

EXECUTIVE COMMITTEE MEETING MINUTES

Thursday, May 2, 2024

8 AM

DLBA Conference Room

100 W Broadway, Suite 235

Long Beach, CA 90802

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

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

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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:
 - Brokers by the Beach: May 2
 - Fresh Start: Ends June 15
 - Bike Month: May
 - 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.

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. 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.