

DTLB Alliance Board of Directors Meeting

February 19, 2025

DTLB Alliance Conference Room

Food provided by:



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

I. Call to Order and Introductions

Sam Pierzina

Consent Calendar

2. Secretary Report

- Minutes from December 12, 2024 Meeting

3. Financial Report

- Year-to-Date Financials through December, 2024

*All matters listed under the Consent Calendar are to be considered
Routine by the Board and will be enacted by one motion.*

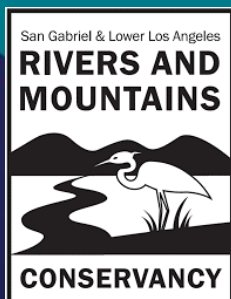
ACTION: Approve consent calendar items unless otherwise removed for discussion.

4. Time Certain

SGA Marketing

Arisa Cleaveland & Angelica Garcia

Promoting Equitable Development in Parks & Open Space Projects



Our Agenda

Before we dive in:

**Do any of you have any prior
knowledge about RMC**

or

**The 2018 Lower LA River
Revitalization Planning Efforts?**

- **Who is the Rivers and Mountains Conservancy?**
- **What Lower LA River Revitalization is happening?**
- **What works best for community engagement in park space projects?**

SAN GABRIEL & LOWER LOS ANGELES
RIVERS & MOUNTAINS
CONSERVANCY

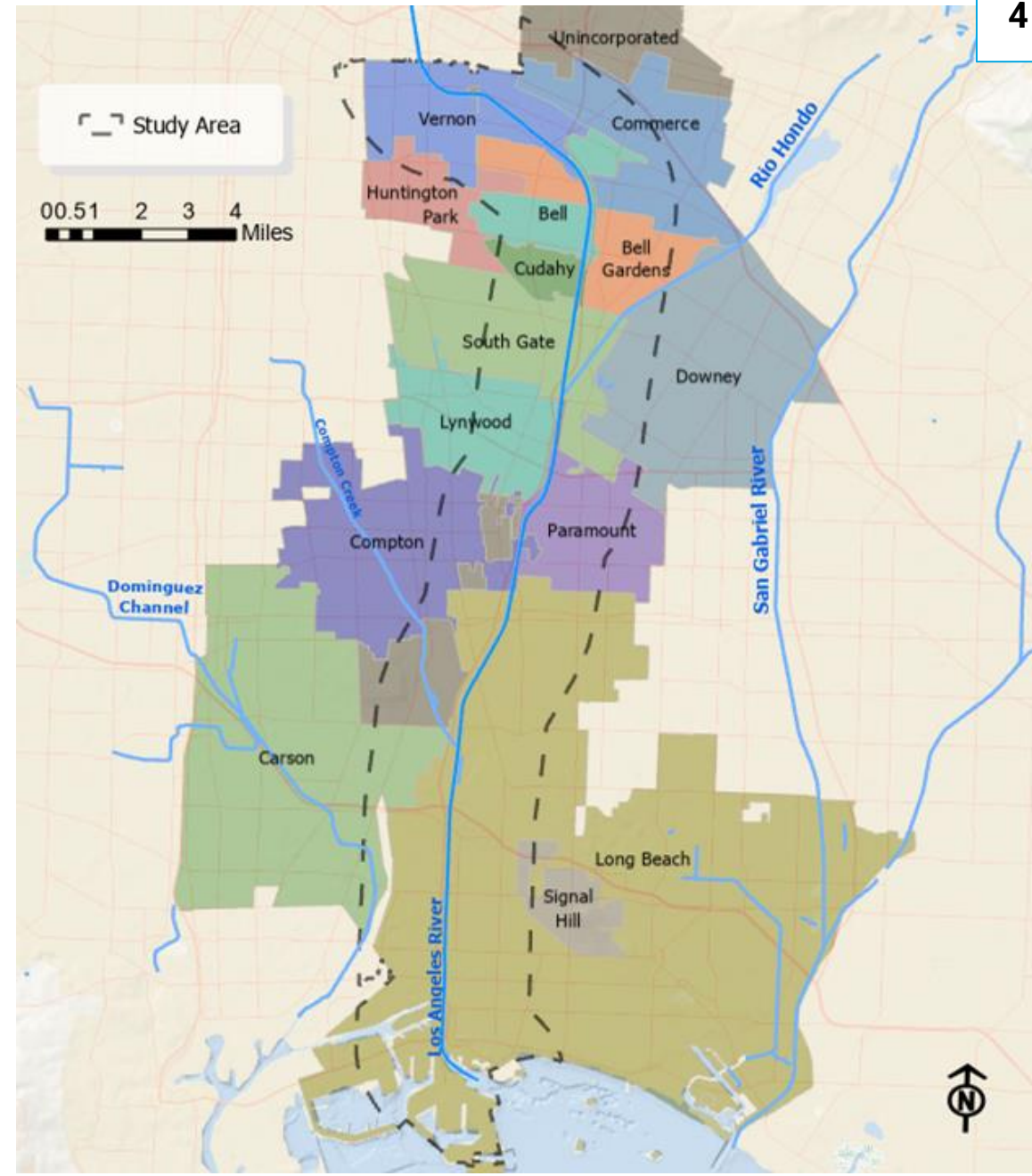
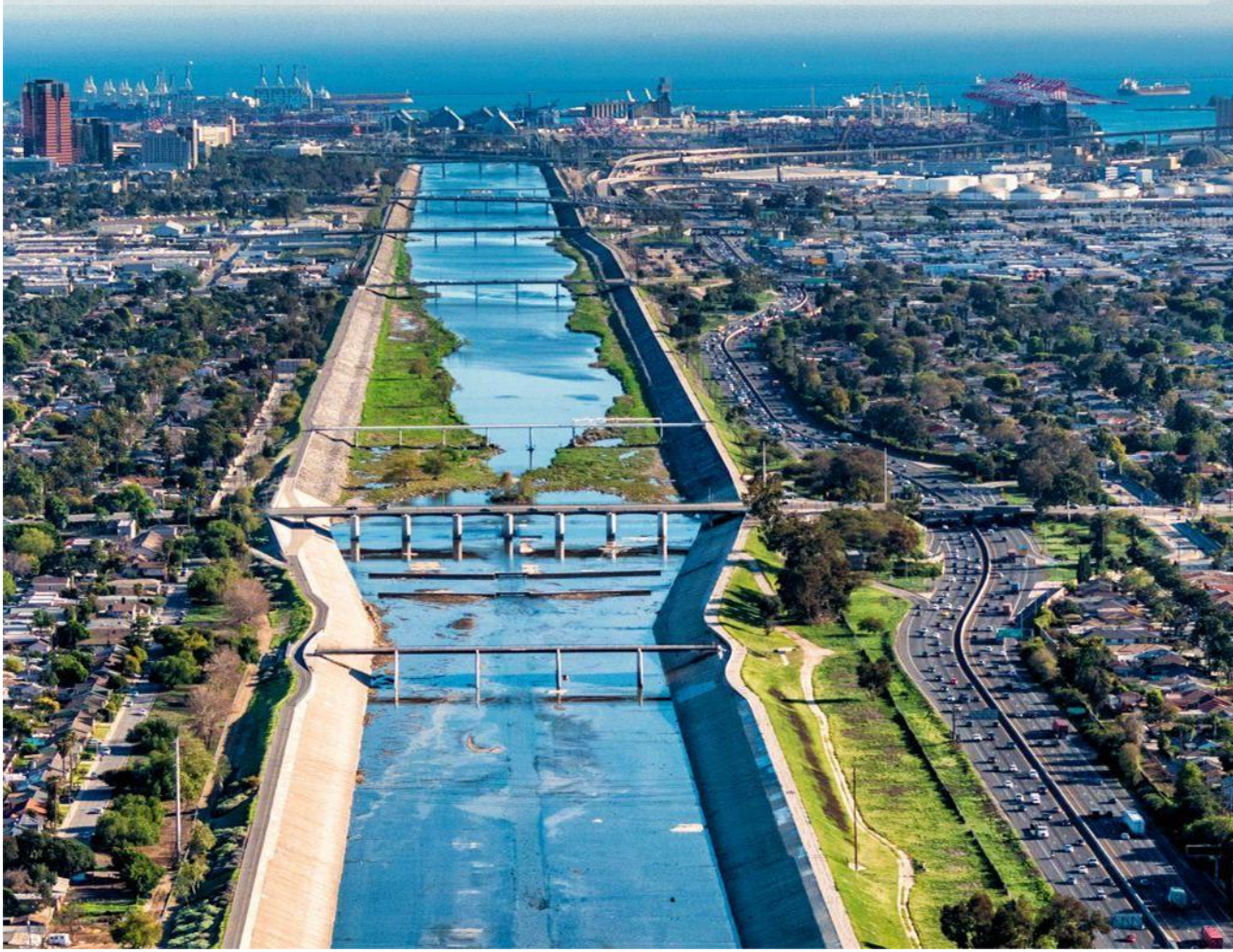


