EXECUTIVE COMMITTEE MEETING MINUTES  
Thursday, May 2, 2024  
8 AM

Voting Present: Same Pierzina, Mike Gold, Bo Martinez, Loara Cadavona, Sheva Hosseinzadeh  
Voting Absent: Alan Burks, Debra Fixen, Rhonda Love  
DTLB Alliance Staff: Austin Metoyer, Jeremy Ancalade, Kelsey Mader, James Ahumada, Juan Torres  
Guests: Denise Carter, Veronica Giron

1. CALL TO ORDER and INTRODUCTIONS – Sam Pierzina, Chair-Elect  
   Meeting presentation. Called to order at 8:09 AM.

2. SECRETARY REPORT  
   ACTION: Approve Minutes from April 4, 2024, Meeting  
   MOTION: 1st: Pierzina; 2nd: Gold  
   VOTE: None opposed. No abstentions. Motion passes.

3. TREASURER’S REPORT- Jeremy Ancalade, DLBA Vice President of Finance & Administration & Mike Gold, Treasurer  
   Draft Year-to-Date Financials through March 2024  
   • Both revenue and expenses were under budget for March.  
   • Long awaited PBID dollars finally arrived. DPBIA revenue looks to be under budget, but that is simply a timing issue.  
   • Contract revenues are up slightly since the organization picked up additional contracts recently.

4. CHAIRPERSON’S REPORT – Pierzina  
   A. Remarks from the Chair  
   B. Governance Committee Report  
      i. FY24 Board/Committee Vacancy Updates  
      ii. Board Recruitment Updates  
         • Pierzina updated the Committee on the status of the Board recruitment/election process. To date, nearly 20 applications have been received.  
         • Interviews will begin later this month, with initial recommendations beginning in June.

5. PRESIDENT & CEO REPORT – Austin Metoyer  
   A. Remote Workers in Downtown  
      • Metoyer reported on statistics for different foot traffic demographics in the Downtown, pre, mid, and post pandemic. He also included information on office market vacancy rates.  
      • In Los Angeles County, market utilization is down from 98% in 2019 to 47% in 2023.  
      • Overall, general pedestrian trends are down in 2023 compared to 2019, however, they have increased noticeably since the pandemic began in 2020. Weekends even suggest higher foot traffic than in 2019. Worker presence is lower while resident presence is higher.
• Other local Business Improvement Districts (BIDs) are creating fun activations to encourage people to visit areas in their Downtown such as picnics and concerts.
• Metoyer included federal and local public policies, guiding remote vs. in-office work for government employees. Both levels of government require a minimum amount of days in office per week.

B. Presentation on Enhanced Security Patrols
• Not presented due to timing.

C. Homeless Outreach Updates
• Not presented due to timing.

D. Misc.
• Metoyer shared upcoming events/campaigns with the committee:
  o Brokers by the Beach: May 2
  o Fresh Start: Ends June 15
  o Bike Month: May
  o Sip, Shop, & Stroll: May 11

6. OLD BUSINESS

7. NEW BUSINESS

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

9. ADJOURNMENT
   Adjourned at 9:07 AM.

NEXT SCHEDULED EXECUTIVE COMMITTEE MEETING:
Thursday, June 6, 2024, 8AM Location: DLBA Conference Room

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

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