

DTLB Alliance Board of Directors Meeting

October 3, 2024

Studio One Eleven

Food provided by:



Meeting space courtesy of:



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

I. Call to Order and Introductions

Sam Pierzina, Incoming Chair

I A. Incoming Chairperson's Remarks

2. Secretary Report: Minutes – August 21, 2024

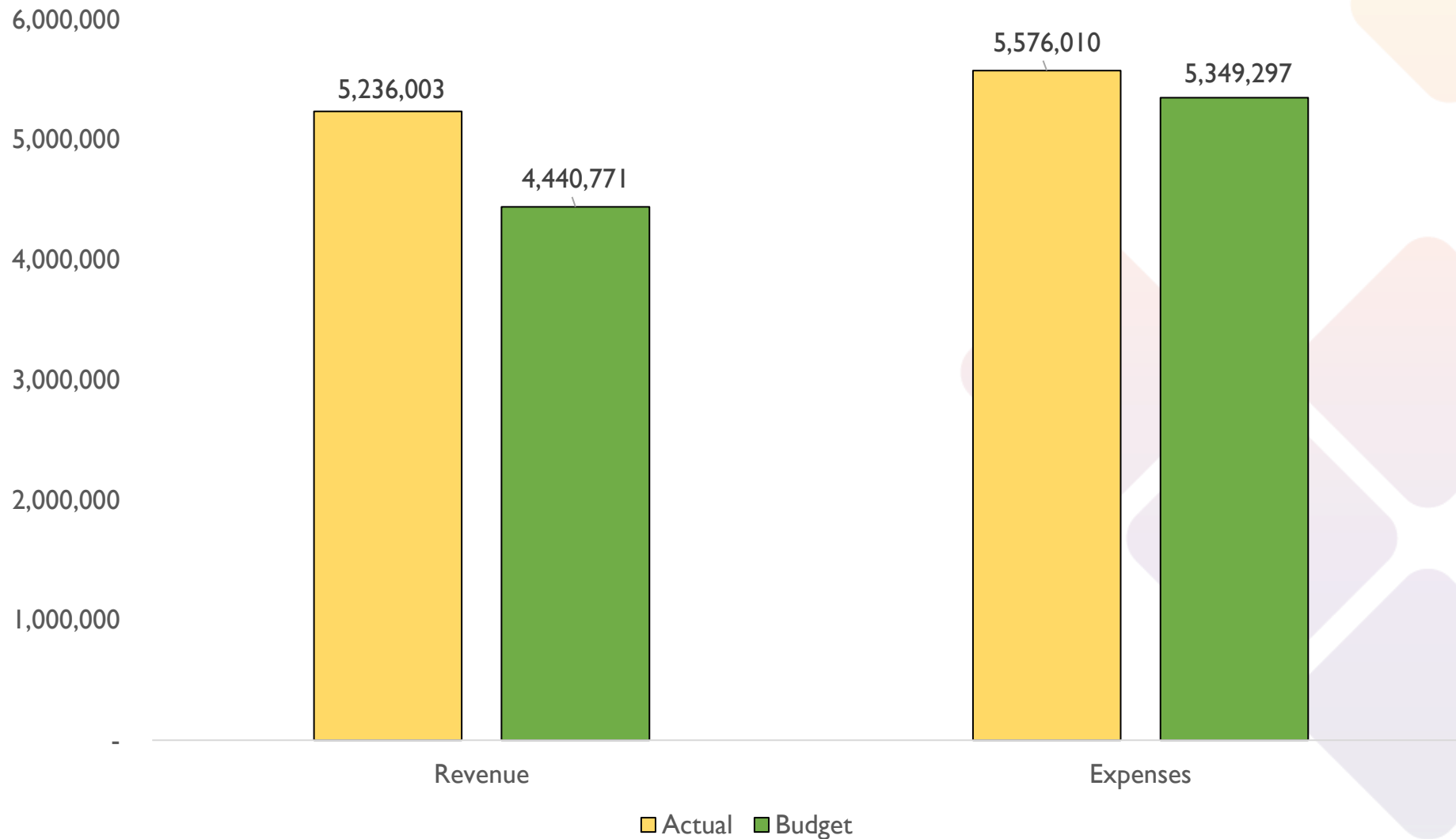
- SECRETARY REPORT:
 - Minutes presented and approved from June 13, 2024, meeting
 - Ratified slate results from Board Election and approved Executive Committee Board recommended appointments
 - Approved FY25 Budget