Oversees the distribution of grants for projects that:

1. Preserve **open space and habitat**, in order to provide for low-impact recreation, and educational uses
2. Increase **public access** to open spaces
3. Help create healthy and **climate resilient communities**
4. Restore and **protect wildlife habits and watersheds**



The Lower Los Angeles River (LLAR)



The 2018 Lower LA River Revitalization Plan





2024/25 Goals:

1. Understand what LLAR revitalization is currently taking place
1. Engage with the community regarding their concerns, ideas, and needs in order to ensure **future funded projects align with local community needs**



2024-2025 Research Activities

- Interviews with various City staff to **map which projects are currently happening**
- Interviews with RMC staff to understand **current gaps in funding criteria**
- Landscape assessment of similar grant programs, existing research, and project case studies for community engagement **best practices**
- Meetings with local leaders to capture current **community needs and priorities**

Long Beach Neighborhood Consultations

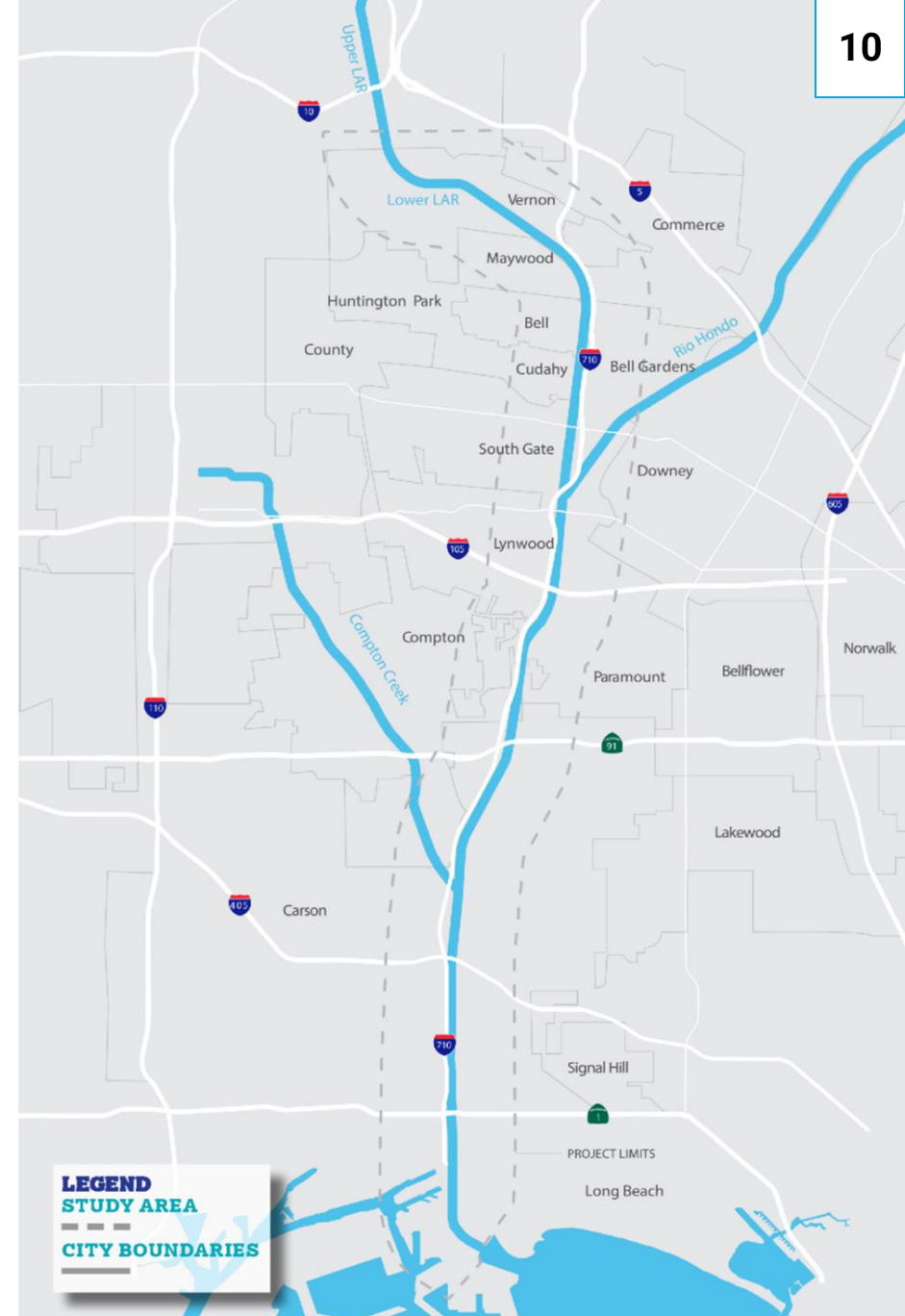
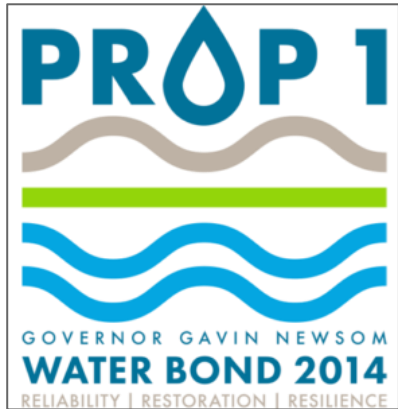
	Neighborhood Association Name
1	Willmore City Heritage Association
2	North Pine Neighborhood Alliance
3	Downtown Residential Council
4	Hamilton Neighborhood Association
5	Downtown Long Beach (DTLB) Alliance Placemaking Committee
6	Wrigley Area Neighborhood Alliance
7	Nehyam Neighborhood Association
Upcoming:	
8	Sea Change Association
9	Bixby Knolls BIA

