



**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 MINUTES

Thursday, July 7, 2022
8 AM

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

[Join Meeting](#)

Meeting ID: 835 8962 0749

Passcode: 288663

Voting Present: Loara Cadavona, Debra Fixen, Sheva Hosseinzadeh, Eric Lopez, Alan Burks, Denise Carter, Sam Pierzina

Voting Absent: Allison Kripp, Alan Pullman

DLBA Staff: Broc Coward, Jeremy Ancalade, Kelsey Mader, Morris Mills, Michael Berman, Stephanie Gonzalez, Justine Nevarez

Guests: Cheryl Roberts

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 [June 2, 2022, Meeting](#)

MOTION: 1st: Burks; 2nd: Hosseinzadeh.

VOTE: None opposed. Lopez abstained. Motion passes.

3. TREASURER'S REPORT – Jeremy Ancalade, DLBA CFO and Sheva Hosseinzadeh,
Treasurer: [Year-to-Date Draft Financials through May 2022](#)

- Both expenses and revenue are performing over budget.
- Accounts receivable is higher than usual, but this is based mostly off timing and will level out more next month.
- The paper system DLBA operates on causes delay with receiving payment from the City. Next fiscal year electronic billing will replace this process.

4. CHAIRPERSON'S REPORT – Cadavona

A. Governance Committee Report – Debra Fixen, Chair-Elect

- Fixen encouraged the Committee to continue to refer candidates for the Board and committee vacancies.

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)

B. President/CEO Search Update – Debra Fixen, Co-Chair

- There likely will be a special meeting in July or August to extend an offer to a candidate following the PBID renewal.
- Pierzina and Fixen discussed the process in which candidates will be presented to the Executive Committee and the Board. Fixen stated multiple candidates will be shared with the Executive Committee, ranked in order of the Search Committee's recommendations.

C. President/CEO Transition & Onboarding

i. Overview

- Cadavona announced that she is developing a transition and onboarding plan that will sync with staff's onboarding plan.
- The Executive Committee is responsible for the performance evaluation for the President/CEO. Cadavona noted that there was no documented process for this, so she developed one and asked for the Committee's comments and approval with details on slide 21.
- Pierzina asked if staff is involved in the evaluation process. Cadavona answered that this is not currently part of the process, but she hopes to include staff in the future after further consultation with a human resources consultant.
- Hosseinzadeh asked if anything relating to the President/CEO base pay and bonus range has changed. Cadavona noted that the only addition is specifying a 0-5% increase.
- Lopez asked for more information on the 12% cap on the bonus range and asked how this bonus structure applies to staff. Lopez added his concern around retaining lower-level staff which is generally more difficult as opposed to executives.
- Cadavona mentioned that the Executive Committee only has control of the President/CEO pay, not staff.
- Lopez encouraged providing direction to the new President/CEO to make the bonus structure apply to all staff.
- Carter, Fixen, and Pierzina discussed the details that might be used to help determine appropriate compensation and confirmed that what is being presented is in line with industry standards.

ACTION: Approve the updated President/CEO evaluation process

MOTION: 1st: Hosseinzadeh; 2nd: Pierzina

VOTE: None opposed. No abstentions. Motion passes.

ACTION: Recommend the Board of Directors to approve the President/CEO annual base pay and bonus range based off the following evaluation process:

MOTION: 1st: Lopez; 2nd: Carter

VOTE: None opposed. No abstentions. Motion passes.

- **Executive shall be eligible to receive an annual increase on their base pay ranging generally from 0 – 5% on their overall performance scores from evaluation, financial strength of the organization, and CPIA/cost of living.**
- **Executive shall be eligible to receive an annual bonus based on their performance scores related to the Company's accomplishment of certain strategic plan milestones by Executive, financial strength of the organization, and CPI/cost of living.**

5. STAFF REPORT – Broc Coward, COO

A. Assembly Bill 361 (AB 361) Compliance

- Pierzina asked how other Board members feel about continuing to meet virtually or transitioning in person. Mader answered that responses are split, with many people comfortable returning in person however, scheduling conflicts make accommodating this difficult.

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

MOTION: 1st: Hosseinzadeh; 2nd: Carter

VOTE: None opposed. No abstentions. Motion passes.

B. FY22-23 DRAFT Budget Overview

- Ancalade reviewed sources and uses of the organization's funds, providing a general overview of each anticipated department's budget.
- Ancalade added that the draft budget will allow the organization to start meeting some of the goals outlined in the new strategic plan.

C. Food Truck Regulations

- Coward reviewed some of the concerns associated with the presence of food trucks throughout Downtown. Some of these include parking issues, brick-and-mortar competition, litter and grease residue, and lack of Health department enforcement.
- The City began looking into these concerns in summer of 2021 after hiring a consultant for the matter.
- DLBA participated in a virtual townhall conducted by the consultant on this project in March 2022. At this time findings and recommendations were reviewed.
- Coward reviewed some legal precedents relevant to this topic.
- Some DLBA recommendations were referenced on slide 31.

D. Quality of Life

i. Long Beach Police Department Updates

ii. Housing, Mental Health and Substance Abuse Services for the Unhoused

- Coward reviewed statistics from FY 2020-21 on housing resources available for the unhoused population on slide 38.
- There are a few mental health services available to the unhoused as well such as:
 - 2 Restorative Engagement to Achieve Collective Health Teams
 - Muti-Service Center (MSC)
 - Mental Evaluation Team (MET)
 - City Prosecutor Program
 - Star View Behavioral Health Urgent Care Center
- Coward reviewed some recommendations pertaining to the Long Beach Police Department, housing, and mental health and substance abuse on slide 41.

E. PBID Update – Austin Metoyer

- Ballots will be counted at the July 19 City Council Hearing.
- NBS is managing all information going out to property holders. If mail did not get to the property owner, a digital copy is provided to those who notify DLBA, however, only hard copies will be accepted by the City.
- Coward asked for the committee to show their support by speaking in front of City Council on behalf of the renewal of the District.

F. DEIA Update – Mo Mills

- The last in person steering committee meeting is scheduled for July 9. The core group of committee members will work with staff and BDS (the consultant overseeing this project) to refine the framework and set up the steps needed to ensure this initiative is successfully integrated into the organization.

G. Miscellaneous

6. OLD BUSINESS

7. NEW BUSINESS

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

9. ADJOURNMENT

Adjourned at 9:54 AM.

NEXT SCHEDULED EXECUTIVE COMMITTEE MEETING:

Thursday, August 8, 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. 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.