

DLBA Executive Committee

May 2, 2024

Thank you to the following Downtown Businesses!

Breakfast provided by:



Coffee provided by:



I. Call to Order and Introductions

Denise Carter, Chairperson

2. Secretary Report: Minutes – April 4

- Special Events Committee Chair and Vice Chair Approvals
- CPI & Rate Assessment Adjustment Recommendations

ACTION: Approve Minutes from April 4 Executive Committee Meeting

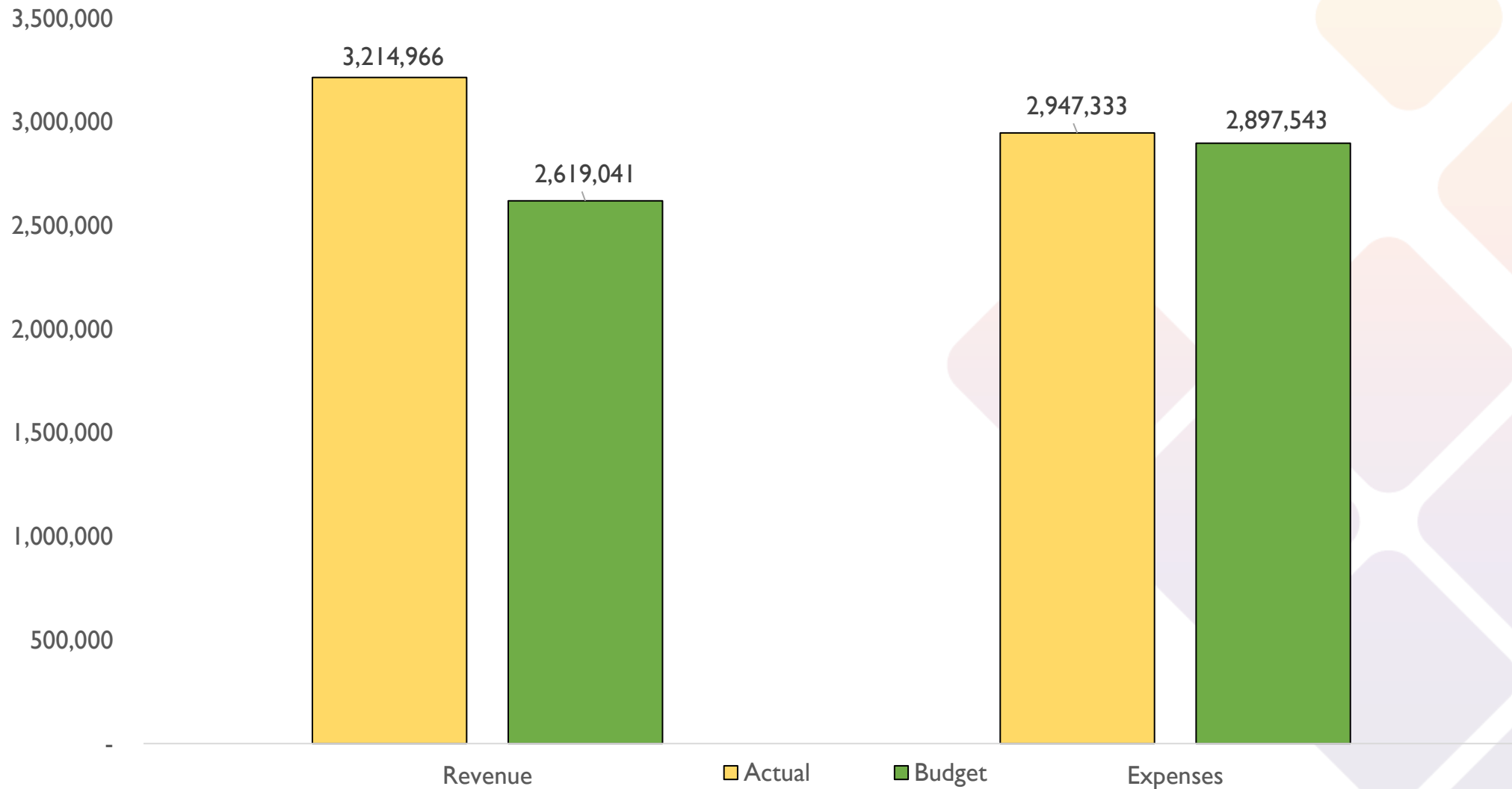
3. Treasurer's Report

Mike Gold, Treasurer

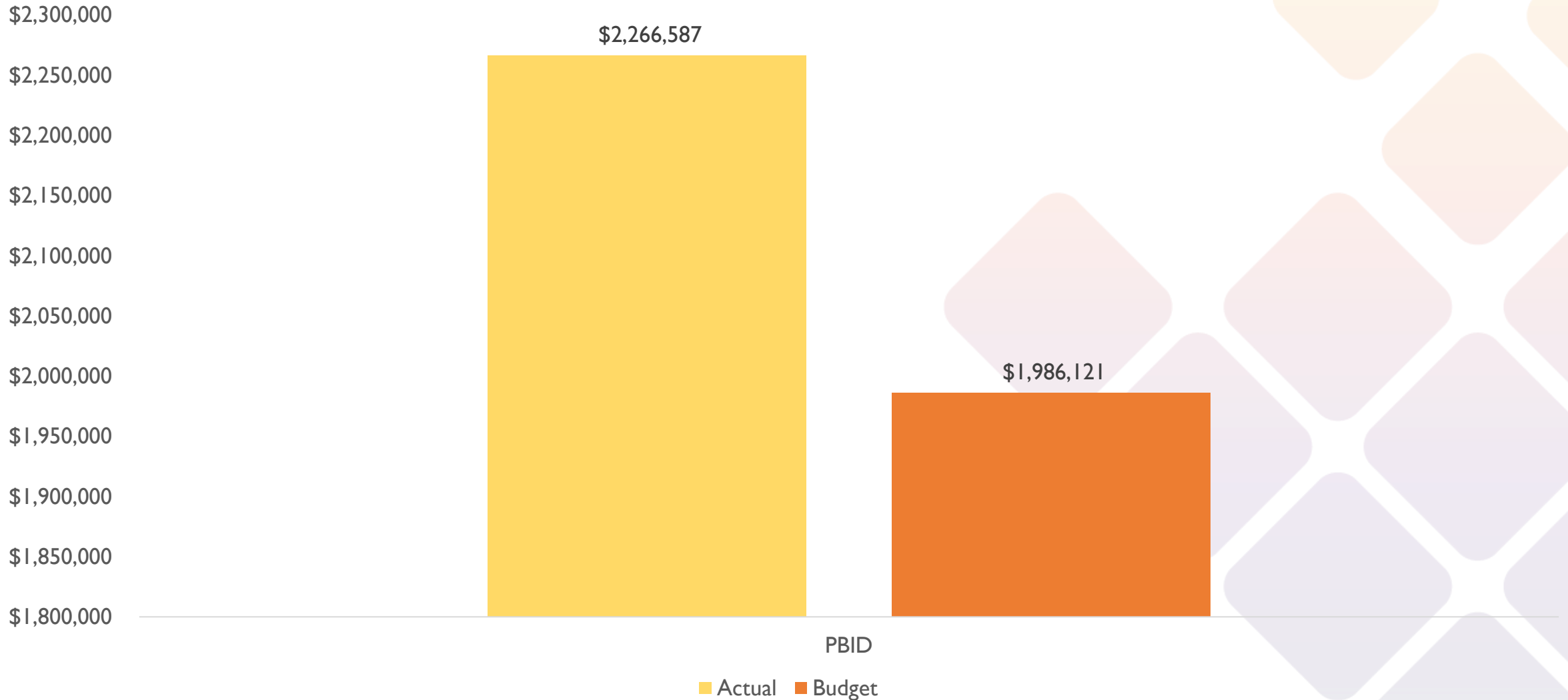
Jeremy Ancalade, Vice President of Finance and Administration

	March 2024			Total Year To Date		
	Actual	Budget	over Budget	Actual	Budget	over Budget
Income						
4000 Revenues	\$ 860,929	\$ 1,119,683	\$ (258,755)	\$ 2,627,110	\$ 2,365,558	\$ 261,552
4500 Grant Income		\$ -	\$ -	\$ 64,138	\$ -	\$ 64,138
4700 Other Income	\$ 49,967	\$ 29,247	\$ 20,720	\$ 288,181	\$ 253,483	\$ 34,698
4701 Interest Income	\$ 66		\$ 66	\$ 919	\$ -	\$ 919
4800 Deferred Revenue Recognized	\$ 136,500	\$ -	\$ 136,500	\$ 234,617	\$ -	\$ 234,617
Total Income	\$ 1,047,461	\$ 1,148,930	\$ (101,469)	\$ 3,214,966	\$ 2,619,041	\$ 595,924
Expenses						
5200 Marketing	\$ 27,902	\$ 36,893	\$ (8,991)	\$ 158,523	\$ 206,713	\$ (48,190)
5300 Economic Development	\$ 36,728	\$ 60,666	\$ (23,938)	\$ 218,080	\$ 294,089	\$ (76,009)
5400 Special Events & Outreach	\$ 29,952	\$ 17,956	\$ 11,996	\$ 247,571	\$ 188,336	\$ 59,235
5500 Operations (Clean Team)	\$ 257,921	\$ 276,358	\$ (18,438)	\$ 1,497,196	\$ 1,570,750	\$ (73,554)
5600 Advocacy & Development	\$ 18,624	\$ 14,228	\$ 4,396	\$ 102,887	\$ 85,368	\$ 17,519
5650 Placemaking	\$ 20,872	\$ 27,405	\$ (6,533)	\$ 231,610	\$ 192,836	\$ 38,774
5800 Administration	\$ 55,918	\$ 71,765	\$ (15,847)	\$ 491,466	\$ 359,451	\$ 132,015
Total Expenses	\$ 447,918	\$ 505,271	\$ (57,353)	\$ 2,947,333	\$ 2,897,543	\$ 49,790
Net Income	\$ 599,544	\$ 643,659	\$ (44,115)	\$ 267,633	\$ (278,502)	\$ 546,134