Long Beach Community Consultations (so far)

Organization	Organization Focus Area /Mission
Holos Communities	<ul style="list-style-type: none">• Nonprofit housing developer• Works to end homelessness, combat global warming, and reverse racial inequity• Developments have housed over 750 people
Centro CHA	<ul style="list-style-type: none">• Provides services and programs for Long Beach’s Latino/Hispanic population• Focuses on social and economic improvement
Food Finders	<ul style="list-style-type: none">• Aims to reduce food waste and combat hunger.• Redistributes grocery store/restaurant surplus to local food banks and nonprofits
YMCA of Greater Long Beach - Community Development	<ul style="list-style-type: none">• Focuses on youth development, community health, and social responsibility• Provides workforce development through the Pacific Job Program
Long Beach Forward	<ul style="list-style-type: none">• Works to tackle racial and income inequities in collaboration with residents and coalition partners.• Initiatives include community organizing, leadership development, and policy advocacy
Rebuilding Together Long Beach (scheduled for 2/21/2025)	<ul style="list-style-type: none">• Provides free home repairs, accessibility modifications, and energy-efficient upgrades to senior, disabled, and veteran residents• Works with neighborhoods, nonprofits and government to beautify public spaces and create safer communities.

Overall Purpose

Strengthen RMC's community engagement grant criteria so as to ensure more meaningful community engagement in the projects they fund



What we learned about current community challenges and conditions



Key Residential Challenges and Conditions

Equitable Access to Greenspace

Need for:

- **more parks and greenspace**
- **equitable implementation**
- **recognition of cultural history**



Key Residential Challenges and Conditions

Park and Neighborhood Conditions

- More **maintenance** and/or rehab needed
- **Safety**
- More **parks programming** wanted
- Lack of access to /cleanliness of **restrooms**
- Access to **drinking water**
- **Pedestrian safety**



Key Residential Challenges and Conditions

Displacement

- Displacement concerns, particularly **Downtown**
- **Developments over the next 10 years may increase displacement challenges**
 - “A” line development & increased usage of bike lanes
 - Port of LB and LA Electrification Plan: reduction in harmful pollutants



Key Residential Challenges and Conditions

Housing & Homelessness

- **Lack of funding**
 - Especially for affordable housing development
- **Rising housing costs** regionally
- **Jurisdictional challenges:** multiple landowners along the river
- **NIMBY** sentiments
- Violence & **crime** in encampments
- **Hygiene, safety and vandalism concerns** in park spaces



Key Residential Challenges and Conditions

Mistrust & Need for More/Better Engagement

- **Underserved communities facing significant environmental justice issues**
 - Historical lack of investment/planning in some areas
- A need to **build capacity**/knowledge among community members
- Importance of intentional community engagement – **rebuild trust** and foster transparency



Proposed Guidelines for Parks and Open Space Project Developers



Community Engagement

Some Best Practices:

- **Develop a plan with clear goals** and objectives
- **Start early** and continue through **all project phases**
