

# DLBA Executive Committee

May 4, 2023



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

# I. Call to Order and Introductions

Debra Fixen, Chairperson

## 2. Secretary Report: Minutes – April 6, 2023

- SECRETARY REPORT: Minutes presented and approved from March 2, 2023 meeting
- PRESIDENT & CEO REPORT:
  - CPI & District Rate Adjustment Approval
  - Community Budget Forum Update

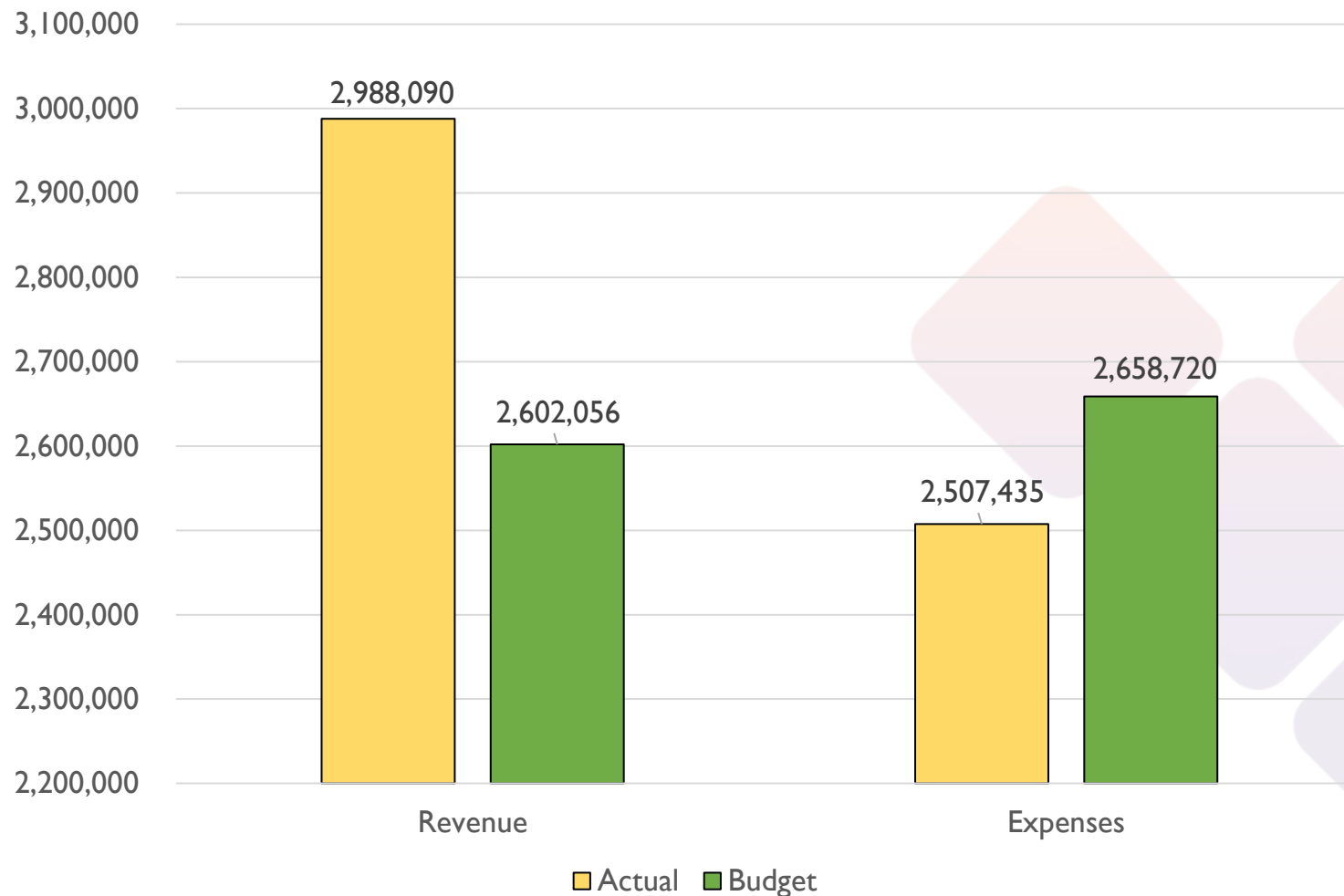
**ACTION:** Approve Minutes from April 6 Executive Committee Meeting