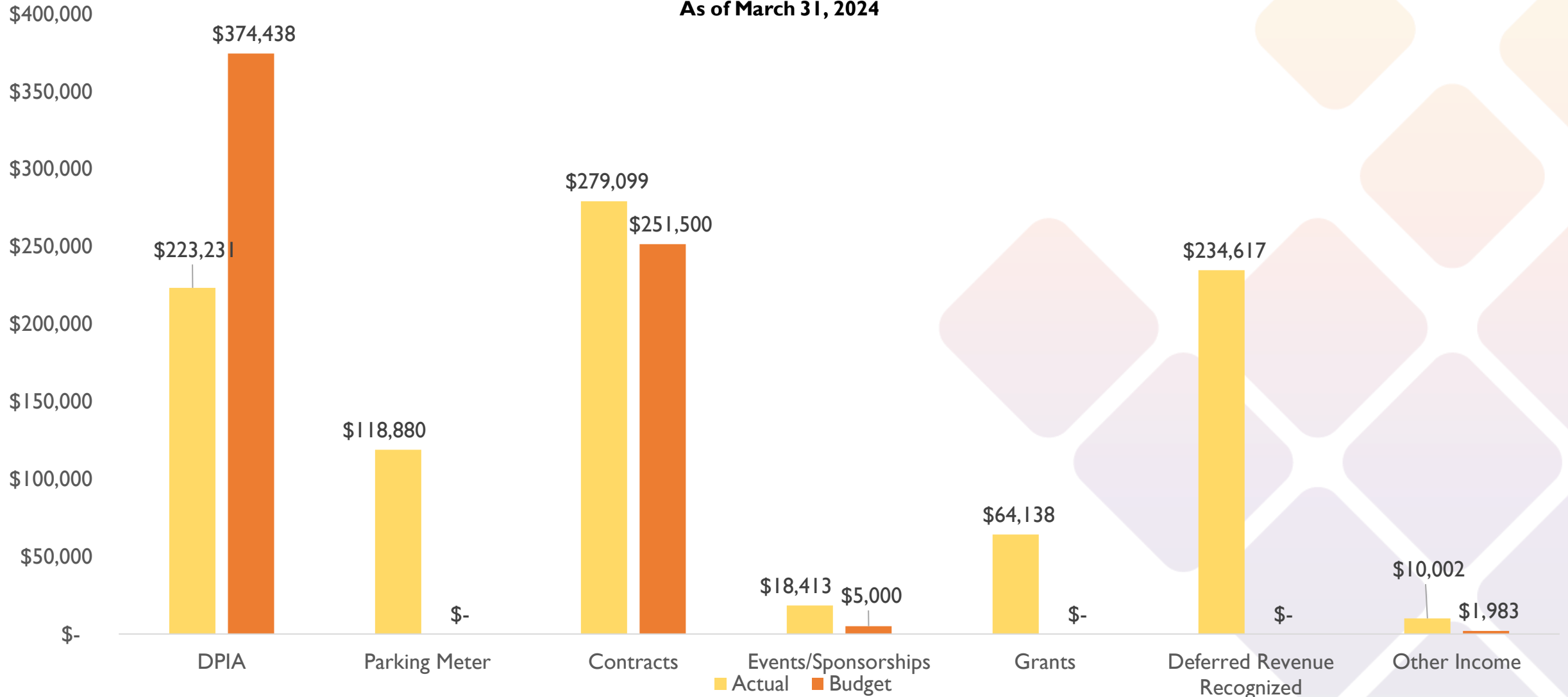
Financial Summary
As of March 31, 2024



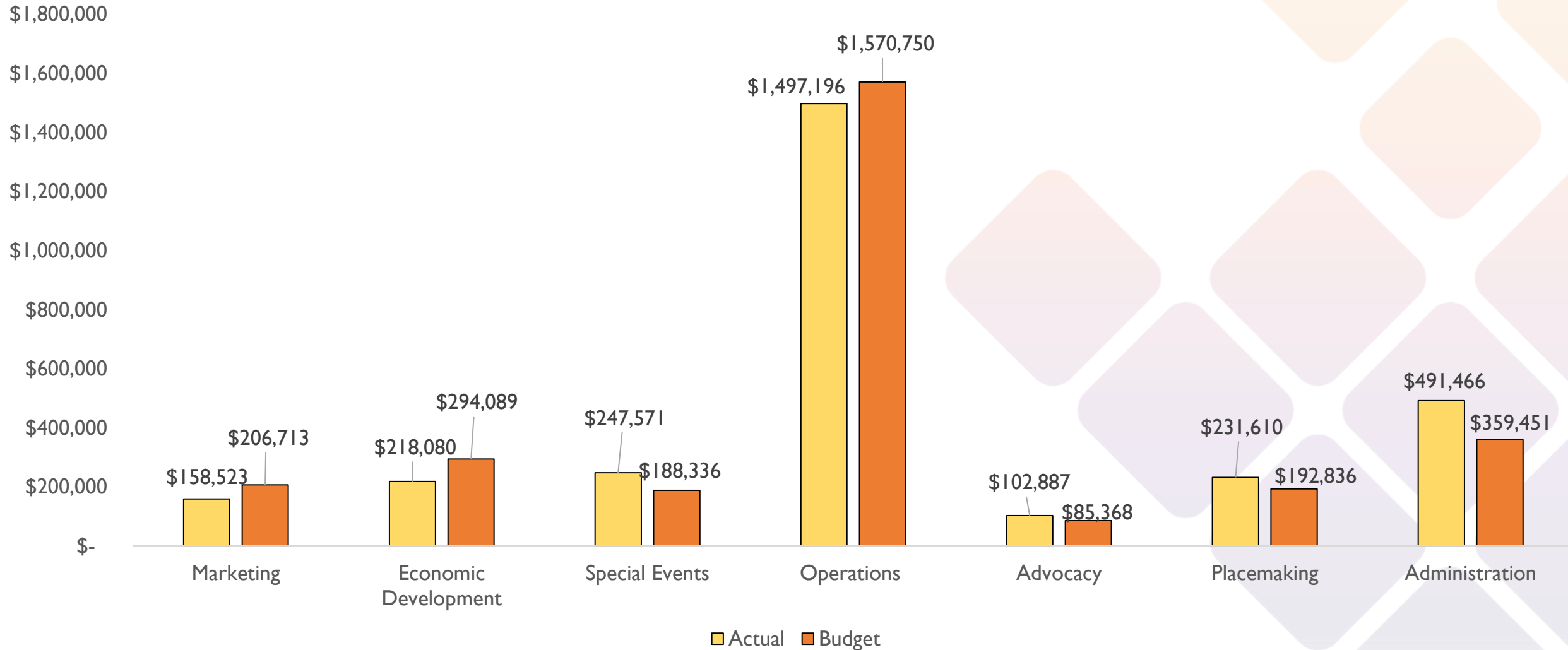
Revenue Summary
As of March 31, 2024

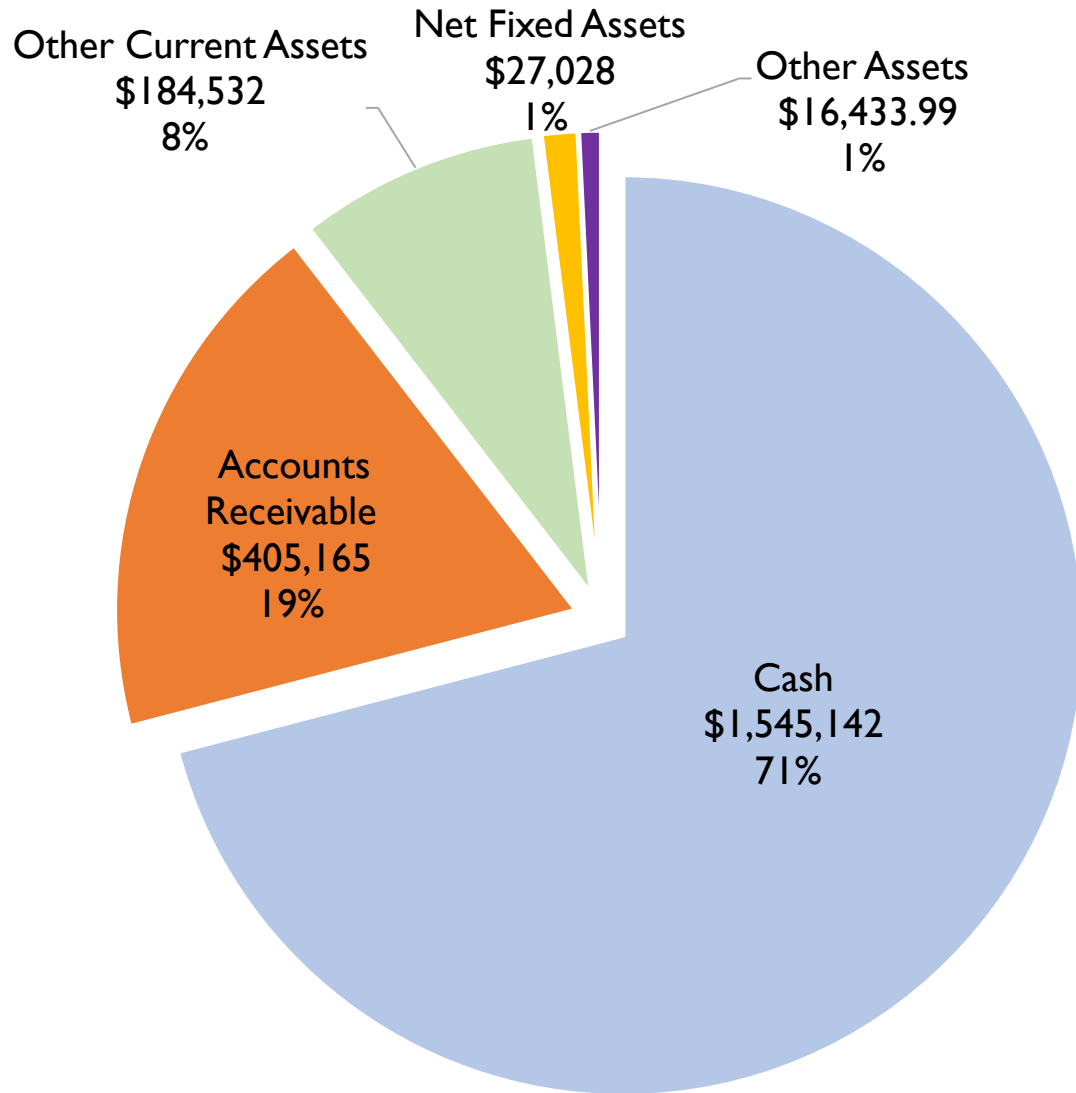


Revenue Summary
As of March 31, 2024



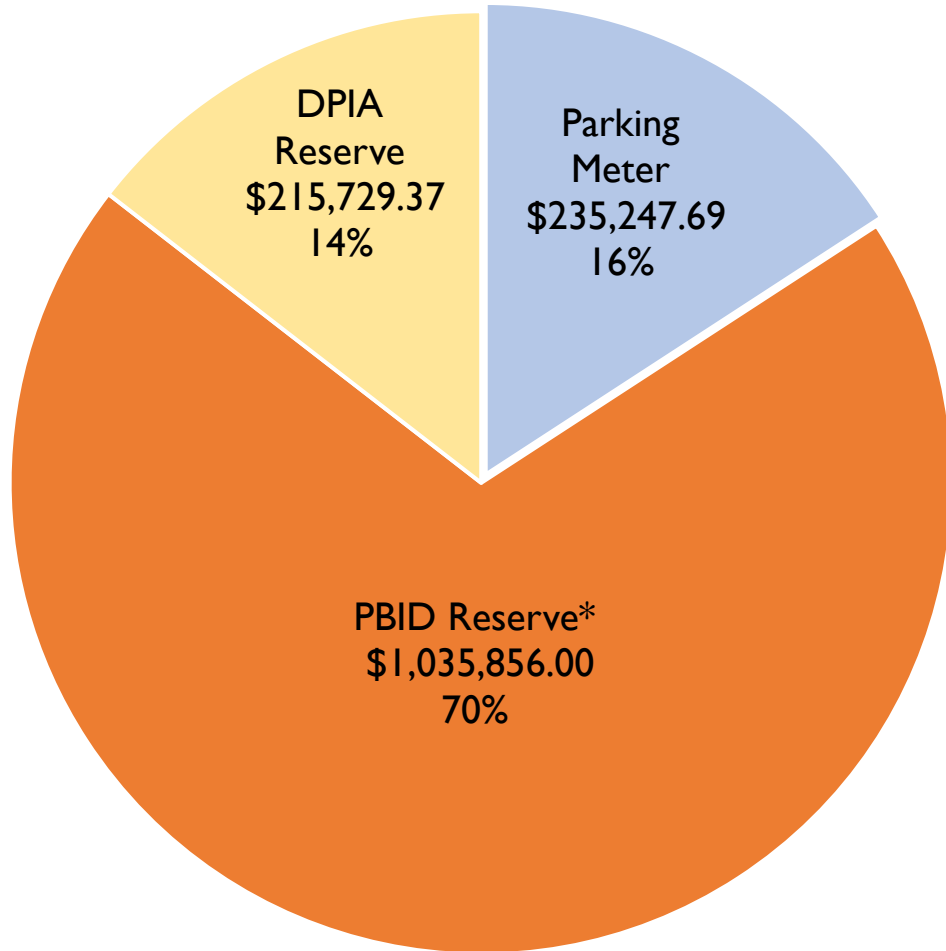
Expense Summary
As of March 31, 2024





DLBA Assets

Cash	\$	1,545,142
Accounts Receivable	\$	405,165
Other Current Assets	\$	184,532
Net Fixed Assets	\$	27,028
Other Assets	\$	16,433.99
		<hr/>
		\$2,178,302.08



DLBA Deferred Revenue

Parking Meter	\$ 235,247.69
PBID Reserve*	\$ 1,035,856.00
DPIA Reserve	\$ 215,729.37
<hr/>	
Balance less PBID Reserve	<u>\$ 1,486,833.06</u>

**A/R Aging Summary
 As of March 31, 2024**

	Current	1 - 30	31 - 60	61 - 90	91 and over	Total
CITY OF LONG BEACH	\$ -	\$ -	\$ -	\$ 59,138	\$ 100,119	\$ 159,257
State of California	\$ -	\$ 51,555	\$ -	\$ -	\$ 97,703	\$ 149,257
Long Beach Transit (Customer)	\$ 22,414	\$ 21,003	\$ -	\$ -	\$ 4,060	\$ 47,478
Midtown Business Improvement District	\$ 4,937	\$ 8,535	\$ -	\$ -	\$ -	\$ 13,473
Zaferia Business Association	\$ 8,172	\$ -	\$ -	\$ -	\$ -	\$ 8,172
Farmers and Merchants Bank	\$ -	\$ 5,000	\$ -	\$ -	\$ -	\$ 5,000
Long Beach Center Loan, LLC (Mosaic)	\$ 2,271	\$ 2,271	\$ -	\$ -	\$ -	\$ 4,542
Padre Latin Table & Cocktails	\$ -	\$ -	\$ -	\$ -	\$ 4,000	\$ 4,000
Port of Long Beach	\$ -	\$ -	\$ -	\$ -	\$ 3,000	\$ 3,000
Mercy Housing (300 Alamitos)	\$ 968	\$ 1,936	\$ -	\$ -	\$ -	\$ 2,904
Blu Community	\$ 893	\$ 1,813	\$ -	\$ -	\$ -	\$ 2,705
LA County MTA	\$ -	\$ 1,013	\$ -	\$ -	\$ 1,038	\$ 2,051
Pedal Movement (Customer)	\$ -	\$ -	\$ -	\$ -	\$ 1,750	\$ 1,750
HILLCREST MONTEREY ASSOCIATES	\$ -	\$ -	\$ -	\$ -	\$ 527	\$ 527
J Graphix Studio	\$ -	\$ -	\$ -	\$ -	\$ 400	\$ 400
BLOCK-BY-BLOCK	\$ 250	\$ -	\$ -	\$ -	\$ -	\$ 250
Stay Anchored.	\$ -	\$ -	\$ -	\$ -	\$ 200	\$ 200
The Cypher on Elm	\$ -	\$ -	\$ -	\$ -	\$ 100	\$ 100
The Scarlet Flower	\$ -	\$ -	\$ -	\$ -	\$ 100	\$ 100
George's Greek Cafe	\$ -	\$ -	\$ -	\$ -	\$ (0.40)	\$ (0.40)
