



**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

# EXECUTIVE COMMITTEE MEETING AGENDA

Thursday, June 2, 2022

8 AM

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

[Join Meeting](#)

Meeting ID: 883 9566 5913

Passcode: 774599

**Voting Present:** Loara Cadavona, Debra Fixen, Shea Hosseinzadeh, Alan Pullman, Denise Carter, Sam Pierzina

**Voting Absent:** Allison Kripp, Eric Lopez, Alan Burks

**DLBA Staff:** Broc Coward, Jeremy Ancalade, Kelsey Mader, Austin Metoyer, Michael Berman, Justine Nevarez, Stephanie Gonzalez

**Guests:** Cheryl Roberts, Lieutenant Timothy Long

1. CALL TO ORDER and INTRODUCTIONS – Loara Cadavona, Chair  
[Meeting presentation](#). Called to order at 8:05 AM.
2. SECRETARY REPORT  
**ACTION:** Approve Minutes from [May 5, 2022, Meeting](#)  
**MOTION:** 1<sup>st</sup>: Hosseinzadeh; 2<sup>nd</sup>: Pullman.  
**VOTE:** None opposed. Pierzina abstained. Motion passes.
3. TREASURER'S REPORT – Jeremy Ancalade, DLBA CFO and Sheva Hosseinzadeh, Treasurer: [Year-to-Date Draft Financials through April 2022](#)
  - Revenue and expenses both continue to be projected over what was budgeted.
  - Revenue sources appear to be substantially under budget however, this is just a timing variance.
  - Roberts asked where the parking meters are located that contribute to the parking meter revenue. Ancalade answered that this is all parking meters in Downtown. Revenues are shared with the City. This includes parking meters on Shoreline and Pine Avenue. Currently the organization is projecting lower than anticipated but this likely will spike in the summer months when more people are visiting Downtown.
  - Coward noted that the parking meter revenue shortage is due mostly to the pandemic. Roberts requested more parking enforcement, particularly as it pertains to food trucks. Fixen agreed with the concerns around food truck compliance. This will be discussed in greater detail at the next Committee meeting.
4. CHAIRPERSON'S REPORT – Cadavona
  - A. Governance Committee Report – Debra Fixen, Chair-Elect
    - i. [Board Vacancies](#)
      - a. PBID Standard (1)
      - b. Advisory (2)
        - Fixen asked for the Committee's help in recruiting new Board members.
        - Pullman and Mader discussed anticipated Board vacancies for the next fiscal year while reviewing the candidates interviewed thus far.

- ii. Committee Vacancies
  - a. Public Safety (1)
  - b. Special Events (1)
  - c. Marketing & Communications (1)
- iii. Board Election Update
- B. President/CEO Search Update – Debra Fixen, Co-Chair
  - Cadavona updated the Committee on the new timeline which has shifted slightly. The target is to conduct semifinalist interviews in mid-June and prepare an offer in mid-July.
  - Pullman noted that there was a lot of interest, so there have been many candidates interviewed.

5. 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>: Cadavona; 2<sup>nd</sup>: Carter.**

**VOTE: None opposed. No abstentions. Motion passes.**

- B. Discussion Regarding Recommendations for Proposed Compensation and Retention Strategies for DLBA Staff Members
  - Coward announced that the organization is moving forward with a retention bonus for all staff that is disbursed during each payroll cycle from April 1 through September 30.
- C. Discussion Regarding Public Safety in Downtown and DLBA and LBPD Response
  - Coward reported on an increase in property damages in recent months. He reviewed some of DLBA's efforts to help support businesses through these instances including but not limited to grant programs, increased safety ambassador presence, private/public security, quality of life support, and improved lighting throughout Downtown.
  - Pierzina asked if DLBA or Public Works have noticed specific areas that seem to be more troubled by these incidents. Metoyer answered that this originally seemed to be primarily in East Village, but more recently it has spread closer to the Downtown core. Now it seems to be throughout the district and not concentrated in specific neighborhoods.
  - Lieutenant Long noted that persons experiencing homelessness must be treated on an individual basis. Additionally, citizens are getting more involved which helps get information to the Police Department. Vandalism and property crimes are currently the most frequent in the district.
  - Coward mentioned DLBA's Fresh Start Campaign which helps support the unhoused population as well as the other agencies that offer aid to those in need. The number of businesses hosting a donation box this year is more than double that of last year.
- D. Update on Taste of Downtown
  - Coward reviewed the successes of the first Taste of Downtown event of the year. Though sales do not quite compare to those before the pandemic began, overall the event was very successful.
- E. PBID Update – Austin Metoyer
  - Property owners should have started receiving their ballots. The ballots will be opened by the City on the night of July 19. Anyone who has not received their ballot should contact DLBA so a replacement can be sent.
- F. DEIA Update – Austin Metoyer
  - The second DEIA Steering Committee is taking place later today. BDS Planning is working on the framework which should be shared with the Board in June and again in August.
- G. Miscellaneous

- Coward noted the possibility of Lincoln Park's name changing.
- Additionally, the Equity Commission took a position on facial recognition surveillance cameras and license plate recognition cameras which are tools police use after a crime has been committed and often help identify a suspect.

6. OLD BUSINESS

7. NEW BUSINESS

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

9. ADJOURNMENT

Adjourned at 9:04 AM.

**NEXT SCHEDULED EXECUTIVE COMMITTEE MEETING:**

Thursday, July 7, 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.