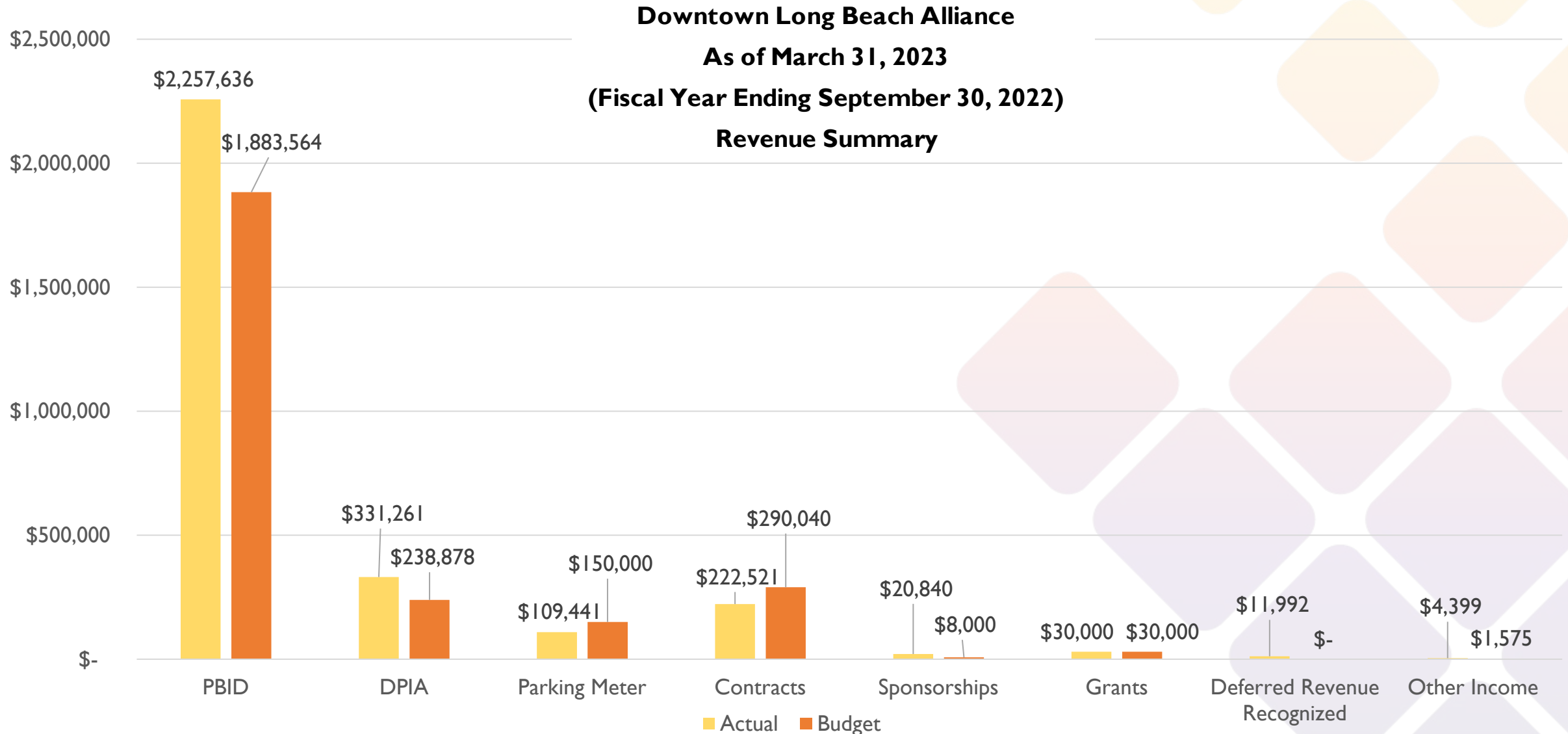
# 3. Treasurer's Report

Sam Pierzina, Treasurer

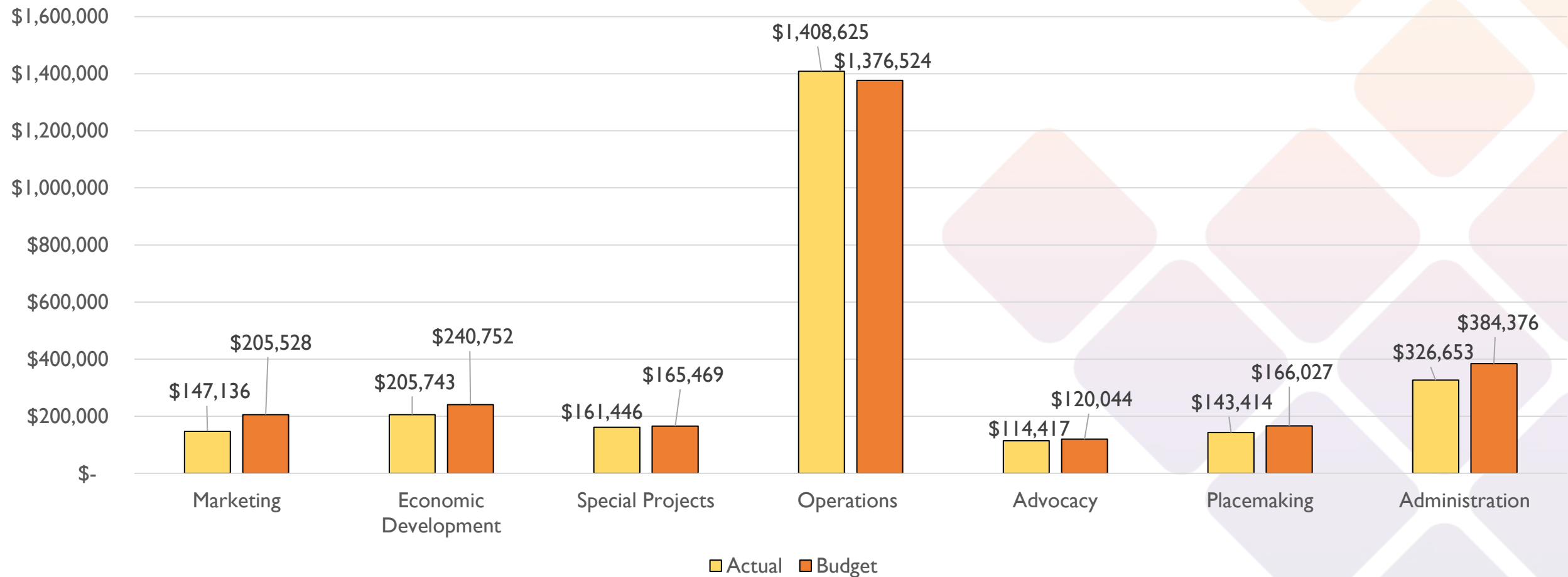
Jeremy Ancalade, Vice President of Finance and Administration