ACTION: Approve Minutes from August 21 Board of Directors Meeting

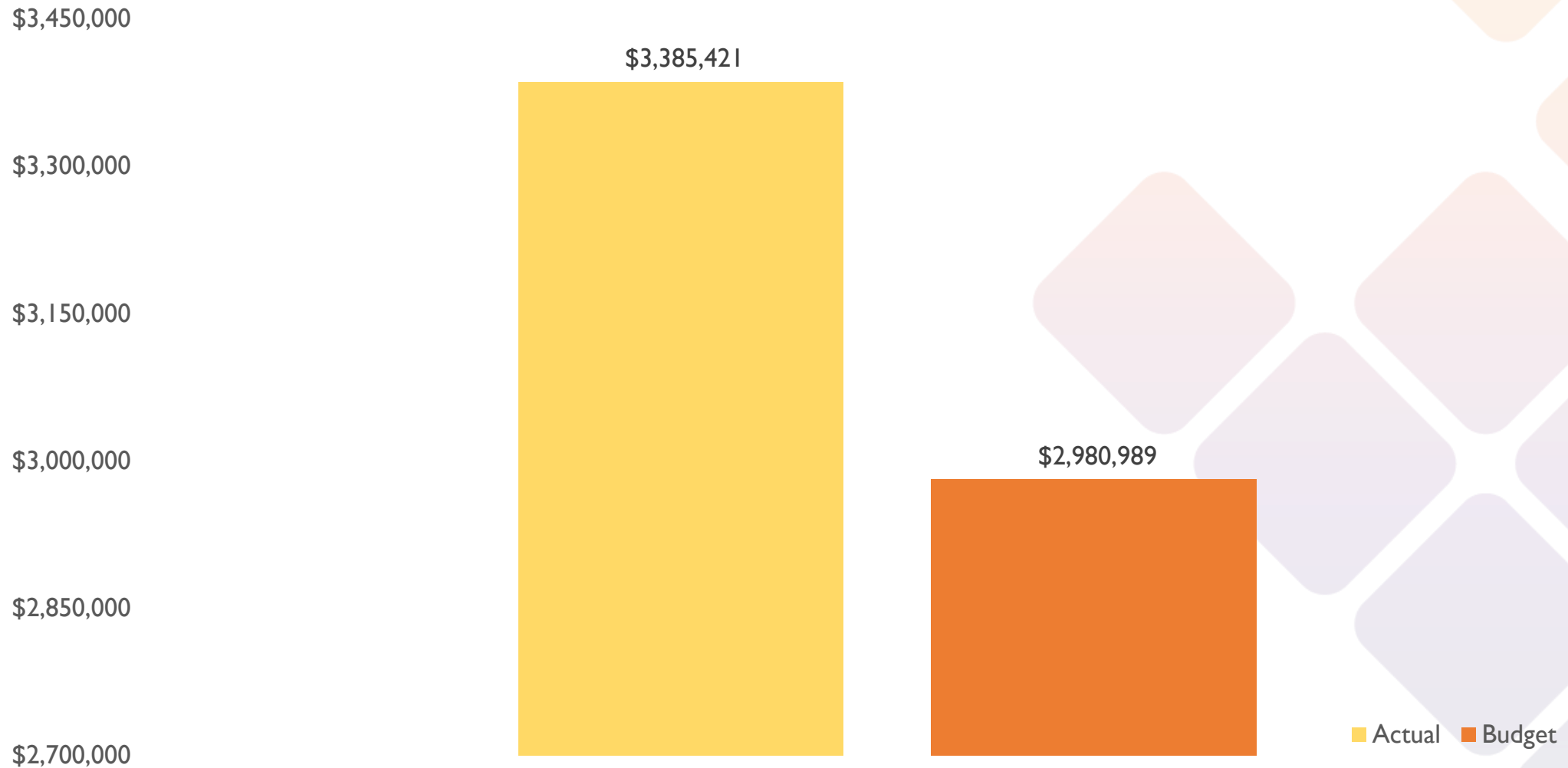
3. Financial Report

Jeremy Ancalade, Vice President of Finance & Administration

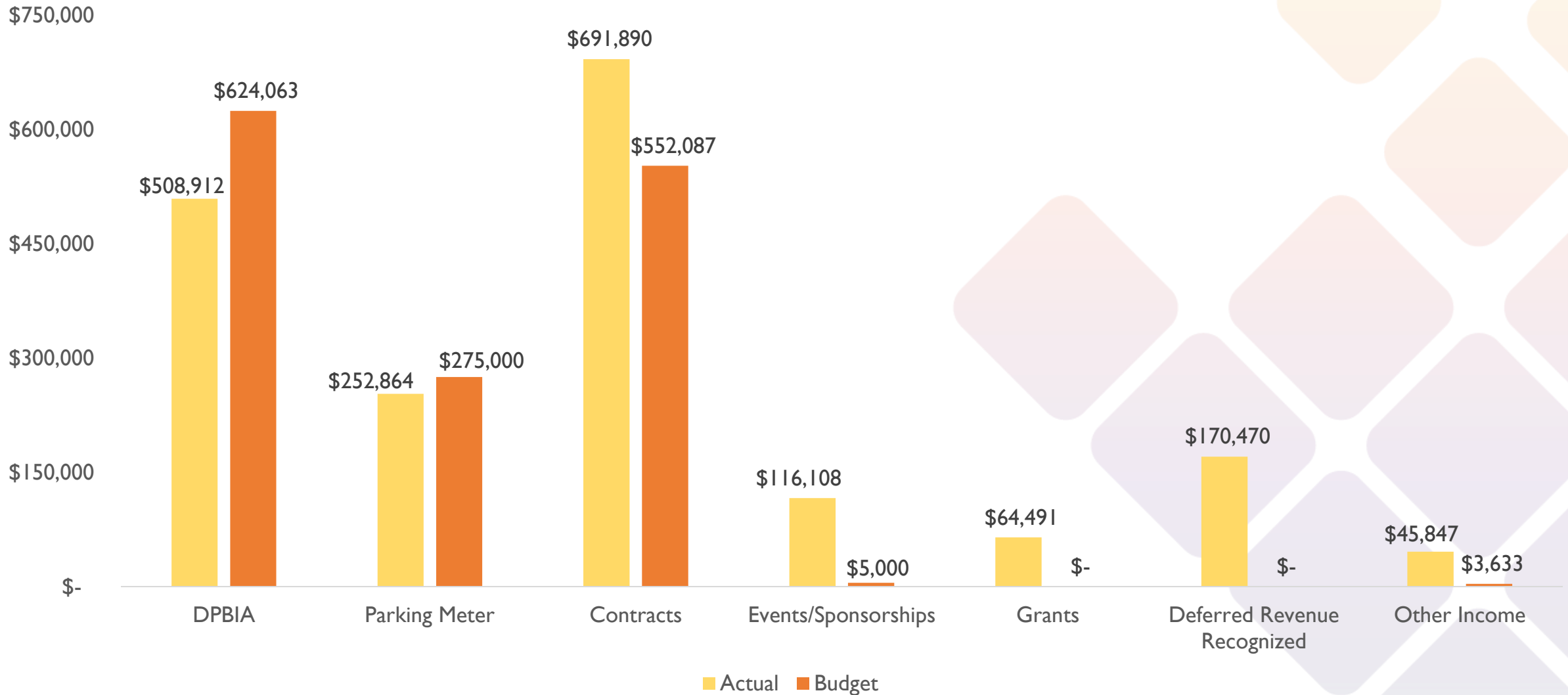