TOTAL	\$ 39,905	\$ 93,126	\$ -	\$ 59,138	\$ 212,996	\$ 405,165

**A/R Aging Summary
 As of April 24, 2024**

	Current	1 - 30	31 - 60	61 - 90	91 and over	Total
CITY OF LONG BEACH	\$ -	\$ -	\$ -	\$ -	\$ 159,257	\$ 159,257
State of California	\$ -	\$ -	\$ 51,555	\$ -	\$ 97,703	\$ 149,257
Long Beach Transit (Customer)	\$ -	\$ 22,414	\$ 21,003	\$ -	\$ 4,060	\$ 47,478
Zaferia Business Association	\$ 8,172	\$ -	\$ -	\$ -	\$ -	\$ 8,172
Port of Long Beach	\$ 2,500	\$ -	\$ -	\$ -	\$ 3,000	\$ 5,500
Midtown Business Improvement District	\$ 4,937	\$ -	\$ -	\$ -	\$ -	\$ 4,937
Padre Latin Table & Cocktails	\$ -	\$ -	\$ -	\$ -	\$ 4,000	\$ 4,000
HILLCREST MONTEREY ASSOCIATES, INC	\$ 2,331	\$ -	\$ -	\$ -	\$ 527	\$ 2,859
Long Beach Center Loan, LLC (Mosaic)	\$ 2,271	\$ -	\$ -	\$ -	\$ -	\$ 2,271
LA County MTA	\$ -	\$ -	\$ 1,013	\$ -	\$ 1,038	\$ 2,051
Blu Community	\$ 893	\$ -	\$ 893	\$ -	\$ -	\$ 1,785
Pedal Movement (Customer)	\$ -	\$ -	\$ -	\$ -	\$ 1,750	\$ 1,750
Mercy Housing (300 Alamitos)	\$ 968	\$ -	\$ -	\$ -	\$ -	\$ 968
J Graphix Studio	\$ -	\$ -	\$ -	\$ -	\$ 400	\$ 400
BLOCK-BY-BLOCK	\$ 250	\$ -	\$ -	\$ -	\$ -	\$ 250
Hamburger Mary's (Customer)	\$ 250	\$ -	\$ -	\$ -	\$ -	\$ 250
Stay Anchored.	\$ -	\$ -	\$ -	\$ -	\$ 200	\$ 200
The Cypher on Elm	\$ -	\$ -	\$ -	\$ -	\$ 100	\$ 100
The Scarlet Flower	\$ -	\$ -	\$ -	\$ -	\$ 100	\$ 100
George's Greek Cafe	\$ -	\$ -	\$ -	\$ -	\$ (0.40)	\$ (0.40)
TOTAL	\$ 22,572	\$ 22,414	\$ 74,464	\$ -	\$ 272,134	\$ 391,584

Downtown Long Beach Alliance
As of March 31, 2024
(Fiscal Year Ending September 30, 2024)
Financial Summary

Year-to-Date	Actual	Budget	Variance
Revenue	3,214,966	2,619,041	595,924
Expenses	2,947,333	2,897,543	49,790
Net	267,633	(278,502)	546,134

4. Chairperson Report

Denise Carter

4. Chairperson's Report – Sam Pierzina, Chair-Elect

A. Remarks from the Chair

4. Chairperson's Report – Sam Pierzina, Chair-Elect

- B. Governance Committee Report – Pierzina
 - i. Board/Committee Vacancy Updates

