



**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, August 4, 2022

8 AM

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

[Join Meeting](#)

Meeting ID: 825 9009 1845

Passcode: 408765

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, Michael Berman, Austin Metoyer, Justine Nevarez, Stephanie Gonzalez

1. CALL TO ORDER and INTRODUCTIONS – Loara Cadavona, Chair
[Meeting presentation](#). Called to order at 8:03AM.

2. SECRETARY REPORT

ACTION: Approve Minutes from [July 1, 2022](#), Meeting

MOTION: 1st: Hosseinzadeh; 2nd: Carter

VOTE: None opposed. No abstentions. Motion passes.

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

- Ancalade reported on the organization’s financials through June 2022. Revenues and expenses both continue to perform under budget. Operations expenses, however, are nearing budgeted projections as shifts are being covered more regularly.
- Fixen and Coward discussed revenue impacts as it pertains to parking meters and how food trucks utilize these spaces.
- Currently Accounts Receivable seems a bit high, but nearly all of this is anticipated to be collected shortly.

4. CHAIRPERSON’S REPORT – Cadavona

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

i. [Board Vacancies](#)

a. PBID Standard (1)

b. Advisory (2)

- Mader updated the committee on the interviews that the Governance Committee has held to fill upcoming vacancies for FY23. The anticipated appointments that will go before the Board at the August meeting are as follows:

- PBID Standard: Shane Young, Young Lewin Advisors
- At-Large: John Tully, Pedal Movement
- At-Large: Jimmy Spicer
- Advisor: Jane Gould, St. Luke’s Church

ii. Committee Vacancies

a. Public Safety (1)

b. Special Events (1)

c. Marketing & Communications (1)

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

- The Search Committee has finalized the candidates that will be brought before the upcoming Special Closed Executive Committee.
- After the Executive Committee reviews these finalists, a recommendation will be made to the Board. There are two finalists.

C. Final President/CEO Candidate Negotiations

ACTION: Recommend the Board to approve the current Chair, Chair-Elect, and immediate Past Chair to negotiate additional terms (at-will employment and, if needed, employment terms and benefits such as vacation, sick, medical, and a onetime contingency up to \$12,000) with guidance from a Human Resources Consultant to ensure alignment with industry standard.

MOTION: 1st: Pierzina; 2nd: Hosseinzadeh

VOTE: None opposed. No abstentions. Motion passes.

D. President/CEO Transition & Onboarding

i. Organizational/Staff Bonus Structure

- Cadavona explained that this conversation is a result of an effort to be a more equitable organization. Last month the Executive Committee discussed the President/CEO annual bonus which led to discussion about a bonus structure for staff. Though the Board does not have the authority to design and implement a bonus structure for staff, Cadavona has spoken with a Human Resources Consultant and plans to encourage the new President/CEO to address this when they begin.

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: 1st: Hosseinzadeh; 2nd: Carter

VOTE: None opposed. No abstentions. Motion passes.

B. FY22-23 DRAFT Budget Overview

- Coward and Ancalade presented a general overview of the budget for the upcoming fiscal year, asking for feedback as department managers present budgets for their respective departments.
- Ancalade reminded the Committee of the organization's sources and uses to provide background on where the budget comes from and how those funds are allocated. For reference, past budgets (actuals) were included in this presentation.
- Cadavona asked for clarification on how funding can be reallocated if need be. Ancalade explained that certain revenue sources are very flexible (such as ticket revenues) but other sources (such as PBID dollars) are already spoken for.
- Ancalade noted that this budget does not include any potential/anticipated grant funding.
- Mader presented on the Administration budget noting that the biggest variable is rent, as DLBA's office lease is up May of 2023 which may prompt a move.
- Metoyer presented on Research, Development & Advocacy which covers costs related to conferences, sponsorships, and civic events, and Economic Development which supports business attraction and retention, community engagement, and small business grants.
- Coward presented on Special Events and Operations. The Special Events budget accounts for specific events such as New Year's Eve, Celebrate Downtown, and Taste of Downtown. It also includes a few sponsorships such as Juneteenth, Dia de los Muertos, and KCRW Summer Nights with Long Beach Walls. Operations, has the largest budget which accounts for the Clean & Safe Team, homeless outreach, and third-party contract work.
- Berman shared the budget breakdown for Marketing & Communications. This department funds advertising/promotions, public relations matters, and all social media activity.
- Gonzalez reviewed the Placemaking budget, which is responsible for beautification projects, public space activation, holiday decor and more.

ACTION: Recommend revised FY2022-23 draft budget to the Board of Directors for its consideration

MOTION: 1st: Hosseinzadeh; 2nd: Fixen

VOTE: None opposed. Cadavona and Pierzina not present for vote. Motion passes.

- C. PBID Update – Austin Metoyer
 - Metoyer announced that the PBID passed with 79% approval. All City Councilmembers voted in favor of the renewal except for Councilwoman Allen who recused herself due to owning property within the district. He thanked the Committee members for all their hard work with helping in this effort.
 - D. DEIA Update – Mo Mills
 - The third and final DEIA Steering Committee meeting has concluded and BDS Planning is working with staff and committee co-chairs to complete the Equity Framework. This is anticipated to be presented to the Board at its August meeting.
 - E. Miscellaneous
 - DLBA’s Directors & Officers Liability and Employment Practices Liability insurance has gone back to market due to insurance claims this last year. Previously costing about \$5,000 annually, the best quote received is \$24,000 for the year.
6. OLD BUSINESS
7. NEW BUSINESS
8. PUBLIC COMMENTS (three minutes on all non-agenda items)
9. ADJOURNMENT
Adjourned at 9:17AM.

NEXT SCHEDULED EXECUTIVE COMMITTEE MEETING:

Thursday, September 1, 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.