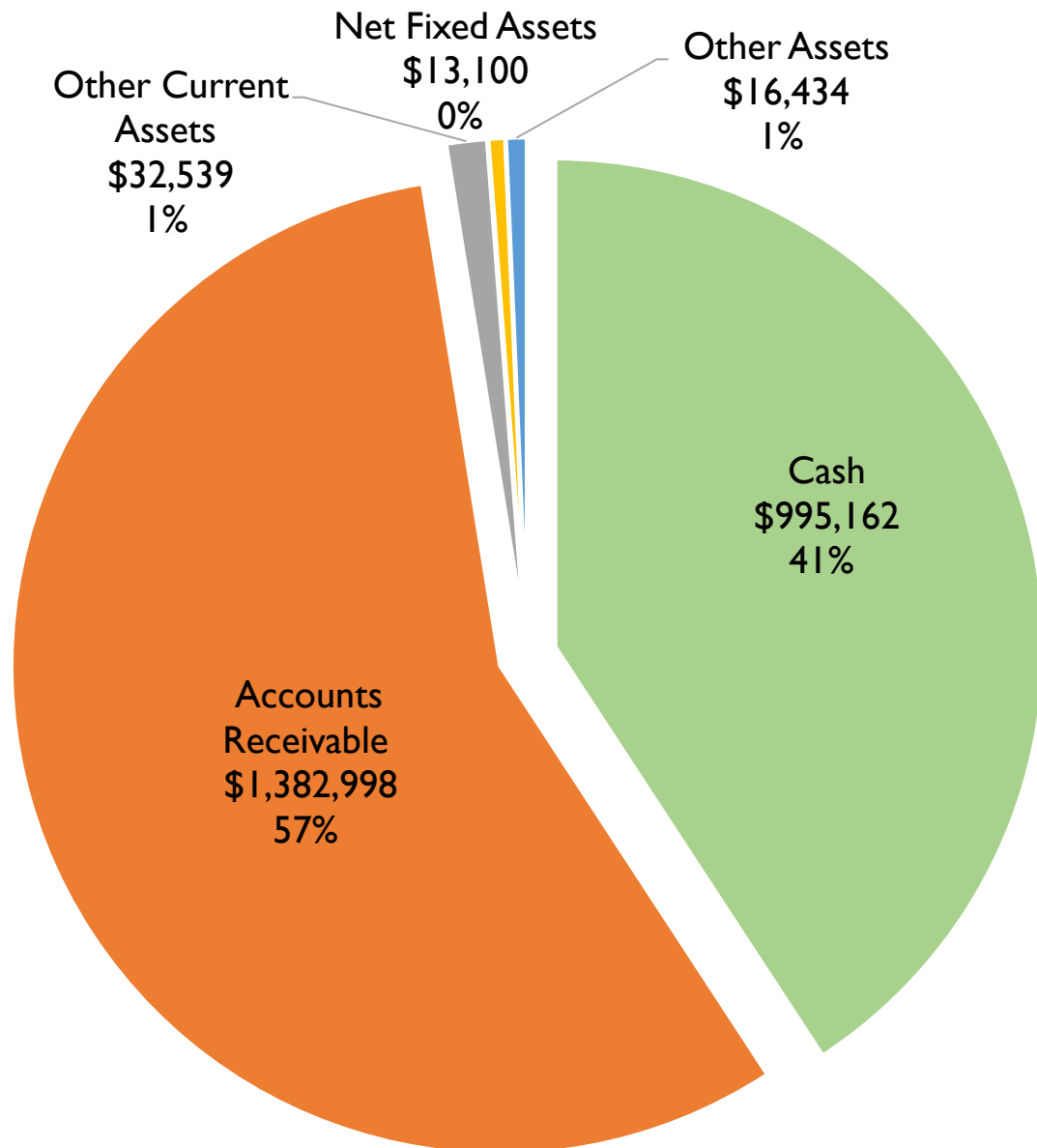
**Downtown Long Beach Alliance**  
**As of March 31, 2023**  
**(Fiscal Year Ending September 30, 2022)**  
**Financial Summary**