4. Chairperson's Report – Sam Pierzina, Chair-Elect

- B. Governance Committee Report – Pierzina
 - ii. Board Recruitment Updates

5. President & CEO Report

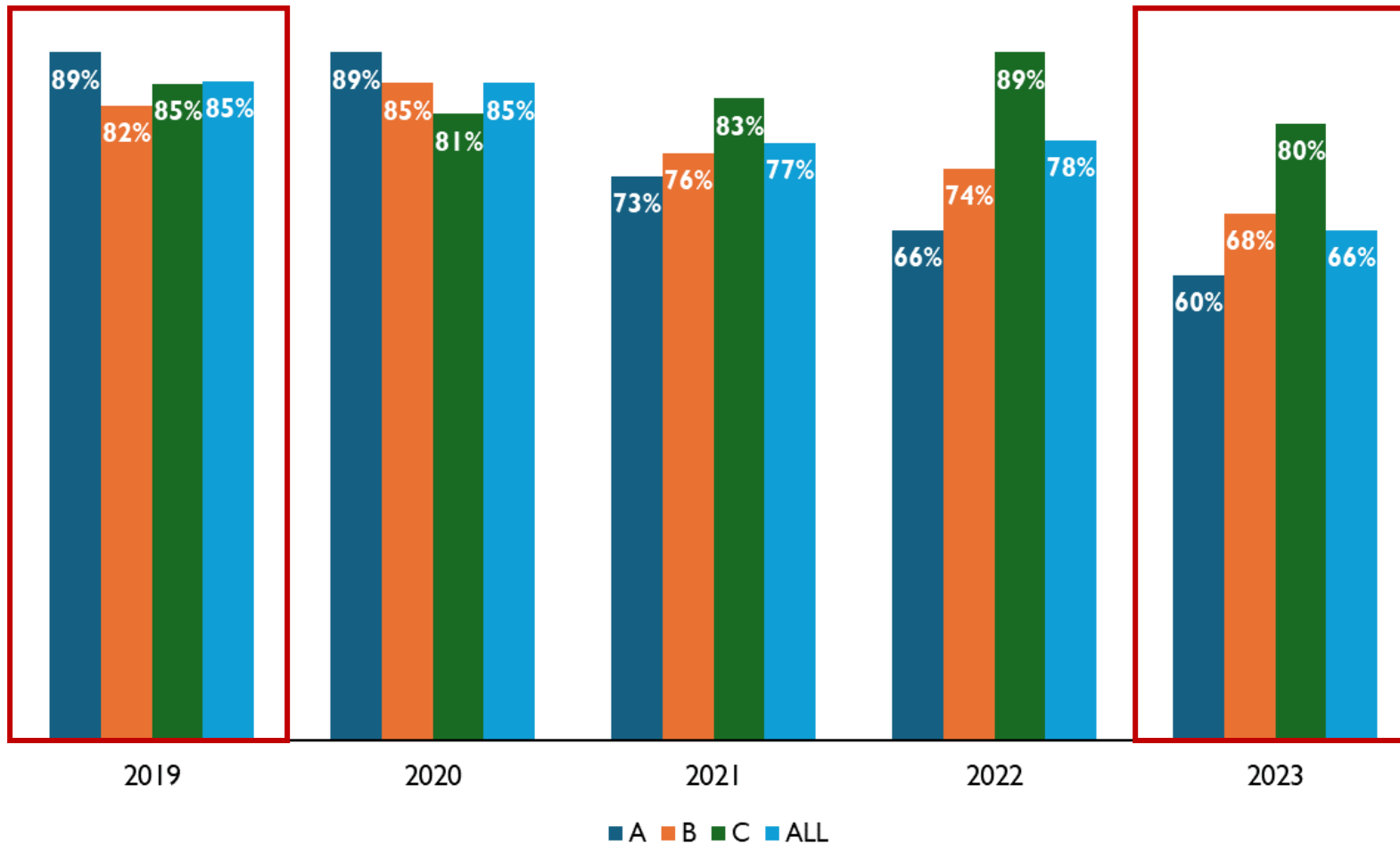
Austin Metoyer

5. President & CEO Report – Austin Metoyer

A. Remote Workers in Downtown

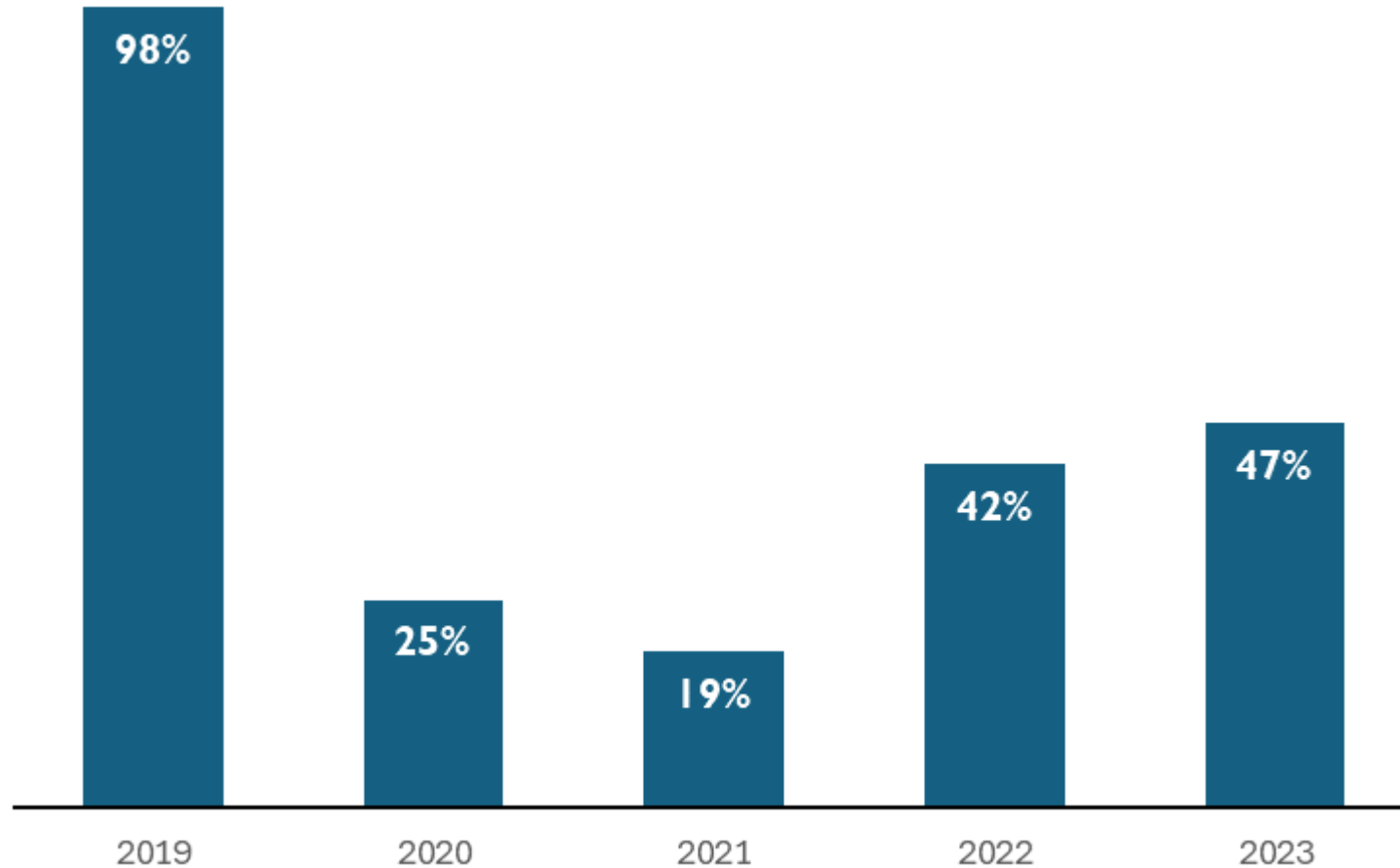
Office Market: Vacancy Trends

2019:
Overall Avg. 85%



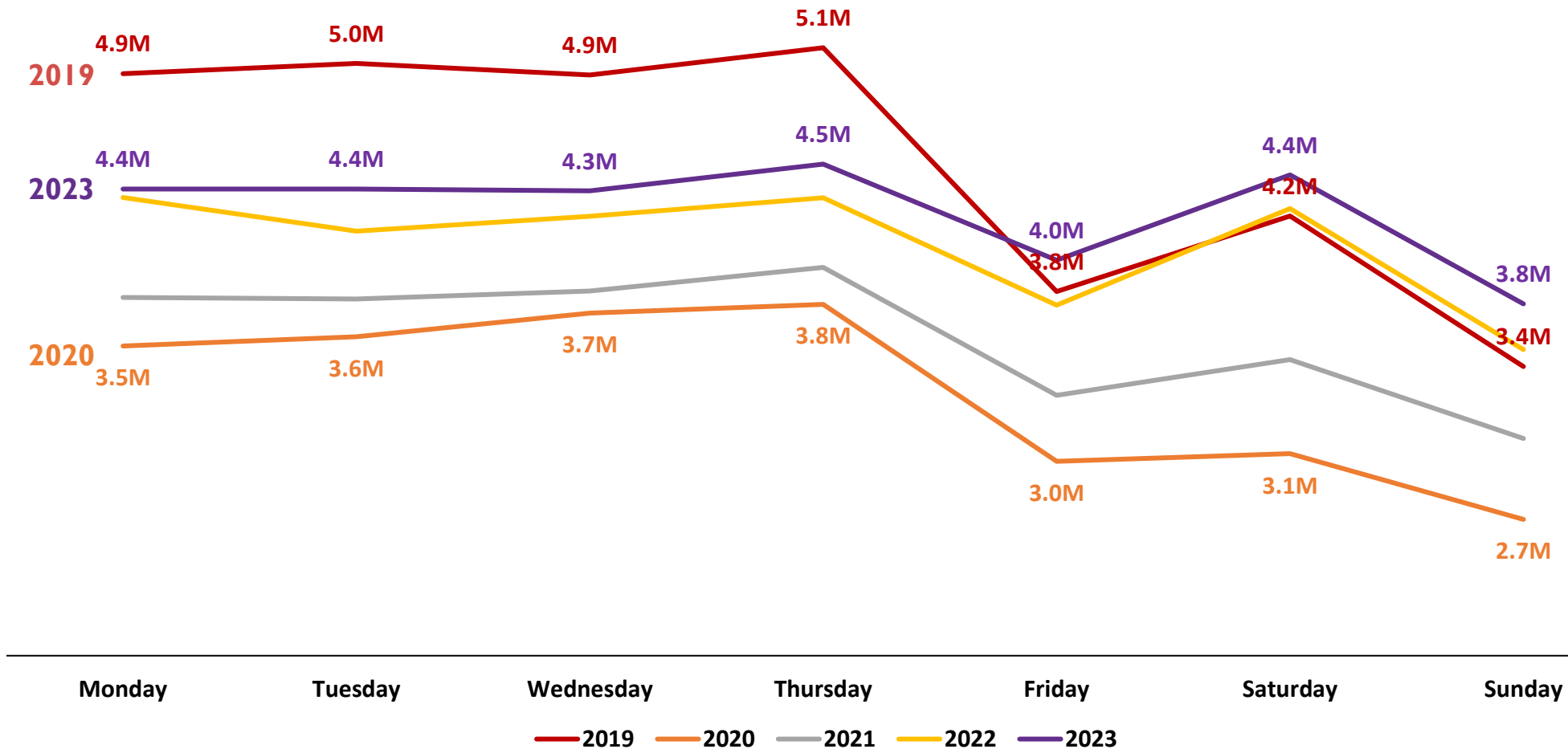
2023:
Overall Avg. 66%

LA County Office Market: Utilization Trends



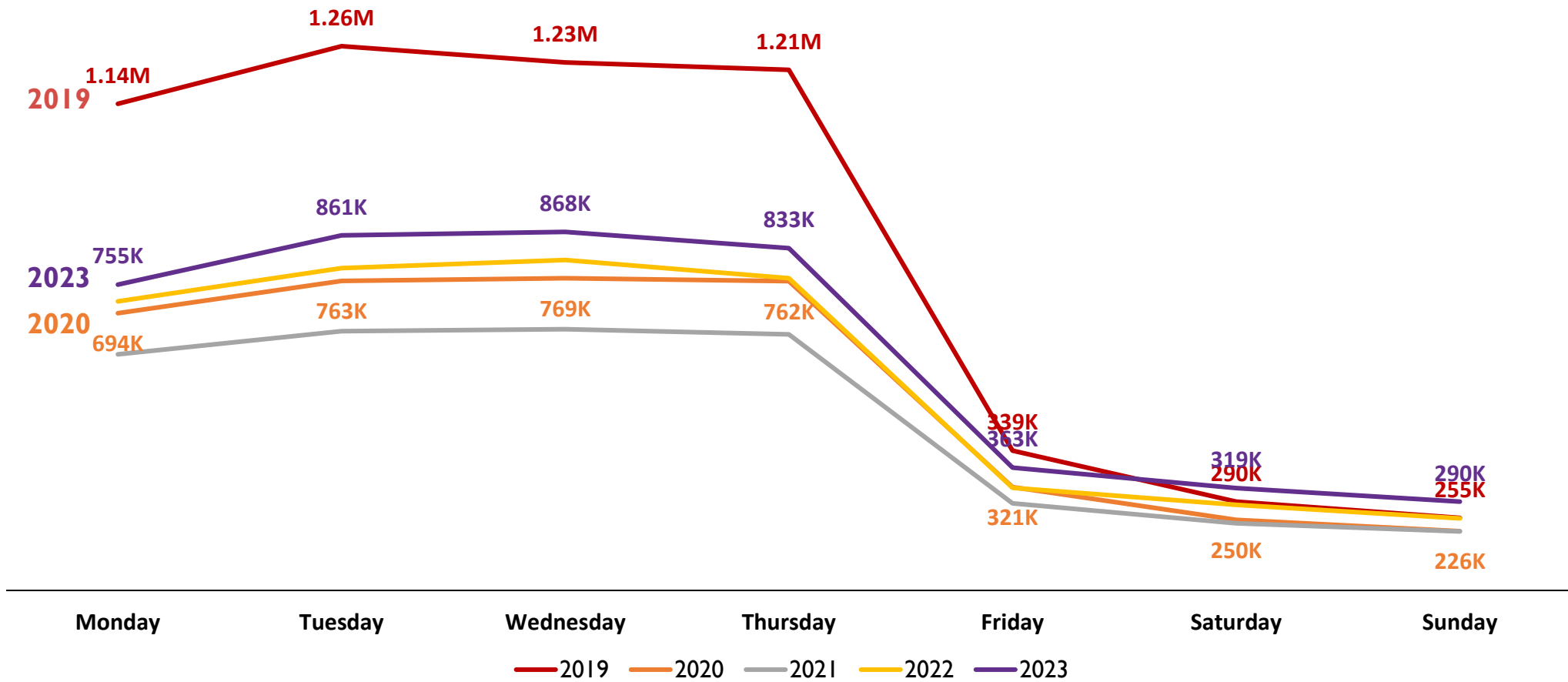
Kastle Systems	
*Tuesday: Peak Day (4 week average)	53%
This week average	47%
Highest Day (of previous week)	53%
Lowest Day (of previous week)	34%

