



**DOWNTOWN  
LONG BEACH  
ALLIANCE**

## Executive Committee

### Members

Loara Cadavona – Chair

Debra Fixen – Chair-Elect

Allison Kripp – Secretary

Sheva Hosseinzadeh -  
Treasurer

Alan Pullman – Past Chair

Eric Lopez – City  
Representative

Alan Burks

Denise Carter

Sam Pierzina

### DLBA Staff

Broc Coward, COO

Jeremy Ancalade, CFO

Kelsey Mader, Executive  
Assistant

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# EXECUTIVE COMMITTEE MEETING MINUTES

Thursday, May 5, 2022

8 AM

This meeting is being held via Zoom teleconferencing, pursuant to Assembly Bill 361.

[Join Meeting](#)

Meeting ID: 811 8383 2573

Passcode: 092598

**Voting Present:** Loara Cadavona, Sheva Hosseinzadeh, Alan Pullman, Eric Lopez, Alan Burks, Denise Carter

**Voting Absent:** Debra Fixen, Allison Kripp, Sam Pierzina

1. CALL TO ORDER and INTRODUCTIONS – Loara Cadavona, Chair  
[Meeting presentation](#). Called to order at 8:04 AM.
2. SECRETARY REPORT  
**ACTION: Approve Minutes from [April 12, 2022](#), Meeting**  
**MOTION: 1<sup>st</sup>: Hosseinzadeh; 2<sup>nd</sup>: Carter.**  
**VOTE: None opposed. Lopez abstained. Burks not present for vote. Motion passes.**
3. TREASURER'S REPORT – Jeremy Ancalade, DLBA CFO and Sheva Hosseinzadeh, Treasurer: [Year-to-Date Draft Financials through March 2022](#)
  - Ancalade presented the financials on slides 5-14. Both revenues and expenses are slightly over budget.
  - Parking meter revenue is performing below budget; however, this is expected to pick up in the summer.
  - On the expenses side the Operations department continues to perform under budget. Staffing continues to improve which is narrowing the gap between actuals and budgeted spending.
  - Ancalade reviewed the breakdown of deferred revenue on slide 9 and plans to spend these funds.
  - Cadavona asked how the organization is performing with PBID revenue compared to what was budgeted last year. In short, DLBA is on track compared to previous years but still needs to improve upon the timing of direct billing.
  - Lopez asked about additional allocations for Clean & Safe Team. Coward clarified that because Clean & Safe's department (operations) is well under budget, deferred revenue funds aren't needed. Lopez offered potential increased support from the City's Public Works Department.
4. CHAIRPERSON'S REPORT – Cadavona
  - A. Governance Committee Report – Debra Fixen, Chair-Elect
    - i. [Board Vacancies](#)
      - a. PBID Standard (1)
      - b. Advisory (2)
    - ii. Committee Vacancies
      - a. Public Safety (1)
      - b. Special Events (1)
      - c. Marketing & Communications (1)
  - Cadavona and Mader reviewed the status of these vacancies and what the timeline looks like to fill these

- iii. Board Election Update
    - Elections are underway and the Governance Committee plans to hold interviews at the end of the month.
  - B. President/CEO Search Update – Debra Fixen, Co-Chair
    - The position profile has been posted and recruitment is underway.
    - The targeted timeline to select semi-finalists is end of May or early June. The Search Committee will be updated tomorrow, Friday, May 6<sup>th</sup>. This timeline needs to be synced with the PBID renewal which got pushed about a month.
4. STAFF REPORT – Broc Coward, COO
- A. Assembly Bill 361 (AB 361) Compliance
 

**ACTION: Vote to authorize DLBA Board and its committees to conduct business via teleconferencing in compliance with AB 361**

**MOTION: 1<sup>st</sup>: Hosseinzadeh; 2<sup>nd</sup>: Pullman**

**VOTE: None opposed. No abstentions. Motion passes.**
  - B. PBID Update – Austin Metoyer
    - All Board and Committee members are encouraged to attend the City Council meeting on May 24 which will be in person. Ballots will be mailed out the following day.
    - With the approval of Resolution of Intention, City Council will set a 45 day minimum for a public hearing notice which DLBA anticipates to be July 19. This means DLBA has 45 days to engage in outreach to get property owners to return their ballots.
  - C. DEIA Update – Mo Mills
    - Mills reviewed the successes of the Steering Committee meeting and announced the next meeting which is scheduled for June 2. This meeting will also be in person.
    - The next big step is ensuring the organization has adequate funding for any programs that are implemented at the close of this project.
  - D. Miscellaneous
    - Coward announced the upcoming dates of Taste of Downtown and presented different sponsorship packages.
    - Coward made note of another increase in broken storefront windows. Most appear to be vandalizations rather than theft. The new Commander of the South Division has been very active in the community, willing to hear concerns of Downtown residents, business owners and workers.
6. OLD BUSINESS
7. NEW BUSINESS
8. PUBLIC COMMENTS (three minutes on all non-agenda items)
9. ADJOURNMENT  
Adjourned at 8:54 AM.

**NEXT SCHEDULED EXECUTIVE COMMITTEE MEETING:**

Thursday, June 2, 2022  
8 AM

Location: TBD

***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](mailto: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.