**Downtown Long Beach Alliance**  
**As of March 31, 2023**  
**(Fiscal Year Ending September 30, 2022)**  
**Expense Summary**

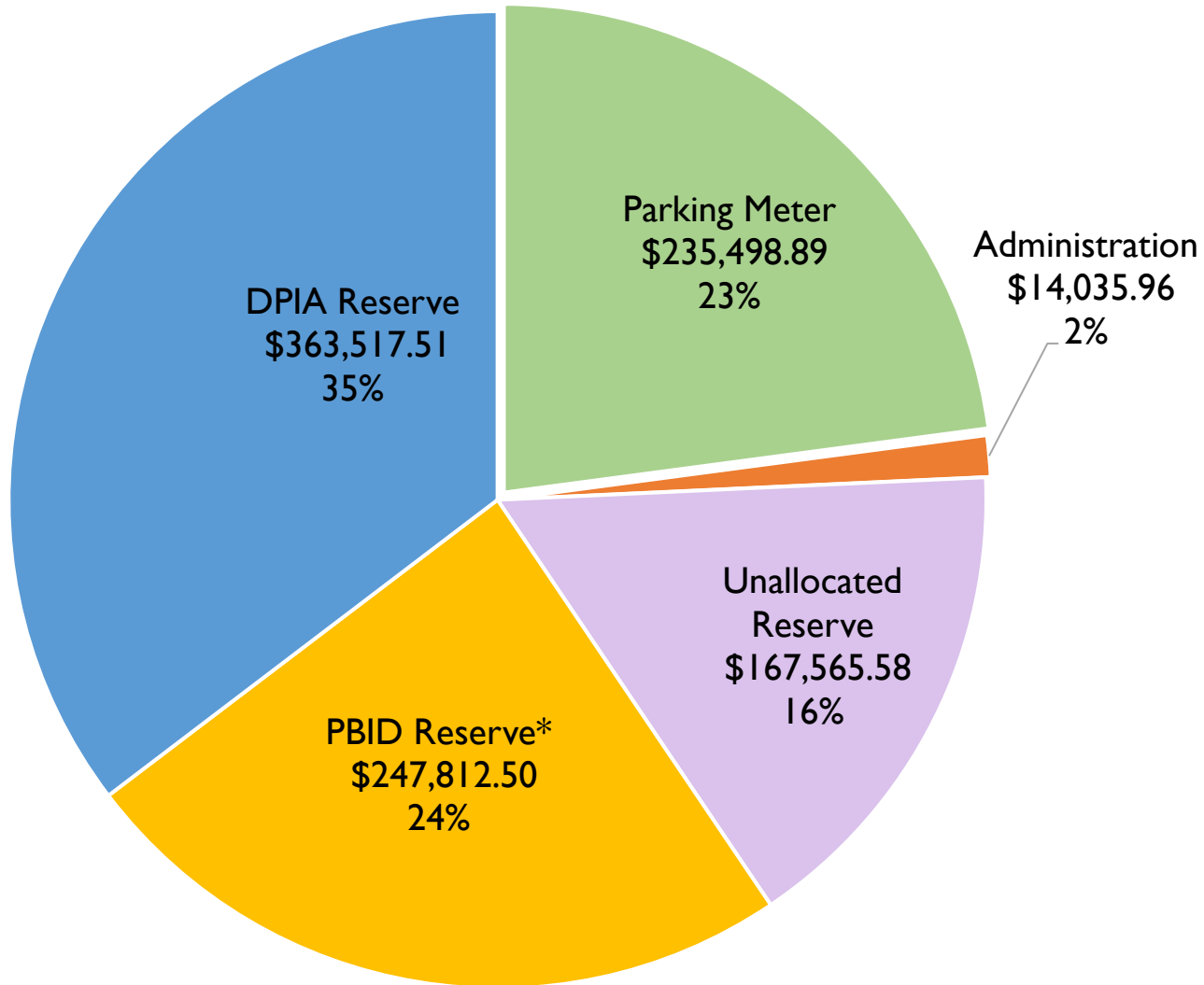




### DLBA Assets

Cash	\$	995,162
Accounts Receivable	\$	1,382,998
Other Current Assets	\$	32,539
Net Fixed Assets	\$	13,100
Other Assets	\$	16,434
		<hr/>
	\$	2,440,233