Financial Summary
As of August 31, 2024



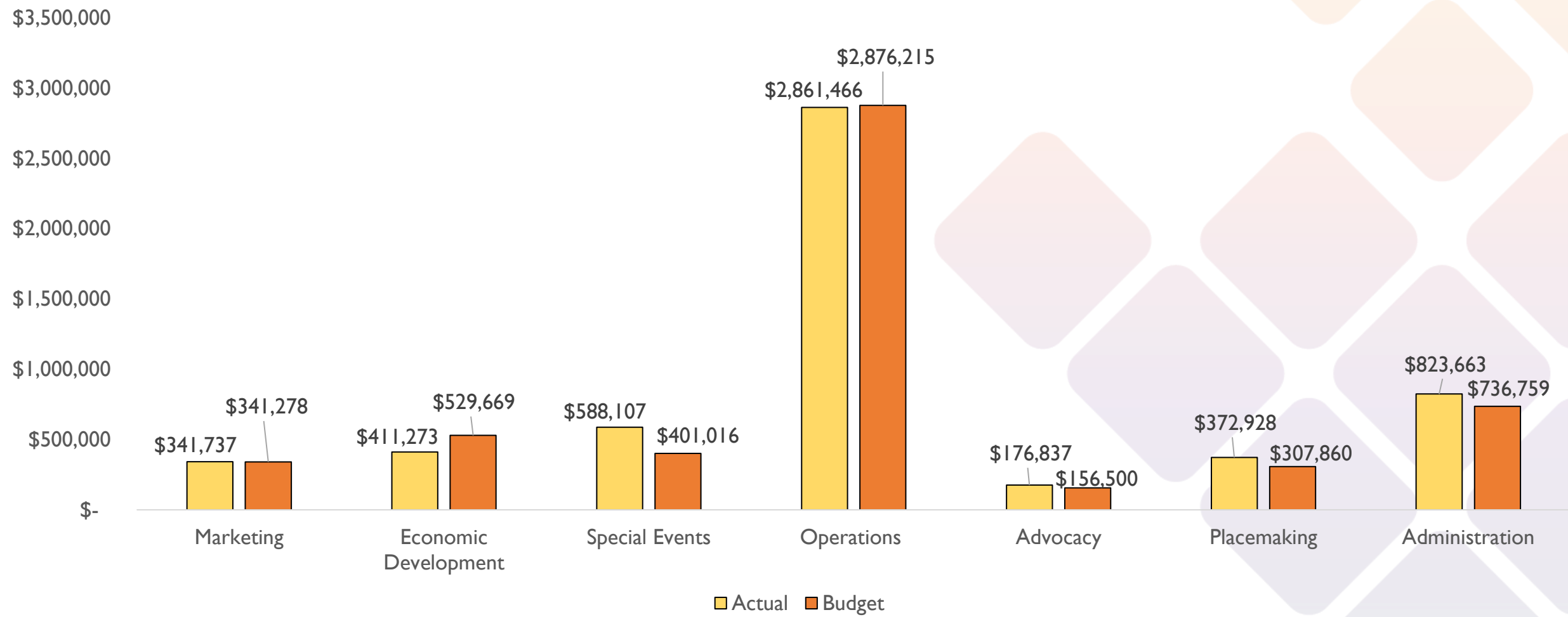
Revenue Summary
As of August 31, 2024

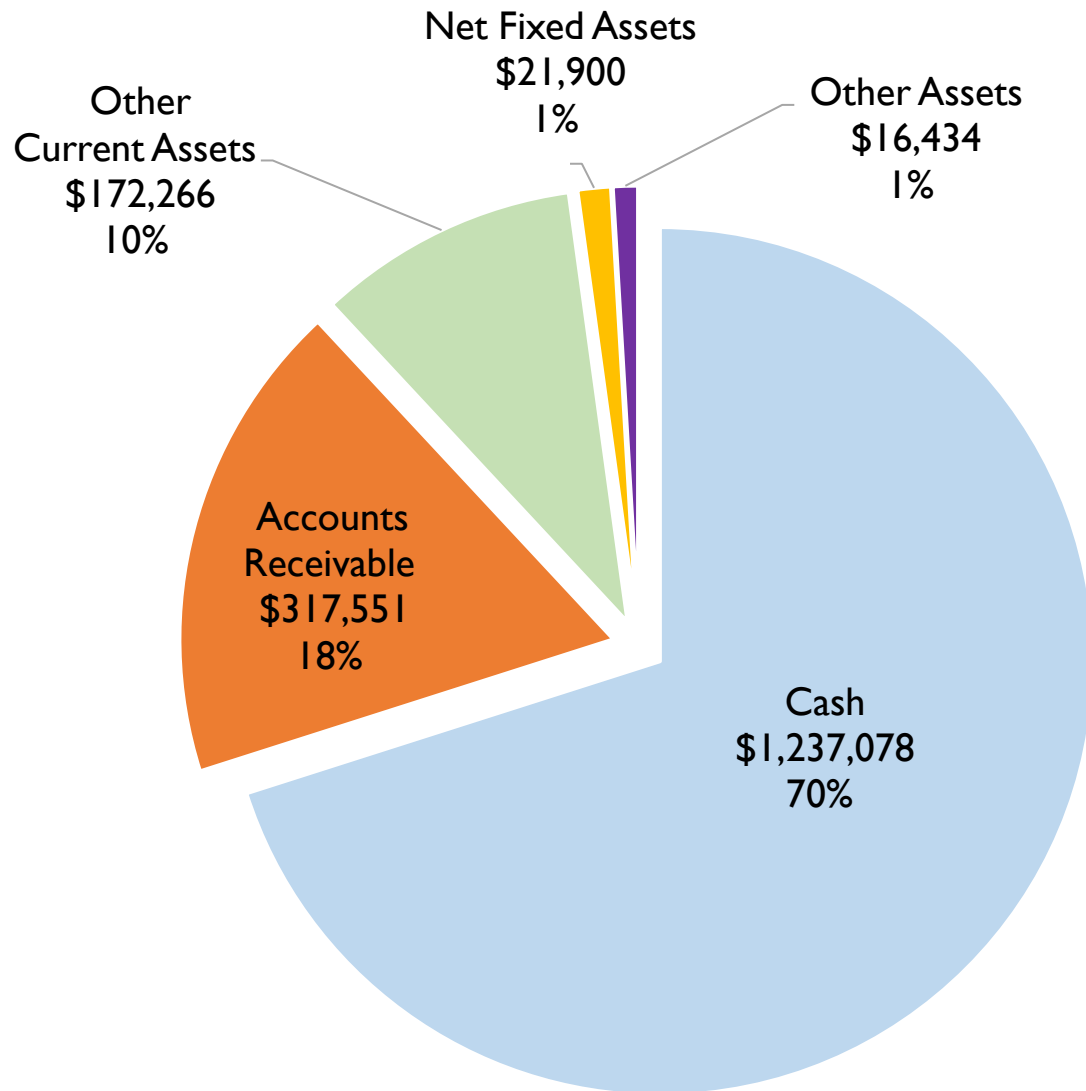


**Revenue Summary
As of August 31, 2024**



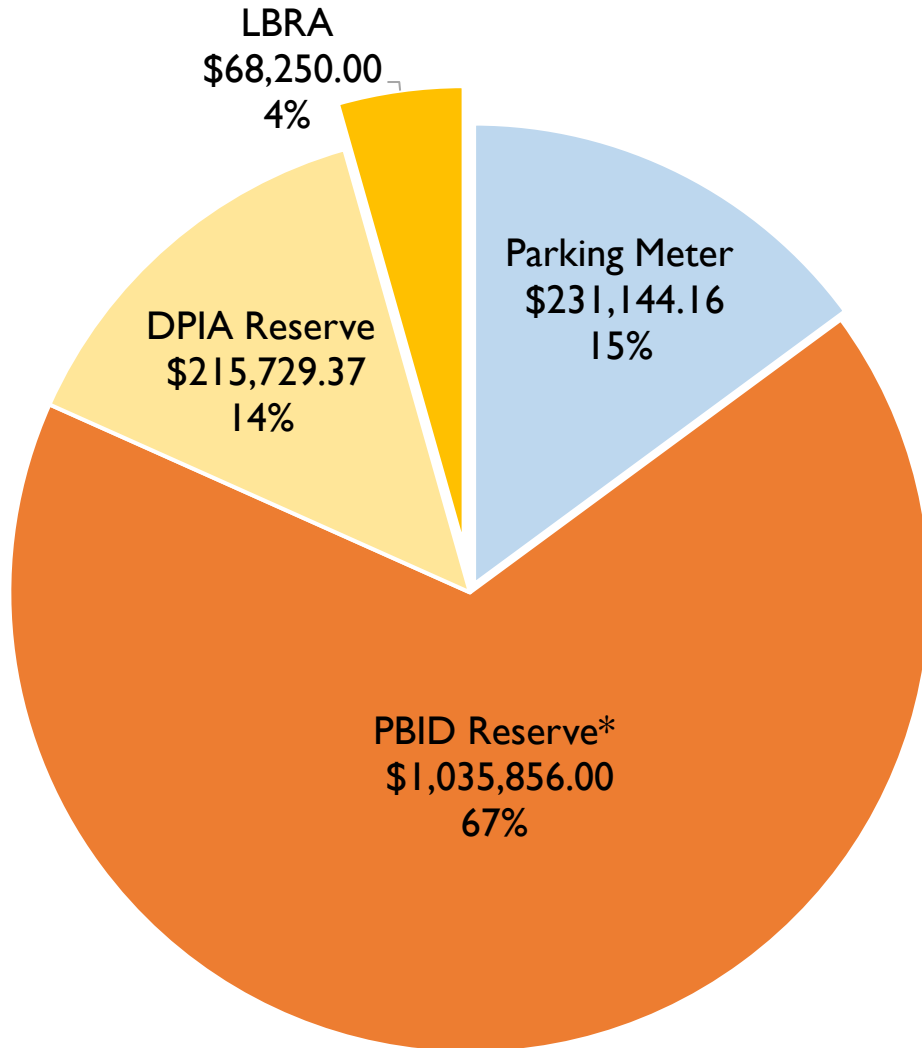
**Expense Summary
As of August 31, 2024**





DLBA Assets

Cash	\$	1,237,078
Accounts Receivable	\$	317,551
Other Current Assets	\$	172,266
Net Fixed Assets	\$	21,900
Other Assets	\$	16,434
		<hr/>
	\$	1,765,229



