26 in the Waterfront

D. Misc.

6. OLD BUSINESS

7. NEW BUSINESS

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

9. ADJOURNMENT

Adjourned at 9:17 AM.

NEXT SCHEDULED EXECUTIVE COMMITTEE MEETING:

Thursday, May 4, 2023

8 AM

DLBA Conference Room

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, and in compliance with AB 361. 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.