### DLBA Deferred Revenue

Parking Meter	\$ 235,498.89
Administration	\$ 14,035.96
Unallocated Reserve	\$ 167,565.58
PBID Reserve*	\$ 247,812.50
DPIA Reserve	\$ 363,517.51
LBRA	\$ 273,000.00
Balance less PBID Reserve	<u>\$ 1,301,430.44</u>

**Downtown Long Beach Alliance**  
**A/R Aging Summary - \$1000+**  
**As of March 31, 2023**

	<b>Current</b>	<b>1 - 30</b>	<b>31 - 60</b>	<b>61 - 90</b>	<b>91 and over</b>	<b>Total</b>
CITY OF LONG BEACH	\$ 100,290	\$ -	\$ 785,156	\$ -	\$ 273,000	\$ 1,158,445
State of California	\$ -	\$ -	\$ 75,882	\$ -	\$ 21,821	\$ 97,703
US Government	\$ -	\$ -	\$ 24,030	\$ -	\$ 32,727	\$ 56,758
GSA	\$ -	\$ -	\$ -	\$ -	\$ 38,160	\$ 38,160
USPS (C)	\$ -	\$ -	\$ -	\$ -	\$ 9,622	\$ 9,622
Jatin Laxpati	\$ 2,582	\$ -	\$ 2,582	\$ -	\$ -	\$ 5,163
Zaferia Business Association	\$ 4,779	\$ -	\$ -	\$ -	\$ -	\$ 4,779
Long Beach Transit	\$ -	\$ -	\$ -	\$ 4,060	\$ -	\$ 4,060
LA County MTA	\$ -	\$ -	\$ 970	\$ -	\$ 1,038	\$ 2,008
HILLCREST MONTEREY	\$ -	\$ 340	\$ -	\$ -	\$ 1,476	\$ 1,816
Pedal Movement	\$ -	\$ -	\$ -	\$ -	\$ 1,750	\$ 1,750
Padre Latin Table & Cocktails	\$ -	\$ -	\$ -	\$ -	\$ 1,000	\$ 1,000
<b>TOTAL</b>	<b>\$107,651</b>	<b>\$340</b>	<b>\$888,619</b>	<b>\$4,060</b>	<b>\$ 380,594</b>	<b>\$1,381,264</b>

**Downtown Long Beach Alliance**  
**A/R Aging Summary - \$1000+**  
**As of April 30, 2023**

	<b>Current</b>	<b>1 - 30</b>	<b>31 - 60</b>	<b>61 - 90</b>	<b>91 and over</b>	<b>Total</b>
CITY OF LONG BEACH	\$ 72,750	\$ 250	\$ -	\$ 785,156	\$ 136,500	\$ 994,656
State of California	\$ -	\$ -	\$ -	\$ 75,882	\$ 21,821	\$ 97,703
US Government	\$ -	\$ -	\$ -	\$ 24,030	\$ 32,727	\$ 56,758
GSA	\$ -	\$ -	\$ -	\$ -	\$ 38,160	\$ 38,160
Long Beach Transit	\$ -	\$ 21,671	\$ -	\$ -	\$ 4,060	\$ 25,731
USPS (C)	\$ -	\$ -	\$ -	\$ -	\$ 9,622	\$ 9,622
Jatin Laxpati	\$ 2,582	\$ -	\$ -	\$ 2,582	\$ -	\$ 5,163
Port of Long Beach	\$ 5,000	\$ -	\$ -	\$ -	\$ -	\$ 5,000
Pedal Movement	\$ -	\$ -	\$ -	\$ -	\$ 1,750	\$ 1,750
HILLCREST MONTEREY	\$ -	\$ -	\$ -	\$ -	\$ 1,476	\$ 1,476
LA County MTA	\$ -	\$ -	\$ -	\$ -	\$ 1,038	\$ 1,038
Padre Latin Table & Cocktails	\$ -	\$ -	\$ -	\$ -	\$ 1,000	\$ 1,000
<b>TOTAL</b>	<b>\$80,332</b>	<b>\$21,921</b>	<b>\$ -</b>	<b>\$887,649</b>	<b>\$ 248,154</b>	<b>\$1,238,055</b>