DLBA Deferred Revenue

Parking Meter	\$ 231,144.16
PBID Reserve*	\$ 1,035,856.00
DPIA Reserve	\$ 215,729.37
LBRA	\$ 68,250.00
<hr/>	
Balance less PBID Reserve	\$ 515,123.53

A/R Aging Summary

As of August 31, 2024

	Current	1 - 30	31 - 60	61 - 90	91 and over	Total
CITY OF LONG BEACH	\$ -	\$ 64,451	\$ -	\$ -	\$ 68,500	\$ 132,951
State of California	\$ -	\$ -	\$ -	\$ -	\$ 97,703	\$ 97,703
Long Beach Transit (Customer)	\$ 22,291	\$ 22,567	\$ -	\$ -	\$ -	\$ 44,858
Midtown Business Improvement District	\$ 5,595	\$ 5,595	\$ -	\$ -	\$ -	\$ 11,190
Zaferia Business Association	\$ 4,963	\$ -	\$ -	\$ -	\$ -	\$ 4,963
Long Beach Center Loan, LLC (Mosaic)	\$ 2,271	\$ 2,271	\$ -	\$ -	\$ -	\$ 4,542
Padre Latin Table & Cocktails	\$ -	\$ -	\$ -	\$ -	\$ 4,000	\$ 4,000
Port of Long Beach	\$ -	\$ -	\$ -	\$ -	\$ 3,000	\$ 3,000
Visit Long Beach	\$ 3,000	\$ -	\$ -	\$ -	\$ -	\$ 3,000
LA County MTA	\$ -	\$ -	\$ -	\$ -	\$ 2,051	\$ 2,051
Partake Collective.	\$ -	\$ -	\$ 2,000	\$ -	\$ -	\$ 2,000
Mercy Housing (300 Alamitos)	\$ 1,936	\$ -	\$ -	\$ -	\$ -	\$ 1,936
Pedal Movement (Customer)	\$ -	\$ -	\$ -	\$ -	\$ 1,750	\$ 1,750
HILLCREST MONTEREY ASSOCIATES	\$ 1,166	\$ -	\$ -	\$ -	\$ -	\$ 1,166
Blu Community	\$ 893	\$ -	\$ -	\$ -	\$ -	\$ 893
AMO Marketing, Inc.	\$ -	\$ -	\$ -	\$ 500	\$ -	\$ 500
J Graphix Studio	\$ -	\$ -	\$ -	\$ -	\$ 400	\$ 400
Hamburger Mary's (Customer)	\$ -	\$ -	\$ -	\$ -	\$ 250	\$ 250
Stay Anchored.	\$ -	\$ -	\$ -	\$ -	\$ 200	\$ 200
The Cypher on Elm	\$ -	\$ -	\$ -	\$ -	\$ 100	\$ 100
The Scarlet Flower	\$ -	\$ -	\$ -	\$ -	\$ 100	\$ 100
TOTAL	\$42,113	\$94,884	\$2,000	\$ 500	\$ 178,054	\$317,551

A/R Aging Summary (\$3,000+)

	Current	1 - 30	31 - 60	61 - 90	91 and over	Total
State of California	\$ -	\$ -	\$ -	\$ -	\$ 97,703	\$ 97,703
CITY OF LONG BEACH	\$ 2,500	\$ -	\$ -	\$ -	\$ 68,500	\$ 71,000
Long Beach Transit (Customer)	\$ 22,291	\$ -	\$ 22,567	\$ -	\$ -	\$ 44,858
Midtown Business Improvement District	\$ 5,595	\$ -	\$ 5,595	\$ -	\$ -	\$ 11,190
Zaferia Business Association	\$ 4,963	\$ -	\$ -	\$ -	\$ -	\$ 4,963
Long Beach Center Loan, LLC (Mosaic)	\$ 2,271	\$ -	\$ 2,271	\$ -	\$ -	\$ 4,542
Padre Latin Table & Cocktails	\$ -	\$ -	\$ -	\$ -	\$ 4,000	\$ 4,000
Port of Long Beach	\$ -	\$ -	\$ -	\$ -	\$ 3,000	\$ 3,000
Visit Long Beach	\$ -	\$ 3,000	\$ -	\$ -	\$ -	\$ 3,000
TOTAL	\$37,619	\$3,000	\$30,433	\$ -	\$ 173,203	\$244,255

A/R Aging Summary

As of September 30, 2024

A/R Aging Summary (Below \$3,000)

	Current	1 - 30	31 - 60	61 - 90	91 and over	Total
LA County MTA	\$ -	\$ -	\$ -	\$ -	\$ 2,051	\$ 2,051
Partake Collective.	\$ -	\$ -	\$ -	\$ 2,000	\$ -	\$ 2,000
Mercy Housing (300 Alamitos)	\$ 968	\$ 968	\$ -	\$ -	\$ -	\$ 1,936
Pedal Movement (Customer)	\$ -	\$ -	\$ -	\$ -	\$ 1,750	\$ 1,750
HILLCREST MONTEREY ASSOCIATES	\$ 1,166	\$ -	\$ -	\$ -	\$ -	\$ 1,166
Blu Community	\$ 893	\$ -	\$ -	\$ -	\$ -	\$ 893
AMO Marketing, Inc.	\$ -	\$ -	\$ -	\$ -	\$ 500	\$ 500
J Graphix Studio	\$ -	\$ -	\$ -	\$ -	\$ 400	\$ 400
BLOCK-BY-BLOCK	\$ 250	\$ -	\$ -	\$ -	\$ -	\$ 250
Hamburger Mary's (Customer)	\$ -	\$ -	\$ -	\$ -	\$ 250	\$ 250
Stay Anchored.	\$ -	\$ -	\$ -	\$ -	\$ 200	\$ 200
The Cypher on Elm	\$ -	\$ -	\$ -	\$ -	\$ 100	\$ 100
The Scarlet Flower	\$ -	\$ -	\$ -	\$ -	\$ 100	\$ 100
TOTAL	\$ 3,276	\$ 968	\$ -	\$ 2,000	\$ 5,351	\$ 11,596

