

GOVERNANCE COMMITTEE MINUTES

Wednesday, August 28, 2024

9:00 AM

DTLB Alliance Conference Room

100 W Broadway, Suite 235

Long Beach, CA 90802

Voting Present: Sam Pierzina, Silissa Uriarte Smith, Whitney Neal

Voting Absent: Debra Fixen, Graham Gill

DTLB Alliance Staff: Austin Metoyer, Kelsey Mader, Jeremy Ancalade

1. CALL TO ORDER and INTRODUCTIONS – Sam Pierzina, Chair
[Meeting presentation](#). Called to order at 9:07 AM.
2. APPROVE MINUTES
ACTION: Approve Minutes from [July 24 Meeting](#)
MOTION: 1st: Pierzina; 2nd: Uriarte Smith
VOTE: None opposed. No abstentions. Motion passes.
3. CHAIRPERSON'S REPORT – Pierzina
 - A. Board & Committee Vacancies
 - i. Anticipated Board Vacancies (FY25)
 - Staff is working on filling these vacancies before the start of the new year.
 - (a) DPBIA North East Village
 - (b) PBID Standard
 - B. Programming Committee Chair & Vice-Chair Recommendations
 - There are two Vice-Chair vacancies, both of which are expected to be filled before the start of the new year.
 - i. Economic Development
 - Chair: John Tully
 - Vice-Chair: Shane Young
 - ii. Marketing & Communications
 - Chair: Claudia Ayala
 - Vice-Chair: Samantha Mehlinger
 - iii. Placemaking
 - Chair: Greg Beck
 - Vice Chair: Jenny Rivera
 - iv. Public Safety
 - Chair: Reverend Antonio Gallardo
 - Vice-Chair: TBD
 - v. Special Events & Sponsorships
 - Chair: Clay Wood
 - Vice-Chair: TBD

ACTION: Recommend to the Executive Committee, programming committee chairs and vice-chairs as recommended by staff.

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

VOTE: None opposed. No abstentions. Motion passes.



**DOWNTOWN
LONG BEACH
ALLIANCE**

Governance Committee

Sam Pierzina – Chair

Debra Fixen

Graham Gill

Silissa Uriarte Smith

Whitney Neal

Staff

Jeremy Ancalade,
Vice President of Finance
& Administration

Kelsey Mader,
General Manager

4. STAFF REPORT – Mader & Ancalade

A. Board Seat Assignments for Fiscal Year 2025

i. Executive Committee Composition

ACTION: Recommend to the Board of Directors, five candidates to serve on the Executive Committee alongside the Chair, Past Chair, Chair-Elect, and City Representative for a one-year term, beginning no sooner than October 1, 2024 and expiring upon the election of a new Executive Committee in FY26.

MOTION: 1st: Pierzina; 2nd: Neal

VOTE: None opposed. No abstentions. Motion passes.

ii. Officers of the Board

B. BID Board Election Process Research

- Mader reported on findings from researching what local/regional business improvement districts (BIDs) do for their Board elections.
- Some districts do not hold elections at all, and instead allow their current Board of Directors to make decisions on this with guidance from staff.
- Others do hold elections (similar to that of Downtown Long Beach Alliance) and engage with their stakeholders/membership.
 - Most BIDs that implemented an election for their Board struggled with good voter turnout.
- Ultimately the Governance Committee recommended DTLB Alliance continue with their existing practices but remove the physical mailing aspect. Instead, the organization should lean on virtual/digital means to solicit new applicants and voters. This adjustment alone will result in substantial cost savings.

C. Board Exit Survey

- The Governance Committee reviewed the proposed exit survey and suggested adjusting the open-ended questions to a pre-set scale for responders to choose from.

D. Misc.

- Ancalade reminded the Committee of the ongoing Summer on Pine event series.

5. OLD BUSINESS

6. NEW BUSINESS

7. PUBLIC COMMENT (three minutes on all non-agenda items)

8. ADJOURNMENT

Adjourned at 9:45 AM.

NEXT GOVERNANCE COMMITTEE MEETING:

September 25

Location: DTLB Alliance Conference Room

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

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