**Downtown Long Beach Alliance**  
**A/R Aging Summary - Under \$1000**  
**As of March 31, 2023**

	<b>Current</b>	<b>1 - 30</b>	<b>31 - 60</b>	<b>61 - 90</b>	<b>91 and over</b>	<b>Total</b>
Blu Community Association	\$ 920	\$ -	\$ -	\$ -	\$ -	\$ 920
Auld Dubliner	\$ -	\$ -	\$ -	\$ -	\$ 250	\$ 250
Fonda Tobalá at Rosemallows	\$ -	\$ -	\$ -	\$ -	\$ 250	\$ 250
Stay Anchored.	\$ -	\$ -	\$ -	\$ -	\$ 200	\$ 200
Ash Bay Soap Co.	\$ -	\$ -	\$ -	\$ -	\$ 100	\$ 100
The Cypher on Elm	\$ -	\$ -	\$ -	\$ -	\$ 100	\$ 100
The Scarlet Flower	\$ -	\$ -	\$ -	\$ -	\$ 100	\$ 100
George's Greek Cafe	\$ -	\$ -	\$ -	\$ -	\$ (0.40)	\$ (0.40)
Allowance for Delinquencies	\$ -	\$ -	\$ -	\$ -	\$ (185)	\$ (185)
<b>TOTAL</b>	<b>\$ 920</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 815</b>	<b>\$ 1,735</b>

**Downtown Long Beach Alliance**  
**A/R Aging Summary - Under \$1000**  
**As of April 30, 2023**

	<b>Current</b>	<b>1 - 30</b>	<b>31 - 60</b>	<b>61 - 90</b>	<b>91 and over</b>	<b>Total</b>
Blu Community Association	\$ 920	\$ -	\$ -	\$ -	\$ -	\$ 920
Auld Dubliner	\$ -	\$ -	\$ -	\$ -	\$ 250	\$ 250
BLOCK-BY-BLOCK	\$ 250	\$ -	\$ -	\$ -	\$ -	\$ 250
Fonda Tobalá at Rosemallows	\$ -	\$ -	\$ -	\$ -	\$ 250	\$ 250
Stay Anchored.	\$ -	\$ -	\$ -	\$ -	\$ 200	\$ 200
Ash Bay Soap Co.	\$ -	\$ -	\$ -	\$ -	\$ 100	\$ 100
Everytable	\$ 100	\$ -	\$ -	\$ -	\$ -	\$ 100
J Graphix Studio	\$ 100	\$ -	\$ -	\$ -	\$ -	\$ 100
Partake Collective.	\$ 100	\$ -	\$ -	\$ -	\$ -	\$ 100
The Cypher on Elm	\$ -	\$ -	\$ -	\$ -	\$ 100	\$ 100
The Scarlet Flower	\$ -	\$ -	\$ -	\$ -	\$ 100	\$ 100
George's Greek Cafe	\$ -	\$ -	\$ -	\$ -	\$ (0.40)	\$ (0.40)
Allowance for Delinquencies	\$ -	\$ -	\$ -	\$ -	\$ (185)	\$ (185)
<b>TOTAL</b>	<b>\$ 1,470</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 815</b>	<b>\$ 2,285</b>

AR TRACKING		
Month End	Total Receivables	Change
September	\$ 1,553,320	\$ -
October	\$ 1,492,141	\$ 61,179
November	\$ 1,340,944	\$ 151,197
December	\$ 1,198,719	\$ 142,225
January (with direct)	\$ 1,420,424	\$ (221,705)
February	\$ 1,298,780	\$ (100,061)
March	\$ 1,382,998	\$ 37,426

**Downtown Long Beach Alliance**  
**As of March 31, 2023**  
**(Fiscal Year Ending September 30, 2023)**  
**Financial Summary**

<b>Year-to-Date</b>	<b>Actual</b>	<b>Budget</b>	<b>Variance</b>
<b>Revenue</b>	2,988,090	2,602,056	386,034
<b>Expenses</b>	2,507,435	2,658,720	(151,284)
<b>Net</b>	480,655	(56,663)	537,318

# 4. Chairperson Report

Debra Fixen



## 4. Chairperson's Report – Debra Fixen

### A. Remarks from the Chair

## 4. Chairperson's Report – Debra Fixen

### B. Governance Committee Report – Denise Carter, Chair

#### i. Board Vacancies

#### a) Advisory (I)

**ACTION:** Approve Samantha Mehlinger to serve on DLBA's Board of Directors as an Advisor, effective immediately and expiring September 30, 2023.

