



**DOWNTOWN
LONG BEACH
ALLIANCE**

EXECUTIVE COMMITTEE MEETING MINUTES

Thursday, May 9, 2019
Starts: 8 AM
Ends: 10 AM
DLBA Conference Room
100 W. Broadway, Ste. 120, Long Beach, CA 90802

Voting Present: Debra Fixen, Laurie Gray, Allison Kripp, Alan Pullman, Silvano Merlo, Ryan Altoon, Tony Shooshani, Toliver Morris

Voting Absent: John Keisler

DLBA Staff: Kraig Kojian, Broc Coward, Austin Metoyer, Cherisse Evans

1. CALL TO ORDER and INTRODUCTIONS – Tony Shooshani, Chair
Meeting called to order at 8:03 AM.
[Meeting Presentation](#)
2. SECRETARY REPORT - Allison Kripp (Slide 2 presented)
ACTION: Approve Minutes from the [April 11, 2019 Executive Committee Meeting](#). 1st: Pullman. 2nd: Gray. None opposed. No abstentions. Fixen absent for vote. Motion carries.
3. FINANCIAL REPORT:
[Year-To-Date through March 31, 2019 \(Draft\)](#) – Kraig Kojian, DLBA President/CEO (Slides 3-4 presented)
 - Lack of parking meter revenue has impacted the budget (-\$50,000 to date). New multi-space meters should be installed in the next 30 days.
 - Contract Service revenues are under budget currently but should end up exceeding budget as DLBA has recently renegotiated Prop A contract with City of LB, and Transit Information Center with Long Beach Transit. As soon as those are finalized, the budget will be revised accordingly.
 - Over budget in Advocacy expenses.
 - Executive Committee and Board will receive a draft budget for 2019-20 at Executive Committee's July meeting before seeking approval from Board during its August meeting
4. CHAIRPERSON'S REPORT- Shooshani
 - A. Organization Transitional Planning Task Force Update – Ryan Altoon, Chair
 - Three Task Force working groups (PBID, Strategic Plan, Executive Agreements) are currently drafting recommendations that will be brought to the Executive Committee at the June 6 meeting before presenting it later that month to the Board of Directors.
 - There have been discussions regarding the pros and cons of adopting an early PBID renewal.

- Need to celebrate and promote the work of DLBA with regards to the Strategic Plan, making the accomplishments and statistics accessible to Downtown stakeholders on a regular basis, leading to the campaign for the PBID renewal.
 - Kojian explained that there may be a benefit in consolidating the PBID renewal process and the Strategic Plan into one project through an RFP with consultants. This would allow the district to mature to its termination, while reserving funding for the updated Strategic Plan (estimated to be \$60,000-\$70,000) and the PBID Renewal (estimated to be \$80,000-\$90,000).
- B. Report Governance Committee – Silvano Merlo, Chair (Slide 8 presented)
- Interviews will be Friday, May 17 (full day) and May 20 (half day).
 - 35 Board Candidates
 - Currently there is no eligible candidate to fill the PBID Premium seat that will become vacant at the end of the fiscal year 2019. We can fill it by appointment at a later date.
- C. Downtown Development Corporation Task Force Update - Alan Pullman
- The nominating committee within the DDC Task Force put forward a slate and it has been approved by the Task Force. The current DDC Board will ratify the slate at the next meeting.
5. PRESIDENT AND EO REPORT – Kojian
- A. Review 2019 Business Survey and Downtown *Economic Profile* – Austin Metoyer, DLBA Economic Development and Policy Manager (Slides 11-17 presented)
- In 2017, Downtown business owners were surveyed, and the results were used as a baseline to better understand the characteristics of these businesses. The surveying has continued over the last three years in January-February. Metoyer mentioned he would like to see what the results would show if the survey were conducted at other times of year.
 - Business Demographic: In Downtown, the majority are small businesses and not much has changed in the last three years.
 - Economic Confidence: Overall, there was a slight decrease in confidence in the economy, with much of it based on the US economy.
 - Attitudes Towards Downtown are positive, but there is some variance from year-to-year. Some reasons reported for not enjoying working in Downtown were public safety/homeless community concerns as well as the high cost of doing business.
 - Workforce (these questions were added in 2018, only two years of data): Affordable housing for employees in Downtown has declined. The sectors surveyed were: Wholesale Trade, Hospitality/Food Service, Retail Trade, Professional Sciences/Technical Services.
 - There was discussion related to how best to distribute and utilize the information that comes from the survey results. The results are published online and shared in a press release. Metoyer stated that the DLBA plans to promote this not only when it is first made available, but year-round as well and possibly produce a corresponding video. Morris currently shares the Economic Profile with landlords and prospective businesses both in printed and digital form.

MISC. UPDATES:

- Dashboards: a monthly report on each department's progress-Coward (Slides 19-23 presented). The Executive Committee is responsible for monitoring the progress of the DLBA departments (along with their committees) relative to the Strategic Plan.

- Celebrate Downtown- this event has evolved from the outdoor/public space and a more corporate event, to now a free community event. This year it was moved indoors and had DLBA department stations to engage the public in conversations about their priorities for Downtown. The event budget was \$20,000 but expenses came in at approximately \$5,000 due to this new venue. There was a good turn-out in part to the many events around the city that day: CSULB Economic Forum, Long Beach Chamber Entrepreneur of the Year Awards, as well as a city tour with MAPLE visitors from Canada.
- DLBA will partner with POW! WOW!, KCRW (as part of their Summer Nights Series) and SAM for the POW!WOW! closing event in July.
- KCRW will partner again with DLBA and SAM for Buskerfest in September. This will be a new way of producing this event than in past years.

6. NEW BUSINESS

- Recently DLBA took a position on the pending Renters Relocation Ordinance that the city is considering. Members of the DLBA Executive Committee will meet with the Mayor next week to discuss the past and future of DLBA's role regarding advocacy.
- The City has rescinded DLBA's permit for the sidewalk decal project, which has put a halt on completion. Kojian will meet with the City Manager, Pat West to request an explanation for rescinding the permits. The city has offered a rebate for the costs associated with the permitting process.

7. ADJOURNMENT

Meeting adjourned at 9:24 AM.

NEXT SCHEDULED EXECUTIVE COMMITTEE MEETING:

June 6, 2019

8:00 am

DLBA Conference Room

100 W. Broadway, Ste. 120 Long Beach, CA 90802

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

All meetings held by the Downtown Long Beach Alliance shall be conducted in compliance with the Brown Act, California Government Code Section 54950 et s, and its requirement that public commissions, boards, councils, and public agencies conduct business openly.

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