Downtown Pedestrian Trends: All

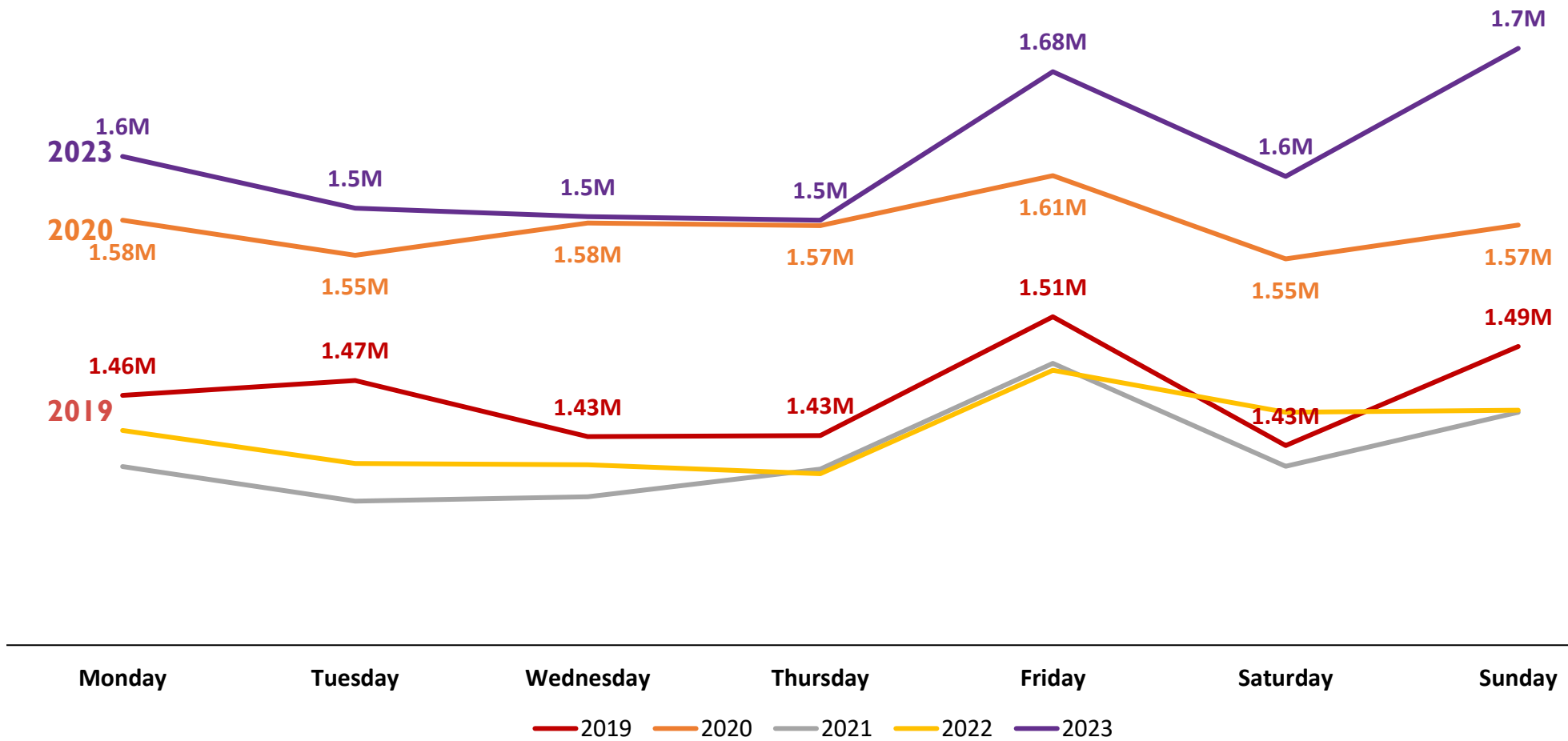


Source: PlacerAI, a contracted software company aggregating mobile location data.

Downtown Pedestrian Trends: Workers



Downtown Pedestrian Trends: Residents





**LIVE AT
Lunch**

Date: Wednesday, April 24

Time: 11:30 am - 1:30 pm

Location: 701 B Street, San Diego, CA 92101 **7**



What are BIDs doing?

- Creating activities to get people out
 - Summer Lunch Time Picnic – DTLB Alliance
 - Live At Lunch – Downtown San Diego Partnership
 - Lunch Time Concerts at Colburn – DTLA Alliance

Return to Work: Public Policies

- District of Columbia:
 - Biden Administration has pushed for a return to office for federal employees (Jan 2024), the push has been met with resistance by federal employee unions
 - DC employees went from three-days in office to four-days in office (Jan 2024)
- California:
 - Gov. require all state employees to work in office at least 2 days a week starting June 17 (April 2024)
 - San Fran announced “Welcome Back SF” (March 2022) joint return to office policy with public and private entities, varied in-person policy, with some success and resistance

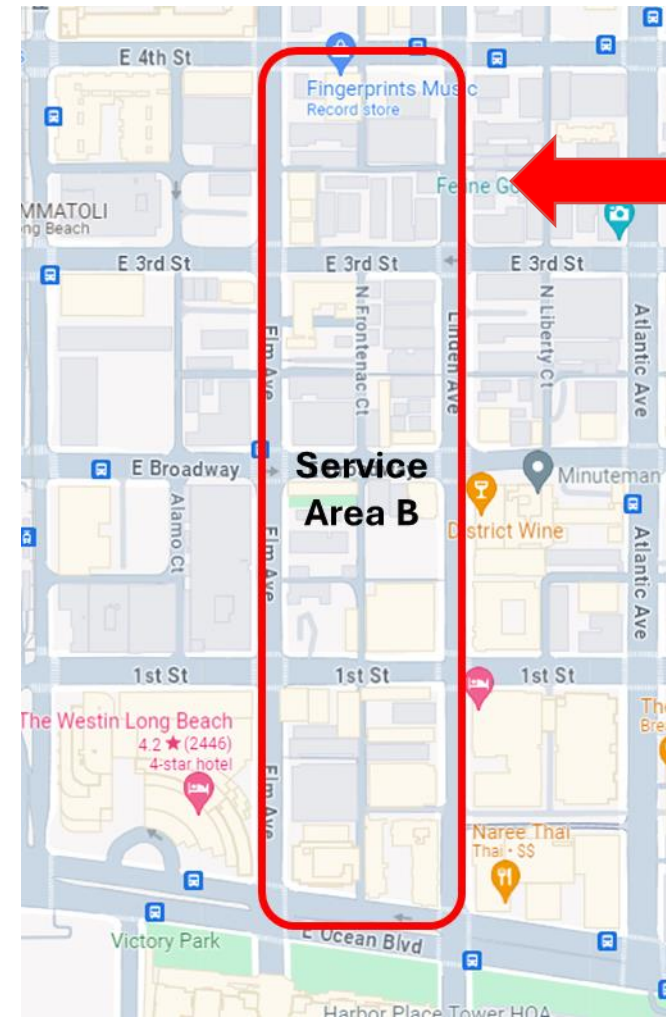
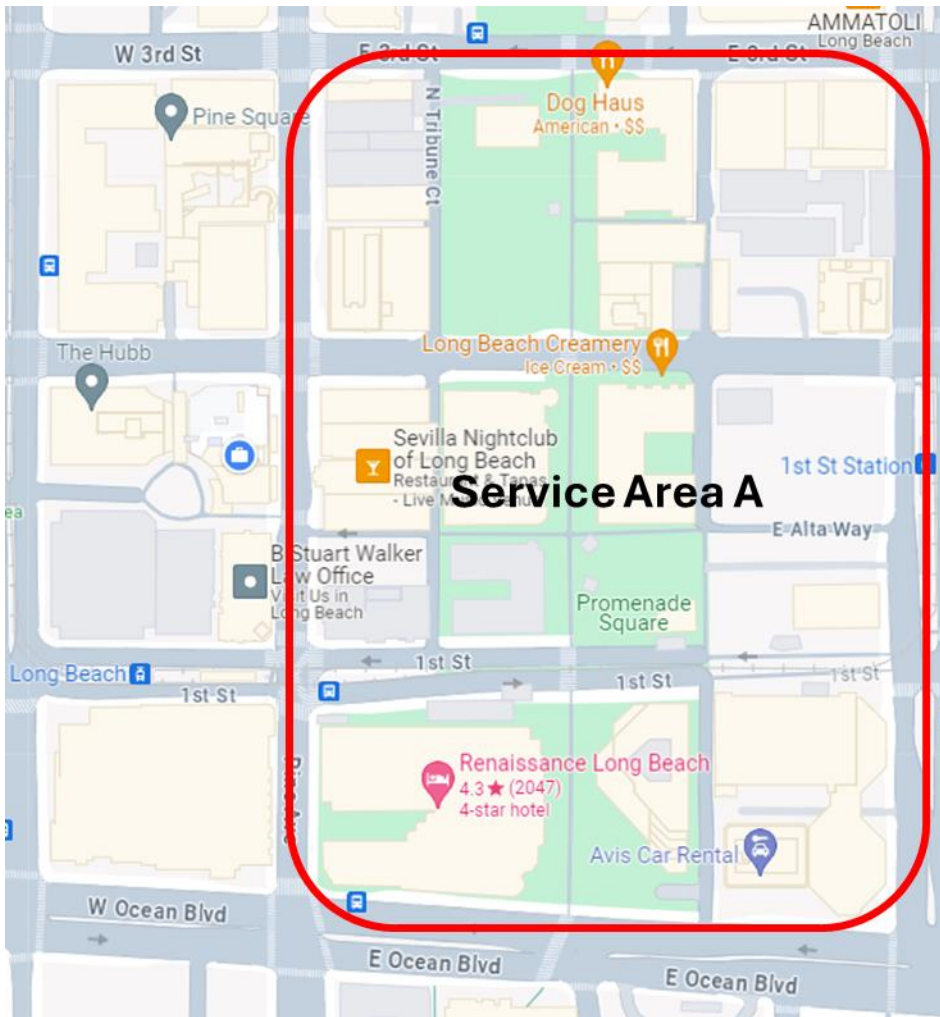
5. President & CEO Report – Austin Metoyer