## 4. Chairperson's Report – Debra Fixen

### B. Governance Committee Report – Denise Carter, Chair

#### ii. Committee Vacancies

- a) Marketing & Communications (2)
- b) Economic Development (1)

## 4. Chairperson's Report – Debra Fixen

### B. Governance Committee Report – Denise Carter, Chair

#### iii. Bylaw Amendments

- Stakeholder vs. Ratepayer

# 5. President & CEO Report

Austin Metoyer

## 5. President & CEO Report – Austin Metoyer

### A. Holos Affordable Housing Project

## 5. President & CEO Report – Austin Metoyer

### B. Office Relocation

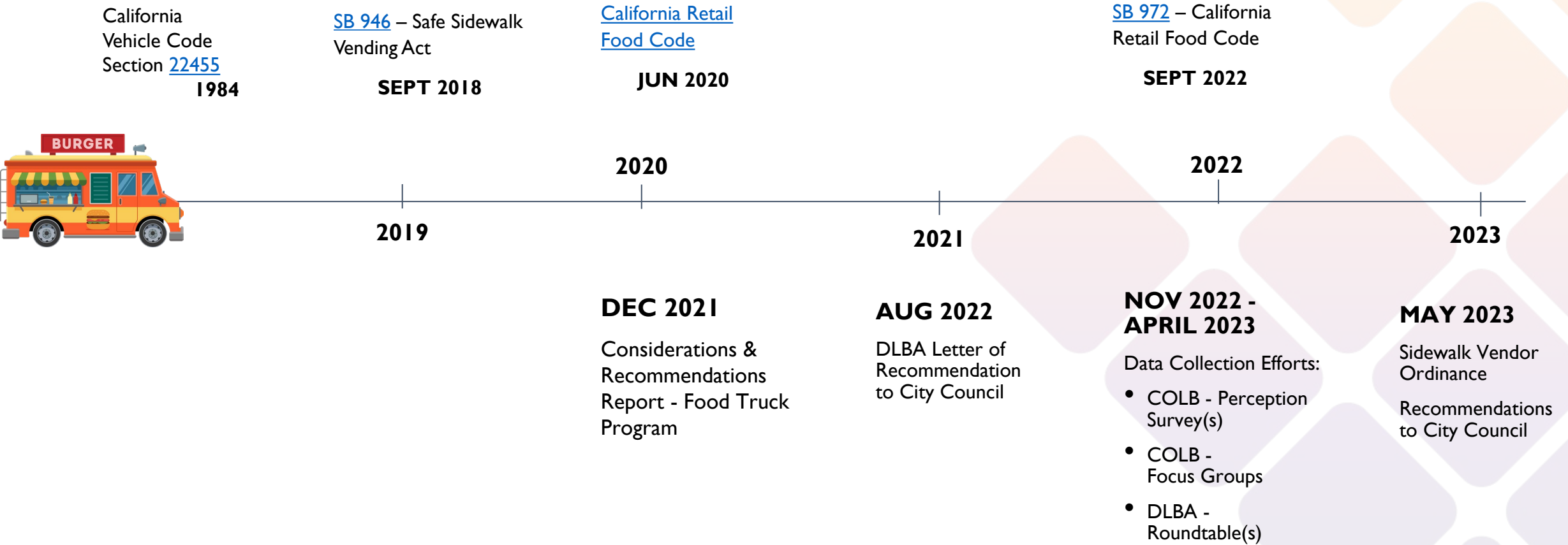
**ACTION:** Authorize the President & CEO to enter into negotiations and execute a lease agreement with the Hubb (100 W Broadway) for administrative office space.

## 5. President & CEO Report – Austin Metoyer

C. Sidewalk Vending & Food Truck Update – Stephanie El Tawil



# TIMELINE



# WHAT WE HEARD

- **Benefits of Sidewalk Vending**
  - Entrepreneurial Opportunities
  - Cultural Value
  - **More Consumer Choices**
  - **Activation of Public Space**
  - Food Security
- **Concerns of Sidewalk Vending**
  - **Food Safety**
  - Cleanliness
  - Health Protocol w/ Food Vending
  - Accessibility to the Right of Way
  - Presence of Vending in Residential Areas
  - **Presence of Vending near Brick & Mortar businesses**
  - Public Safety
  - Vendor Safety

- **Recommendations:**
  - Permits: health, entertainment, cafe
  - Business license:
    - Geo-locate
    - Limits per owner
    - Total CAP in LB
  - Designated parking zones, street parking
  - Enforcement of health and safety standards:
    - Trash, Grease, Generator Fumes
    - Restroom/hand washing sink
    - More than 1 person on-site
  - Private partnerships, access lots/property



# KEY INFORMATION: SIDEWALK VENDORS

Here is what Local Authorities <b>CAN</b> do:	Here is what Local Authorities <b>CAN'T</b> do:
Limit <b>hours of operation</b>	Require sidewalk vendors to <b>operate in a specific area</b> , unless the local authority is restricting vending to protect the community's health, safety, or welfare.
<b>Prohibit</b> stationary sidewalk vending in <b>residential areas</b> .	Require vendors to <b>ask permission from businesses or anyone besides the government</b> .
<b>Prohibit</b> sidewalk vending <b>near farmers' markets, swap meets, and temporary special permit areas</b> .	<b>Prohibit</b> sidewalk vendors from <b>operating in public parks</b> , unless the park has a concession agreement, or the park is restricting vending in order to protect the community's health, safety, or welfare.
Require <b>sanitary conditions</b> .	<b>Restrict</b> the <b>number of sidewalk vendors</b> , unless the city or county must restrict the number of vendors to protect the community's health, safety, or welfare.
Require vendors to <b>comply with the Americans with Disability Act</b> (for example, vendors cannot block curb ramps).	Cities can create their own laws for sidewalk vendors. <b>A vendor must comply with the laws at the city, county and state level.</b>
Require a <b>permit or license</b> .	
<b>Request certain information</b> about the business' operations (name, mailing address, type of sale).	