3. Financial Report – YTD Financials through August 2024

Downtown Long Beach Alliance
As of August 31, 2024
(Fiscal Year Ending September 30, 2024)
Financial Summary

Year-to-Date	Actual	Budget	Variance
Revenue	5,236,003	4,440,771	795,232
Expenses	5,576,010	5,349,297	226,713
Net	(340,007)	(908,526)	568,519

ACTION: Approve Financials through August 31, 2024

4. Time Certain – Parliamentary Procedures & Brown Act Compliances

Connor Lock, Deputy Mayor of Housing, City of Long Beach

Robert's Rules of Order Basics



1
**Reading and Approval
of Minutes**



2
**Reports of Officers,
Boards, and Standing
Committees**



3
**Reports of Special
Committees**



4
Special Orders



5
**Unfinished Business
and General Orders**



6
New Business

The Brown Act Summary

The Ralph M. Brown Act was enacted in response to public concerns over informal undisclosed meetings held by local elected officials. City councils, County boards, and other local government bodies were avoiding public scrutiny by holding secret “workshops” and “study sessions.” The Brown Act solely applies to **California city and county government agencies, boards, and councils**. The Act has been interpreted to apply to email communication as well. The comparable Bagley-Keene Act mandates open meetings for State government agencies. Private or Non-profit entities may be covered if a legislative body delegates some of its functions to the private entity.

Meeting Requirements per Brown Act

- Brown Act applies to any gathering of a quorum of a legislative body to discuss or transact business under the body’s jurisdiction.
- Teleconference meetings may be held under strict conditions (e.g. as a result of the State Coronavirus social distancing health order)
- Public time must be set aside for public comment
- Meetings must be held in non-discriminatory facilities
- All votes (except those in permissible closed session) must be cast in public
- Closed sessions are only permitted for specified purposes such as to discuss litigation, real estate negotiations and labor negotiations.
- Public has a right to attend meetings without registering or identifying themselves
- Materials provided to a majority of a body, unless exempt, must be provided to members of the public

Public Rights

- Time must be set aside for public comment
- Meetings must be held in non-discriminatory facilities
- All votes (except those in permissible closed session) must be cast in public
- Closed session actions must be reported in open session
- Public has a right to attend meetings without registering or identifying themselves
- Materials provided to a majority of a body, unless exempt, must be provided to members of the public

Required Notices and Agendas

- Agendas of regular meetings must be posted 72 hours prior to meeting
- Special Meetings require 24-hour notice to members and the media
- One hour notice in case of work stoppage or crippling activity
- Closed Session agendas must be described
- Special procedures permit proceeding without an agenda in an emergency

5. Chairperson's Report

Sam Pierzina

5A. Executive Committee Report - Pierzina

5Ai. Elect 2024-25 Chair-Elect

ACTION: As recommended by the DTLB Alliance Governance Committee, approve Mike Gold to serve as Chair-Elect for a one-year term, effective immediately and expiring upon election of a Board Chair-Elect in in the first Board meeting of FY 2026.

5A. Executive Committee Report - Pierzina

5Aii. Elect 2024-25 Executive Committee

ACTION: As recommended by the DTLB Alliance Governance Committee, approve the 7 candidates below to serve on the DLTB Alliance Executive Committee for a one-year term, effective immediately and expiring upon approval of an executive committee in the first Board meeting of FY 2026.

- **Alan Burks**
- **Mike Gold**
- **Amy Chambers**
- **Ashley Chiddick**
- **Silissa Uriarte Smith**
- **Graham Gill**
- **Bo Martinez**

5A. Executive Committee Report - Pierzina

5Aiii. Appoint 2024-25 Officers of the Board

ACTION: As recommended by the DTLB Alliance Governance Committee, approve the 2 candidates below to serve as officers of the Board for a one-year term, effective immediately and expiring upon approval of an executive committee in the first Board meeting of FY 2026.

- **Alan Burks: Secretary**
- **Amy Chambers: Treasurer**

5A. Executive Committee Report - Pierzina

5Aiv. Governance Committee Appointment

ACTION: Approve Whitney Neal to serve on DTLB Alliance's Governance Committee alongside the Chair-Elect and Past chair for a one-year term, effective immediately and expiring upon the appointment of a new Governance Committee in FY 2026.

5B. Governance Committee Report – Pierzina

5Bi. Board Seat Vacancies for FY25

- DPBIA North East Village
- PBID Standard

5Bii. Committee Vacancies for FY24

- Placemaking (1)
- Public Safety (1)
- Special Events (1)

6. President & CEO Report

Austin Metoyer

6. President & CEO Report

6A. Informational: SB969 Entertainment Zone



WHAT IS SB 969

- Expands the definition of “entertainment zones” beyond San Francisco to include any city, county, or city and county in California
- Authorizes alcohol consumption on public streets, sidewalks or rights-of-way within these zones.
- Introduced to enhanced public entertainment experiences and economic vitality.



KEY ELEMENTS OF SB 969

LICENSED REQUIRED

Establishment: Cities, counties, or both can create entertainment zones starting January 1, 2025.