B. Presentation on Enhanced Security Patrols

INITIAL ASSESSMENT

- A response to a series of safety related incidents in Fall 2023
- A request for more visibility in high traffic commercial corridors

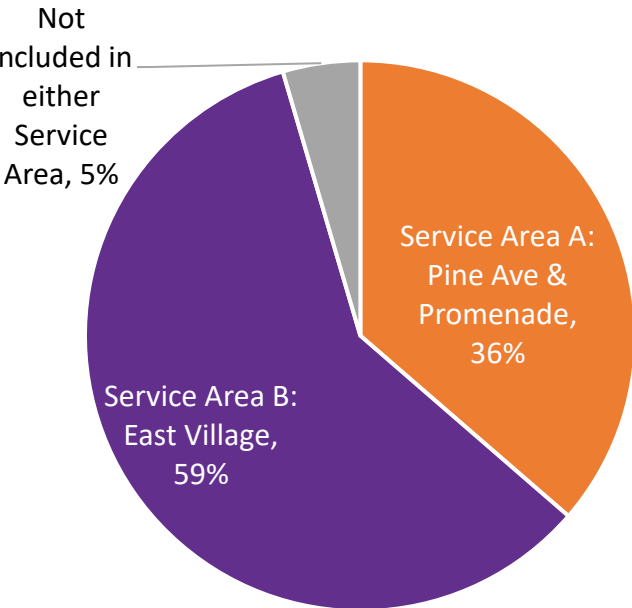




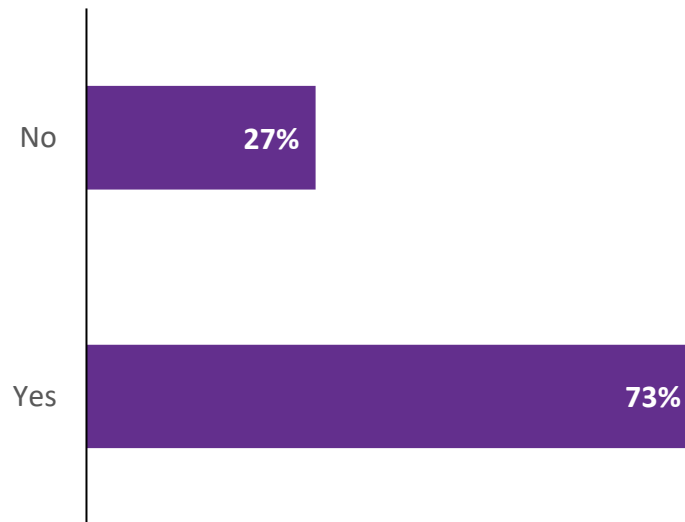
Program Overview

2 Patrol Officers
40 Hours/Week
Wednesday – Sunday,
10 AM to 6 PM

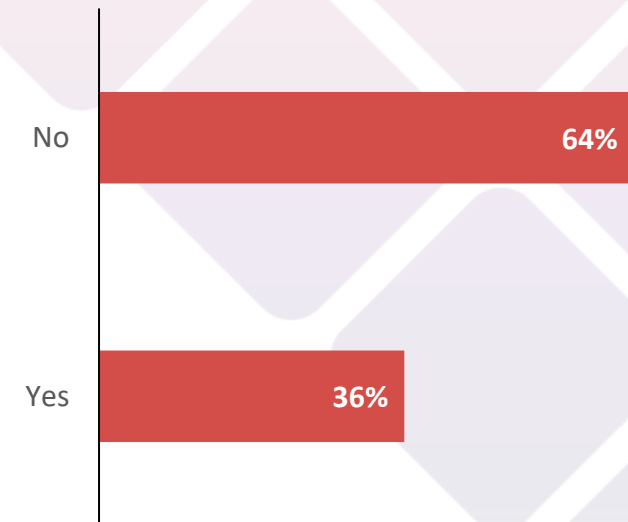
CSI Assessment Survey



Are you aware of the presence of the patrol team (Blue Shirts) in your area?



Have you personally interacted with a member of the patrol team (Blue Shirts) in your area?



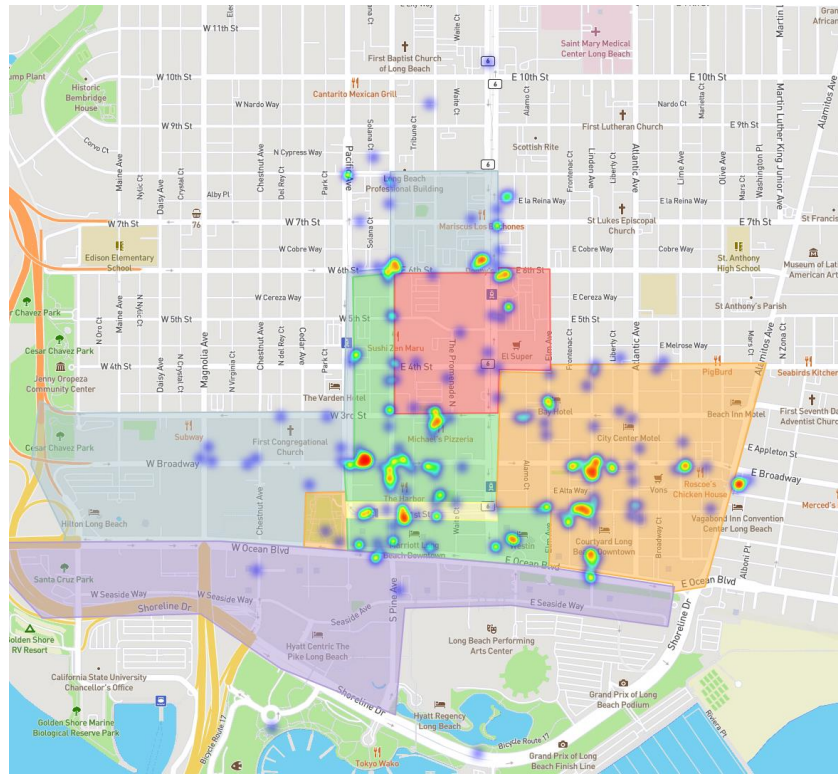
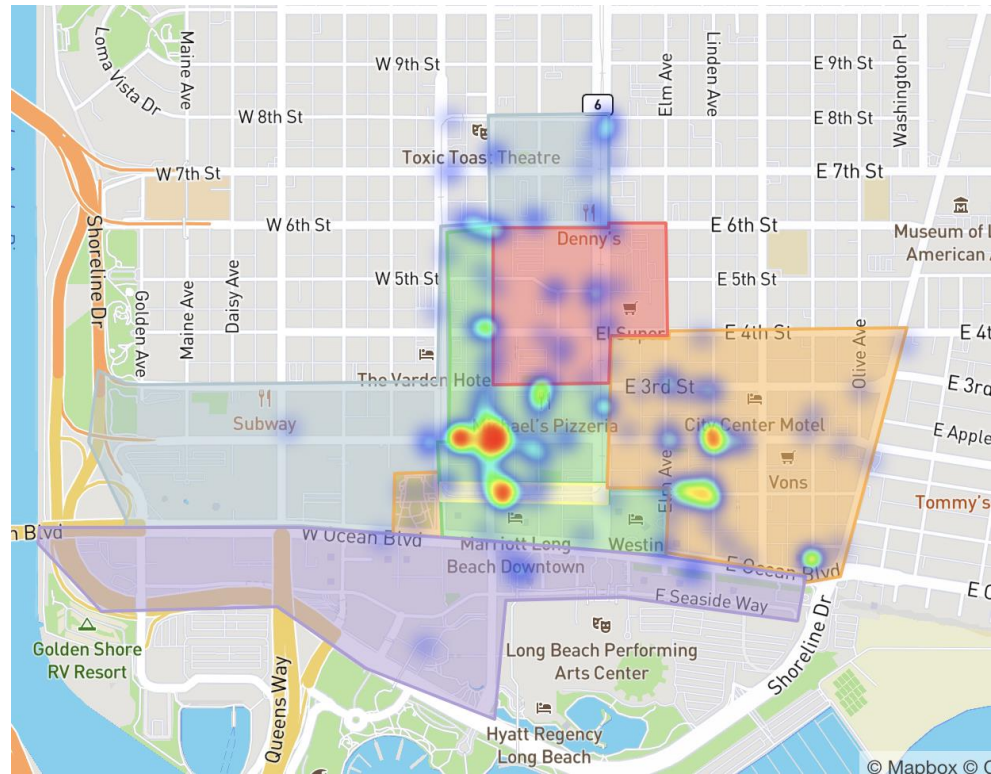
CSI Assessment Survey: Open Ended Comments

- I don't feel there has been much of a difference in outcomes between the Blue Shirt team vs. the Red Shirt team.
- Presence is everything
- Every bit helps but we still have a problem with encampments and loitering
- I haven't experienced working with them yet but I do see them patrolling from time to time.
- There have been many incidents of theft and loitering homeless individuals entering my business and refusing to leave, as well as camping out in front of my business.
- I haven't seen any yet!
- Na
- I feel that we still have some people loitering. Once man in particular who frequently sleeps in front of the vacant store front on 1st Street (Formerly Seams). He has stolen from some of the businesses and was seen smoking crack in front of the empty storefront.
- We haven't seen them and there's still a lot of crazy transients in the area.
- Haven't seen them so not sure