# KEY INFORMATION: FOOD TRUCKS

## Requirements:

- Business License
  - Reseller Permit
- Health Permit
- Vehicle Registration
- **Food/Safety Certified Supervisor on-site**
- **Vehicle Inspection**
  - Fire Permit (if applicable)

## Different than Sidewalk Vendors:

- Must comply with motorized vehicle laws
  - Incl. parking regulations
- Must prepare food and park (store) at commercial kitchen facility
- Must have 2-persons onsite





# KEY INFORMATION: FOOD TRUCKS

## Similar to Brick & Mortar:

### Keys to success:

- Location
- Consistency/ Reputation
- Competition
- Customer experience

### Frustrations:

- No control over location
- Feel like there's no place for them (pushed to desolate areas)
- Have to compete with non-licensed/permitted vendors and brick & mortar



# COLB PROPOSED RECOMMENDATIONS

## Recommendations: *Sidewalk Vendors*

- I. Vendor Types (Food, Merchandise, & Services)
- II. Operating requirements:
  - No vending to customers in moving vehicles
  - Comply with noise ordinance
  - **Clean up trash**
  - **No table/chair setup**
  - **Size of set up**
- III. Licensing/Permitting:
  - **Long Beach Business**
  - **Long Beach Health**
- IV. Location conditions:
  - **ADA**
  - **Right of way access**
  - **Distance from public services (events, library, parks)**
  - **Environmentally sensitive -boundaries**
  - **Leased public spaces**
- IV. Operating hours



## Recommendations: *Food Trucks*

- I. Vendor Types (Food, Merchandise, & Services)
- II. Operating requirements:
  - No vending to customers in moving vehicles
  - Comply with noise ordinance
  - Clean up trash/dispose of solubles and grey water
  - Operate commercial kitchen (partnership)
- III. Licensing/Permitting:
  - **Long Beach Business**
  - **Long Beach Health**
  - Vehicle
    - Incl. parking
  - Entertainment (if applicable)
- IV. Location Conditions:
  - **Park in designated food truck zones**
  - ADA
  - Right of way access (cafe setup)
- IV. Operating Hours

# DLBA RECOMMENDATIONS

## ***Sidewalk Vendors***

1. Pay **PBIA Assessment**
2. Host **food vendor workshops**:
  - a. LB Business license/health permit
  - b. Ghost kitchens/commissaries
  - c. Accounting/Bookkeeping
3. **Limit operations**
  - a. Hours
  - b. Size setup

## ***Food Trucks***

1. Pay **PBIA Assessment**
2. **Designate Food Truck Parking** to 4 main locations  
Downtown (pilot):
  - a. Lincoln Park
  - b. Caesar Chavez Park
  - c. Pine Ave & Seaside Way Parking Lot
  - d. Lion Lighthouse Parking Lot
3. DLBA to **manage contracts** with food trucks & funds
  - a. Ambassador oversight
  - b. Food truck coordination (enforcement)
  - c. Non-food pop-up kiosks
4. Food Trucks restricted to:
  - a. Parking meters
    - i. 2 hour limitations
    - ii. Meter-based fees
  - b. **Parking meters**
    - i. Designated “Truck” spots
    - ii. Limits per neighborhood
    - iii. Flat-rate fees



# NEXT STEPS

1. City Manager's office to **submit recommendations for Sidewalk Vending** ordinance to City Council on **May 9**
2. COLB **collecting data for Food Truck ordinance recommendations** (expect late summer/early fall)
3. DLBA will continue collecting data & formalizing recommendations for DT plan with City Manager's office





## 5. President & CEO Report – Austin Metoyer

### D. President & CEO Update: Community Budget Forum

## Comments/Feedback

- Generational inclusiveness in marketing materials
- Think about marketing approach and accessibility
- Smaller, more frequent events with a neighborhood/community/cultural focus
- Smaller, more frequent events with a neighborhood/community focus
- Creative & innovative placemaking activities that draw people to different areas
- Vacant storefront activations through art, pop-ups, temporary installations



## 5. President & CEO Report – Austin Metoyer

E. Misc.

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

**Next Executive Committee Meeting:**

Thursday, June 1 @ 8AM  
DLBA Conference Room

# DLBA Executive Committee

May 4, 2023



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