



**DOWNTOWN
LONG BEACH
ALLIANCE**

BOARD OF DIRECTORS MEETING MINUTES

Thursday, June 13, 2024

3:30 PM

DTLB Alliance Conference Room

100 W Broadway, Suite 235
Long Beach, CA 90802

Voting Present: Denise Carter, Silissa Uriarte Smith, John Tully, Graham Gill, Mike Gold, Sam Pierzina, Sheva Hosseinzadeh, Whitney Neal, Loara Cadavona, Bo Martinez, Ashley Chiddick, Michael Vitug

Voting Absent: Debra Fixen, Alan Burks, Rhonda Love, Cheryl Roberts, Sean Rawson, Amy Chambers, Isidro Panuco, Shane Young

Non-Voting Present: None

Non-Voting Absent: Jeremy Harris, Jenny Rivera, Cameron Andrews, Reverend Antonio Gallardo, Samantha Mehlinger, Milton Ordonez, Council District 1, Council District 2, Don Darnauer, Diane Arnold

Guests: Alan Pullman, Studio One Eleven; Clay Wood, Clay on First

DTLB Alliance Staff: Austin Metoyer, Jermei Ancalade, Kelsey Mader, James Ahumada, Stephanie El Tawil, Juan Torres, Stephanie Gonzalez, Asia Morris

1. CALL TO ORDER and INTRODUCTIONS – Denise Carter, Chair
[Meeting presentation](#). Called to order at 3:41 PM.

CONSENT CALENDAR (Items 2 and 3)

2. SECRETARY REPORT: [Minutes from April 17, 2024, Meeting](#)
3. FINANCIAL REPORT: [Year-To-Date Financials through April 2024](#)

ACTION: Approve Consent Calendar Items

MOTION: 1st: Pierzina; 2nd: Gold

VOTE: None opposed. No abstentions. Carter not present for vote.
Motion passes.

REGULAR AGENDA (Items 4 – 10)

4. Time Certain 3:45 PM
Downtown Shoreline Plan (PD6)
Alan Pullman, Studio One Eleven
 - Pullman provided an overview of the PD6 planning documents which covers the Shoreline Village/waterfront area of Downtown and what it will look like in the future.
 - The goal of this project is to create a vibrant and inclusive waterfront with connectivity, sustainability, and environmental viability.
 - Pullman reviewed a few different ideas for redevelopment of the waterfront
5. CHAIRPERSON'S REPORT – Carter
 - A. Remarks from the Chair
 - B. Executive Committee Report
 - The Executive Committee reviewed the heightened Downtown security team (CSI) and the impact on having more presence in the community following a spike in storefront vandalism and other crimes.
 - The Committee also reviewed progress being made by the Homeless Outreach Coordinator.

C. President/CEO Annual Evaluation

D. Governance Committee Report – Pierzina, Chair

- Pierzina updated the Board on the status of the Board elections. After many interviews, the Governance Committee is recommending two slates of candidates: One for the Property Based Improvement District (PBID) and one for the Downtown Parking & Business Improvement Area (DPBIA).
- The entire slate of candidates for the PBID is returning, while the full slate for the DPBIA is new. The new members being recommended are made up of business owners throughout the Downtown, many of which are already active committee members.

i. Property-Based Improvement District Slate Approval

ACTION ITEM: In accordance with DTLB Alliance Bylaws and as recommended by DTLB Alliance Governance Committee, approve the following slate of candidates to be voted upon by ratepayers as voting Directors representing PBID for a two-year term, effective October 1, 2024.

Premium Area: Graham Gill, Lee & Associates/GRG Brokerage & Development

Standard Area: Shane Young, Young Lewin Advisors Inc.

Standard Area: Whitney Neal, Courtyard by Marriott

Residential Representative: Amy Chambers

MOTION: 1st: Hosseinzadeh; 2nd: Carter

VOTE: None opposed. No abstentions. Motion passes.

ii. Downtown Parking and Business Improvement Area Slate Approval

ACTION ITEM: In accordance with DTLB Alliance Bylaws and as recommended by DTLB Alliance Governance Committee, approve the following slate of candidates to be voted upon by ratepayers as voting Directors representing DPBIA for a two-year term, effective October 1, 2024.

East Village: Clay Wood, Clay on First

North Pine: Greg Beck, Sake Secret

Pine & Promenade: Clare Le Bras, Michael's Downtown

Waterfront: Claudia Ayala, Shoreline Village

MOTION: 1st: Uriarte Smith; 2nd: Gold

VOTE: None opposed. No abstentions. Motion passes.

iii. Amendment to Bylaw [Section 8.9](#): Association Management

- This amendment is being recommended to clarify that the President & CEO is responsible for the management/oversight of all DTLB Alliance staff. In the event that there is no President & CEO, this responsibility will temporarily fall to the Chair of the Board until an interim President & CEO is hired.

ACTION ITEM: As recommended by the Governance Committee, approve the amendments to Section 8.9 of the DTLB Alliance Bylaws (two-thirds approval required).

MOTION: 1st: Gold; 2nd: Uriarte Smith

VOTE: None opposed. No abstentions. Gill not present for vote. Motion passes.

6. PRESIDENT & CEO REPORT – Austin Metoyer

A. Community Forums Review

- This forum was an opportunity for stakeholders to provide feedback on how some flexible programming funds should be sent.
- Attendees recommended more events such as movie nights and street closure events. Of the events that already take place, the most valued were food & beverage (such as Taste of Downtown) and cultural events (such as Dia de los Muertos). These are important for supporting small businesses, attracting visitors, and providing opportunities for neighbors to connect.
- Community forum attendees also supported more tree planting and improved wayfinding signage.

B. Homeless Outreach Update – Veronica Giron, Block by Block

- This item was not discussed and will be moved to the next Board meeting.

C. Misc. Updates

- Metoyer made the Board aware of several break ins in the East Village earlier this month. There were approximately 10 businesses that fell victim to this incident.
- The Downtown Long Beach Alliance is working with the Long Beach Police Department, Councilwoman Zendejas's office, and Mayor Richardson's office to address this.
- Metoyer also updated the Board on upcoming events such as Taste of Downtown Pine and Art Walk.

7. OLD BUSINESS

8. NEW BUSINESS

- Cadavona notified the Board of an event being held by the Downtown Residential Council on Saturday, June 22.

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

10. ADJOURNMENT

Adjourned at 4:58 PM.

NEXT SCHEDULED BOARD MEETING:

August 21

4PM

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. 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 DTLB Alliance 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.