Incident Reports: Disturbances

Jan – April 2023

Jan – April 2024

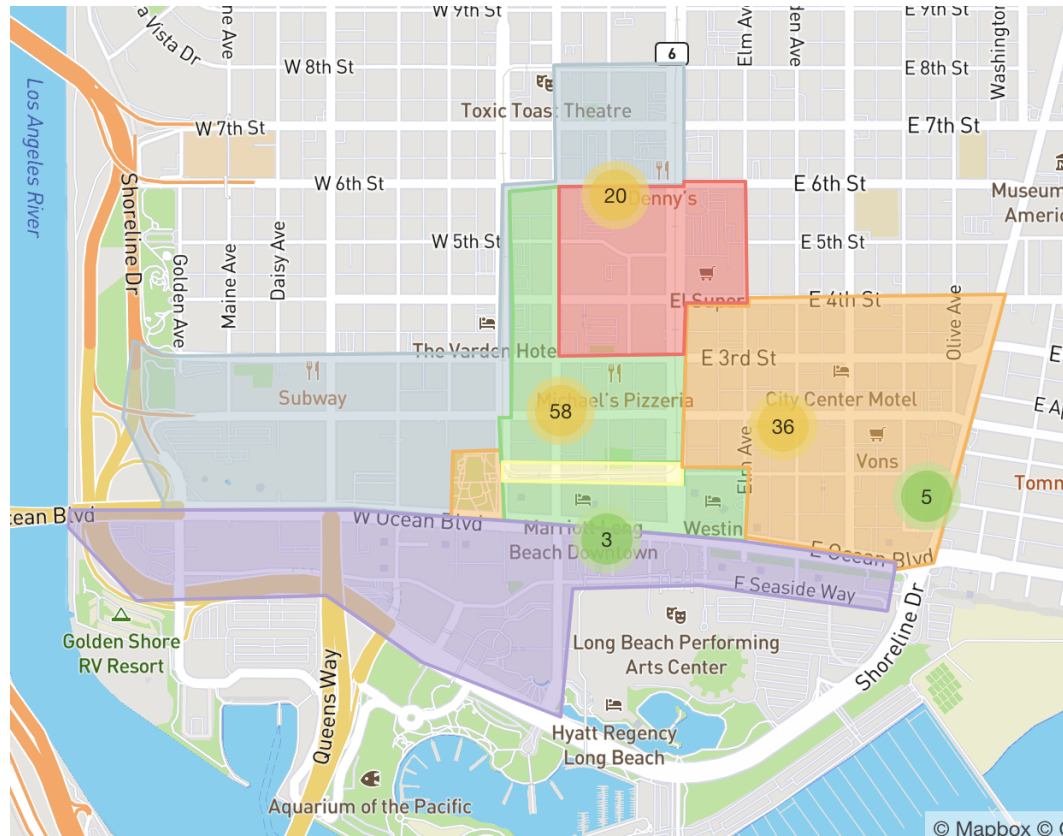


Disturbance-Loitering, Encampments, Sleeping in front of businesses, drug usage

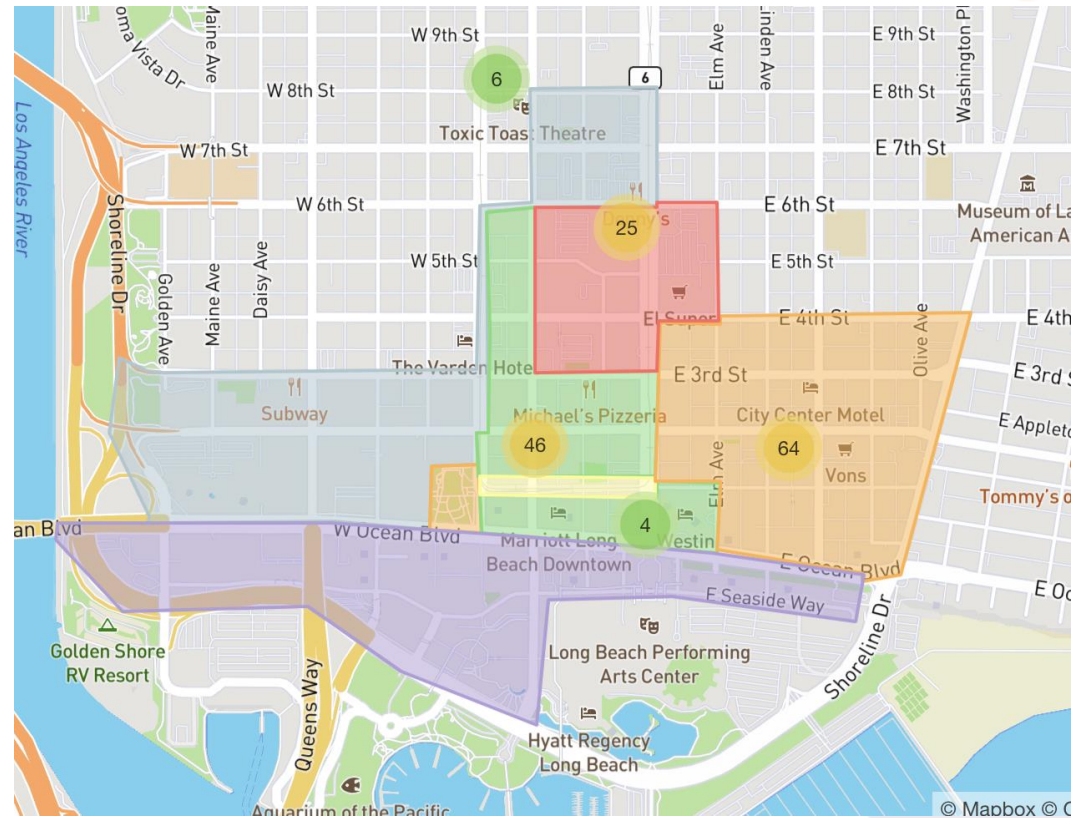
	2023	2024
January	24	58
February	49	48
March	59	78
April	65	81
May	65	-
June	52	-

Incident Reports: Disturbances

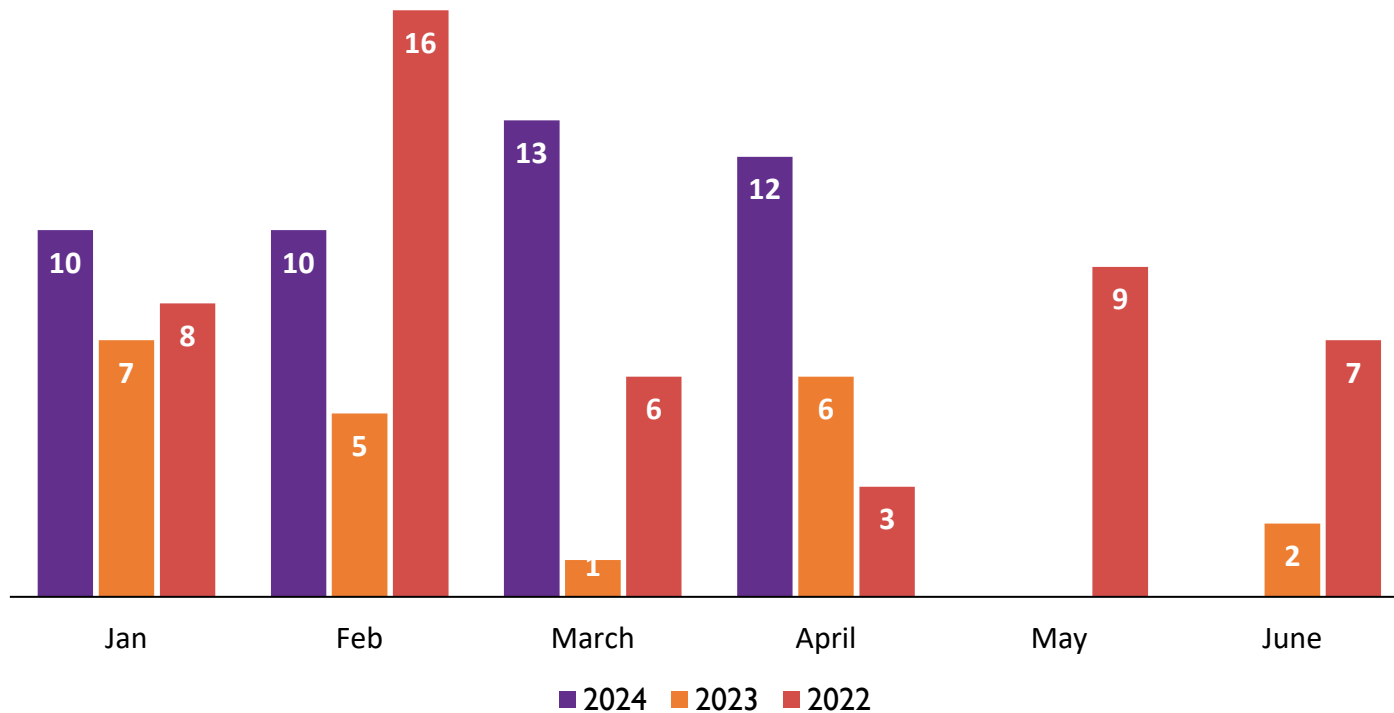
Jan – April 2023



Jan – April 2024



Business Vandalism Trend: Broken Windows



INITIAL ASSESSMENT

- Strong support of initial rollout from community
- Visibility challenges
- Internal management
- Good presence
- Disturbance and incidents still persists, particular in evening/nighttime hours
- Patrol faces similar resistance challenges of existing safety ambassador program



5. President & CEO Report – Austin Metoyer

C. Homeless Outreach Updates

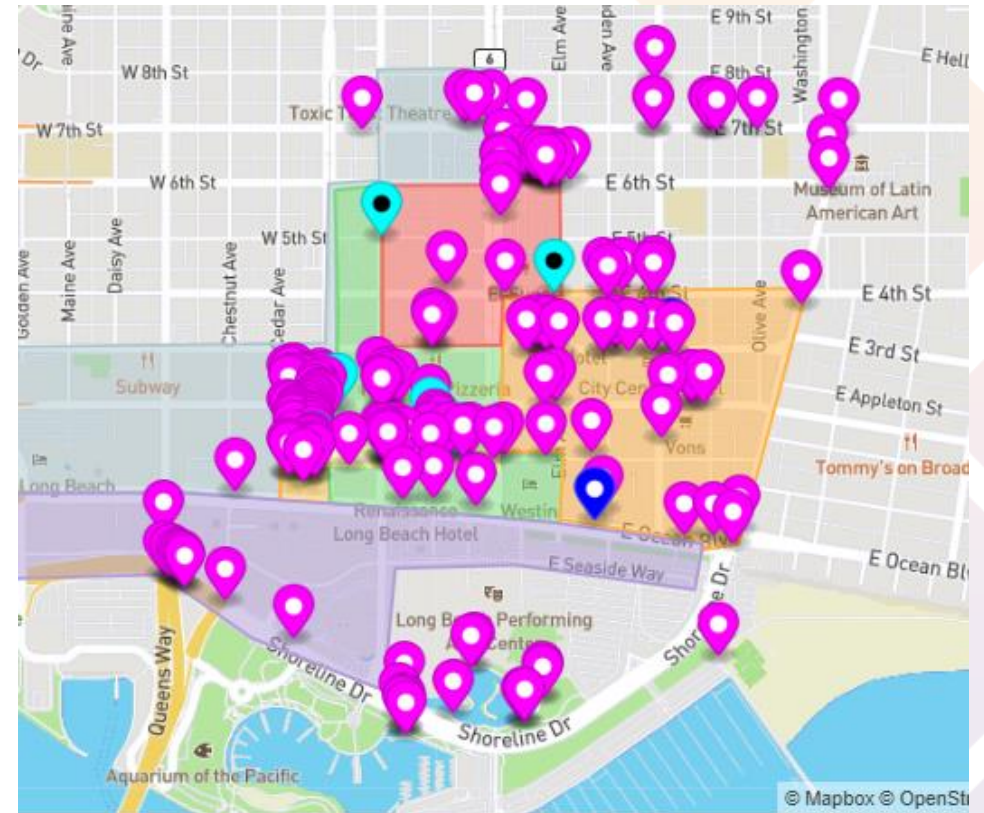
HOMELESS OUTREACH OVERVIEW

- Introduction
- Daily Operations
 - **Outreach:** Library, Lincoln Park, COA, Long Beach/6th street, and East Village
 - **COA:** Senior Event, Resource Fair
 - **St. Lukes:** Unhoused Luncheon
 - **Collaborators:**
 - Multi-Service Center
 - Mental Evaluation Team
 - Community Crisis Response Team
 - Healthcare in Action
 - LBPD QOL



BBB 2023 INITIAL ASSESSMENT

- October 10th to 13th, 2023
- Daily count: 5:30 am and 7:00 pm
- Average 155 Unhoused
 - Highest concentration at the Library (30) and Lincoln Park (30-40).
 - Gaucho Beach (23)
 - Unhoused Reasons
 - Strict shelter rules
 - Mental Health
 - Drug use



Unhoused: Purple Transients: Light Blue Passive Panhandlers: Blue

SUCCESSFUL STORIES

- **Cornellius Vernon:**
 - Unhoused since the age of six. Recently placed at Colonial Inn.
- **Mario Tapia:**
 - Unhoused since December 2022. Housed at the Midnight Mission in Downtown Los Angeles.
- **Aaron Stoddard:**
 - Unhoused about six weeks. Placed at the Midnight Mission.
- **Christopher Zareck:**
 - Unhoused over six years. Placed at Long Beach Rescue Mission.