21+ IDENTIFICATION

Alcohol Consumption: Permits open containers of alcoholic beverages within these zones during specific hours and events.

DESIGNATED ZONES

Licenses Participation: Alcohol can only be consumed if purchased from licensed premises within the zone.

PUBLIC SAFETY MEASURES

Safety Measures: Cities must ensure that individuals consuming alcohol are 21+ and must work with law enforcement for health and safety reviews.

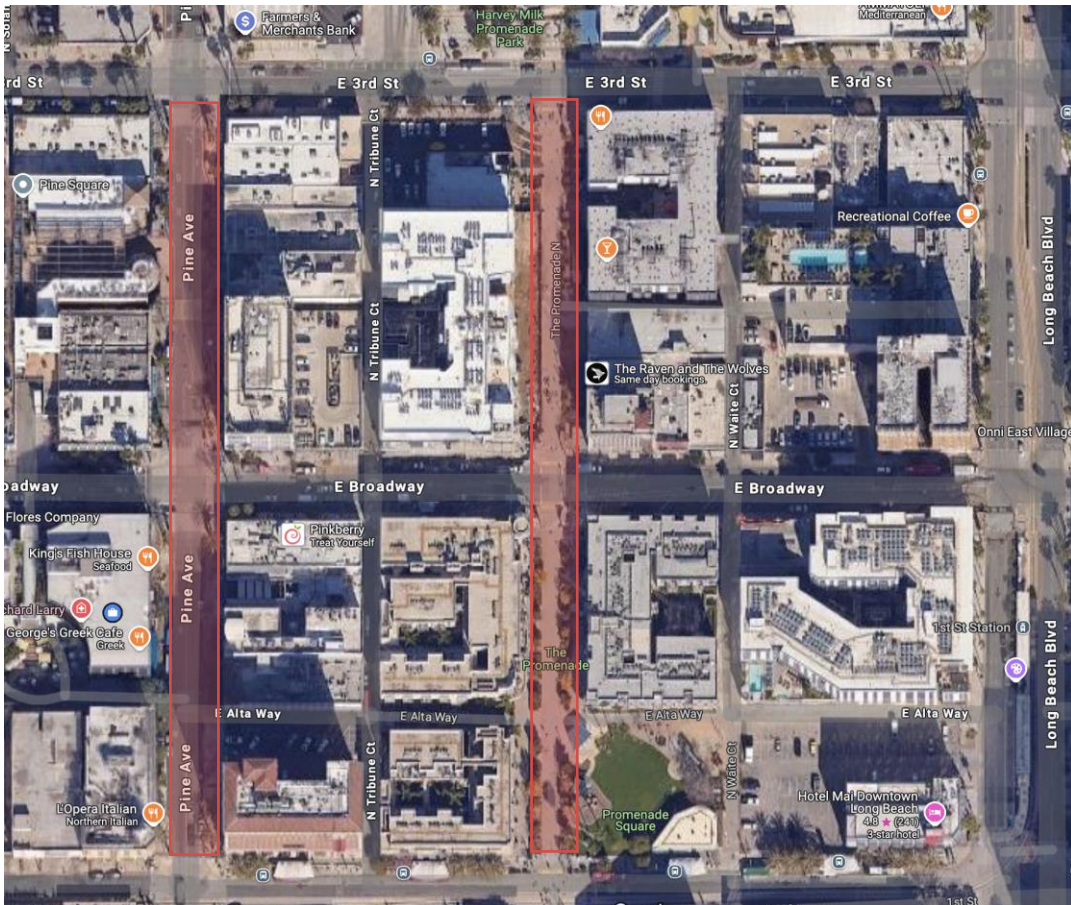
IMPLEMENTATION GUIDELINES

- **Local Ordinances:** Cities must pass ordinances to define zones boundaries, hours of operations, and alcohol types allowed.
- **Age Verification:** Implementation a process to easily identify individuals 21 and older.
- **Review Process:** Entertainment zones will be reviewed every 2 years to ensure public health and safety compliance.
- **License Restrictions:** Alcohol cannot be removed from premises in glass or metal containers, delivery of alcohol within the zone is prohibited.