- Earmark sufficient **budget**
- Build on outreach towards **active involvement**
- Make it **inclusive, accessible, and culturally relevant**
- **Set realistic expectations**
- **Document** community input and how it was incorporated into the design
- Establish metrics and **track progress**

Questions:

- **How have you engaged with green space projects in the past?**
- **What approaches have worked well?**

City-Community Group Partnerships

Some Best Practices:

- **Ensure Fair Compensation**
- **Acknowledge Pre-Existing Cultural Tensions** that may impact collaboration
- **Formalize Commitment:** Sign a 'Memorandum of Understanding' (MOU) or commitment letter with the municipality
- **Create Shared Vision & Language:** Begin by establishing a shared understanding of the project's purpose and goals
- **Collaborative Development:**
 - Jointly define a clear scope of work,
 - Clearly determine each partner's roles and responsibilities,
 - Establish desired outcomes and timelines, and
 - Create working agreements for effective communication and conflict resolution.

Questions:

- **Do you have any recommendations for partnership best practices?**
- **How else can the RMC ensure that park developers align projects with community needs?**

Displacement Avoidance Strategies

A park developer can use following strategies:

1. support and employ local workforce/youth training programs
2. use local businesses
 - i. in community engagement process
 - ii. in park programming
3. partner with local community groups to help with the project development
4. educate residents about existing housing and rental protection programs as well as workforce and homeless programs/services
5. ensure green space designs/park programming are culturally relevant to the existing community

Questions:

- **Are there any local programs or groups a project developer should connect with in Long Beach to support strategies like these ?**

Stay in Touch with the RMC



Questions? Want to sign up for the RMC E-newsletter?

Email RMC at info@rmc.ca.gov

OR

Sign-up for the RMC newsletter at rmc.ca.gov/contact



Lower LA River Implementation Advisory Group

Quarterly Virtual Public Meeting- All Welcome

Aims to ensure that implemented projects are in accordance with the Lower LA River Revitalization Plan and that stakeholders continue to have a voice in implementation.

Sign up to attend these meetings at: lowerlariver.org

5. Chairperson's Report

Sam Pierzina

5A. Executive Committee Report



5B. Governance Committee Report – Mike Gold

i. Board Vacancies

- PBID Standard

ii. Committee Vacancies

- Public Safety

iii. Administrative Vacancies

- Governance (2)
- Finance (1)

6. President & CEO Report

Austin Metoyer

6. President & CEO Report

6A. DTLB Entertainment Zone Updates



Timeline

November – December

- Research Existing Programs
- Stakeholder Outreach
- Feedback Collection Begins
- Feedback Analysis
- Draft Plan Development

January

- Submit to City for Initial Review
- Internal Review
- Collect Stakeholder Feedback

February

- Plan Refinement with the City

March

- City Council Preparation
- City Council Presentation and Review
- Approval Process

April

- City Council Approval
- Implementation Phase Begins

6. President & CEO Report

6B. Board Experience Survey – Kelsey Mader

What value do you believe the Alliance brings to Downtown Long Beach? (1 being needs improvement, 5 being excellent)