NEW IDEAS & PROGRAMMING (FIRST 6 MOS.)

- PO BOX – Mailing address for unhoused
- New Relationships
 - LA Union Rescue Mission
 - LA Midnight Mission
 - Weingart Foundation
 - Long Beach Rescue Mission
- TAP Cards – Metro passes
- Lifeline Program - Cell Phones



INITIAL CHALLENGES (FIRST 6 MOS.)

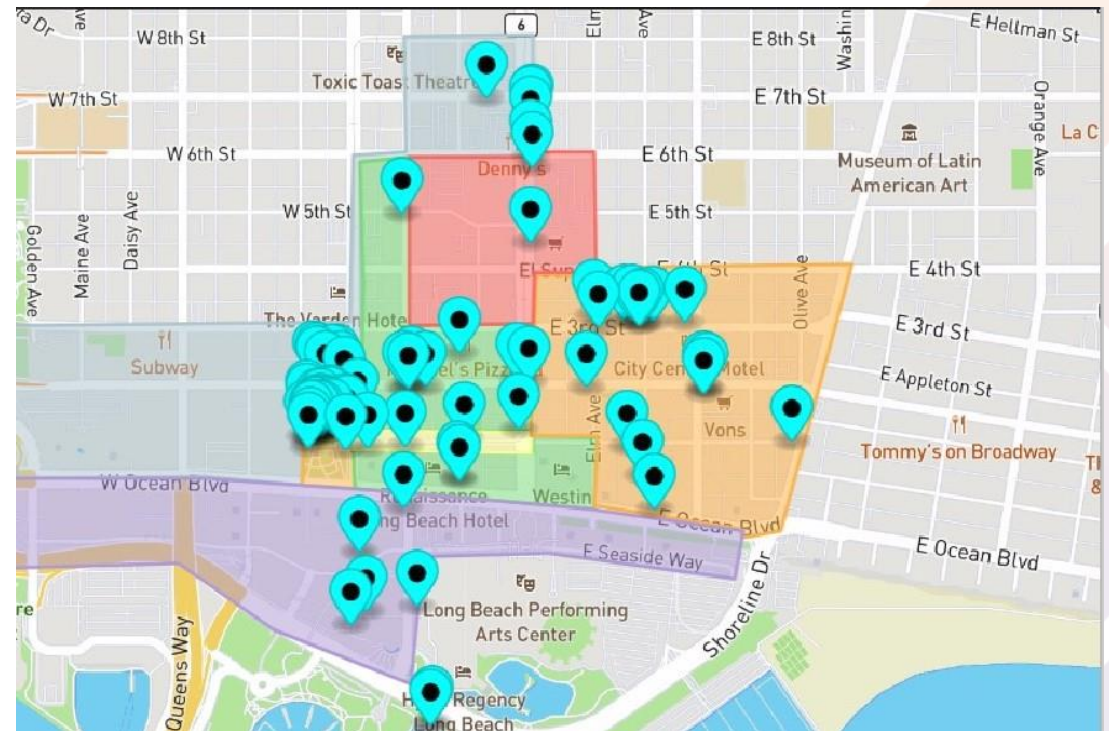
- Limited Resources at first
- Limited knowledge of services offered
- Unwanted services from individuals
- Non-compliance
- Laws



SERVICES PROVIDED

- Hygiene/Food/Clothing Provided: 422
- Referrals: 231
- Housing Assistance/Placement: 64
- Contacts: 1,344
- Count:
 - March-120
 - April- 98

April 2024



LOOKING AHEAD

- Create new relationships with partners (nonprofits, local agencies, private industry)
- Homeless Management Information System (HMIS) and Clarity Access.
- Provide toiletries and clothing as needed to unhoused individuals

5. President & CEO Report – Austin Metoyer

D. Misc.

Brokers BY THE Beach



DOWNTOWN
LONG BEACH
ALLIANCE



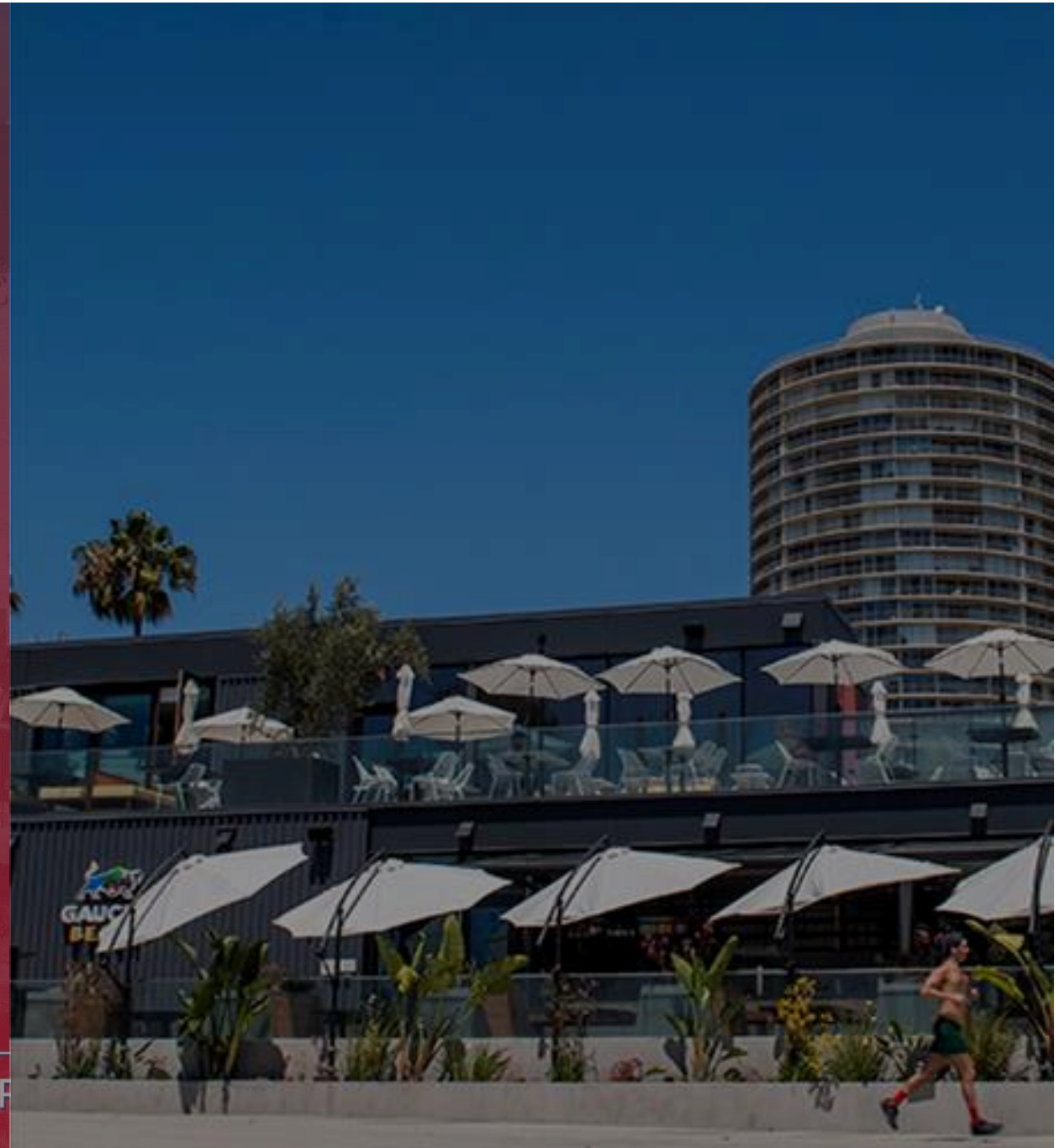
GAUCHO
BEACH
— FOOD COURT —

GAUCHO BEACH

MAY 2, 2024 | 6-8 PM

Photo by Gaucho Beach

[DOWNTOWNLONGBEACH.ORG/BROKERS](https://downtownlongbeach.org/brokers)





FRESH START

ASSISTING OUR UNHOUSED NEIGHBORS



Learn More & Donate Online



DONATE

- SHAMPOO & SOAP
- TOOTH PASTE & BRUSHES
- UNUSED TOWELS



MAY IS
BIKE MONTH!

MAY 4 10 AM - 12 PM
LINCOLN PARK CLEAN UP + BIKE MURAL TOUR
LINCOLN PARK (101 PACIFIC AVE.)

MAY 8 11:30 AM - 1:30 PM
PICNIC + FREE BIKE TUNE-UP
PROMENADE SQUARE PARK (215 E 1ST ST.)

MAY 21 8:30 - 10:30 AM
BIKE TO WORK DAY
(BIKE GEAR GIVEAWAYS & BREAKFAST TO-GO!)
HARVEY MILK PARK (185 E 3RD ST)

DTLB.ORG | [@DLBA](https://twitter.com/DLBA)  **DOWNTOWN
LONG BEACH
ALLIANCE**

A Special
"Taste of Downtown"
Event

Sip, Shop & Stroll

May 11 | 12 - 4pm
East Village

price | Access to all participating retail stores, bi

THE SHOPPING EXPERIENCE, FOO



6. Old Business
7. New Business
8. Public Comments (three minutes on all non-agenda items)
9. Adjournment

Next Executive Committee Meeting:

June 6, 2024

DLBA Conference Room

DLBA Executive Committee

May 2, 2024

Thank you to the following Downtown Businesses!

Breakfast provided by:

Coffee provided by:



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