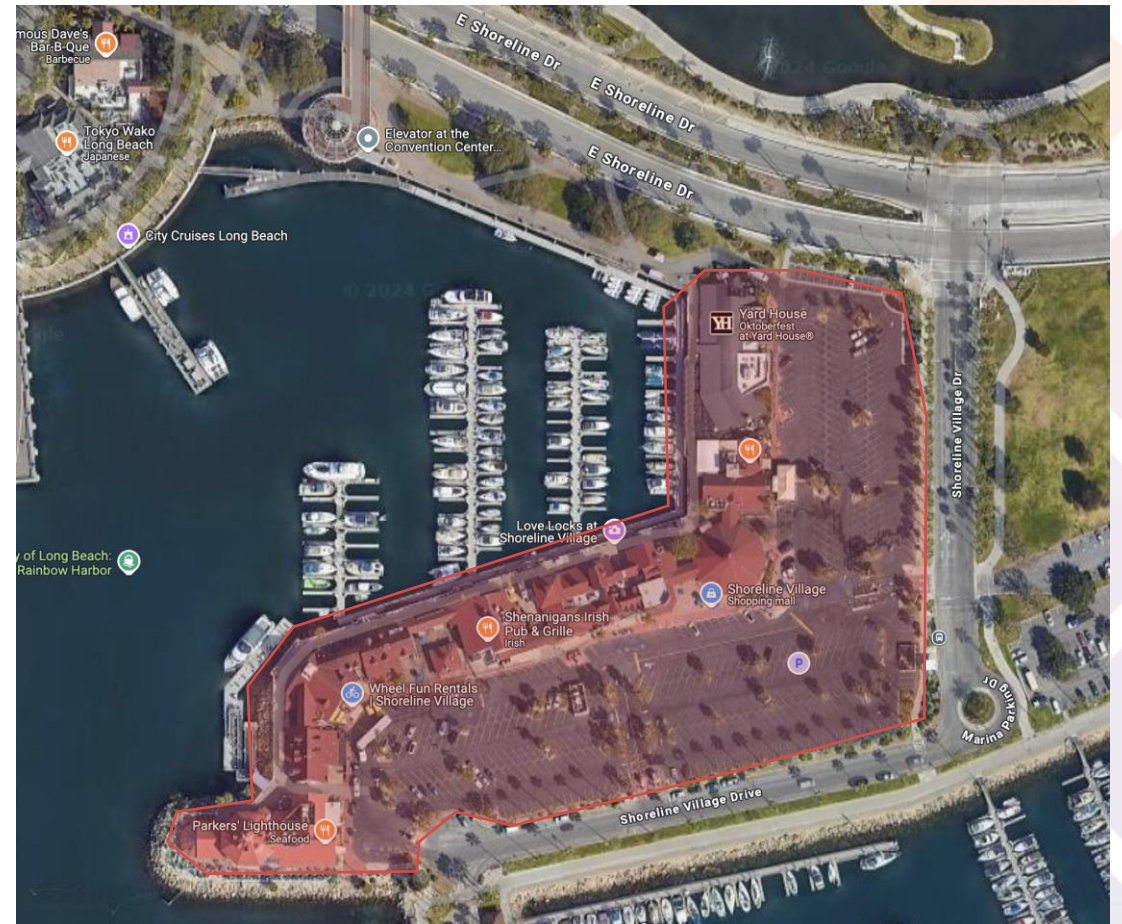


POTENTIAL SITES FOR CONSIDERATION

Pine Ave & Promenade

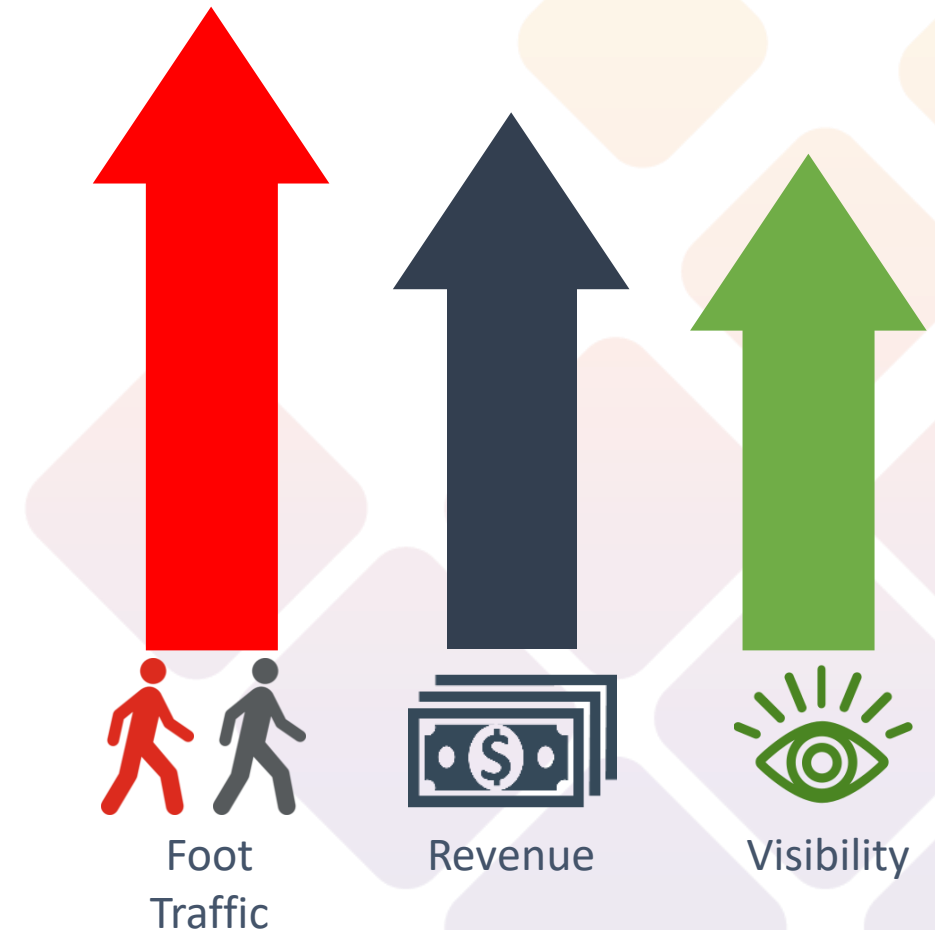


Shoreline Village



BENEFITS & NEXT STEPS

- **Economic Boost:** Can encourage tourism, nightlife, and public events, leading to increased foot traffic and revenues.
- **Social & Cultural Impact:** Can enhance the vibrancy of public spaces through cultural events and responsible consumption.
- **Next Steps:**
 - Engage stakeholders (businesses/residents), community and city partners (elected officials, law enforcements, neighborhood associations)
 - Research existing programs
 - Craft outline of potential program for review with community and Board
 - City Council approval of local ordinance establishing zone



6. President & CEO Report

6B. Misc. Updates



7. Old Business

8. New Business

9. Public Comments (three minutes on all non-agenda items)

10. Adjournment

DTLB Alliance Board of Directors Meeting

October 3, 2024

Studio One Eleven

Food provided by:



Meeting space courtesy of:



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