Topic	Rank
Creating a sense of community	3.9
Creating and promoting a unique identity for Downtown	3.9
Promoting visibility and expanding reach of events in Downtown	3.9
Creating educational opportunities for business development	3.8
Advocating on behalf of Downtown streets and neighborhoods	3.7
Ensuring a cleaner and safer Downtown	3.7
Spotlighting the beauty of Downtown streets and neighborhoods	3.6
Connecting businesses with City resources	3.5
Providing aid to unhoused individuals in Downtown	2.9
Other	2.5

Other:

- Connecting Downtown businesses with one another
- Provide services to assist and expedite new business licenses and permits
- Safety

Please rank (in order of priority) topics you would like to see discussed at Board meetings (with 1 being the highest).

Topic	Rank
Public Safety	2.6
Unhoused Population/ Housing Affordability	3.1
Events	3.1
Business Openings/Retention	3.2
Arts & Small Activations	4.5
Tourism & Hospitality	4.7
Other	6.7

Other:

- Advertising Wayfinding/Parking
- Business license and permit assistance

Please rank the following fields for guest speakers in the order of what you think would be the most helpful at meetings (with 1 being the highest).

Topic	Rank
Law Enforcement	2.9
Economic Development	4.0
Small Business Owners	5.1
Development Services	5.2
Public Works	5.9
Arts & Culture	6.1
Residents	6.5
Tourism & Hospitality	6.5
Community Non-Profits	7.7
Neighborhood Representative Board Members (from within DTLB Alliance)	7.7
Education	8.9
Other	11.4

Other:

- Reps from other BIDS

Please rate your familiarity with the following topics (1 being not familiar, 5 being extremely familiar)

Topic	Rank
Roberts Rule of Order	3.9
Brown Act	3.9
DTLB Alliance Strat Plan	3.5
DTLB Alliance Financial Status/Process	3.5
DTLB Alliance Bylaws	3.4
City of LB DT Plan	3.3
DTLB Alliance DEIA Framework	3.1

Is there something our Downtown is missing?

- Grocery stores/healthy grab & go options
- Clear parking messaging
- Stronger event advertising
- Connection from Downtown core to Waterfront
- **More events/festivals (3)**
- Moderate/large entertainment venue
- Advertisement outside of DTLB
- Diverse business offerings
- Nothing (6)

How would you like to contribute/become more involved in DTLB Alliance's Board and/or Downtown?

- Participate in more events
- Participate on a committee
- Public Safety
- Become involved with the development of the Entertainment Zone
- Become more “in the know” of what is happening in DTLB
- Unsure/”However I can” (4)
- Already involved enough (6)

What do you enjoy most about Downtown Long Beach?

- Walkability (3)
- Small businesses (3)
- Vibes/diversity (6)
- The engaging community
- Discussions about happenings in DTLB
- Restaurants
- The PD-30 Downtown Plan
- Location to water

Based on your experience so far, is there anything DTLB Alliance can do to enhance your experience as a Board/committee member?

- Clearer email communications
- Guidance for officers
- Highlighting non-profits that support DTLB
- At times, overly procedural
- Provide more updates on committee work to Board
- Introduction of a mid-year mixer, with the same feel as the annual holiday mixer

6. President & CEO Report

6C. Misc. Updates



5. President & CEO Report – Austin Metoyer

Pine Ave & North Pine: Downtown Recovery Walk

- Final walk in series of three which included East Village and Waterfront
- Focus on safety related issues and infrastructure improvements.
- Component of the Downtown Recovery efforts

Issued letter of support for Long Beach Small Business Rebound Initiative



Spirit of Downtown Award Nominations Open

Nomination Deadline: Sunday, March 19



2021-22 Winners:

- Robert Garcia, Former Mayor of Long Beach
- Jamaica Ali, Black Everywhere
- John Tully, Evan Kelly, & Graham Baden, Padel Movement
- Joaquin & Vanessa Nunez, Downtown Runners



2022-23 Winners:

- Carole Sergy, Beautify Pine
- Debra Kahookele, Resident Advocate
- Henry Walker, Farmers & Merchants Bank
- Orsa Modica, Joe Harding, Nancy Downs and Julie Goto, East Village Community Watch Group

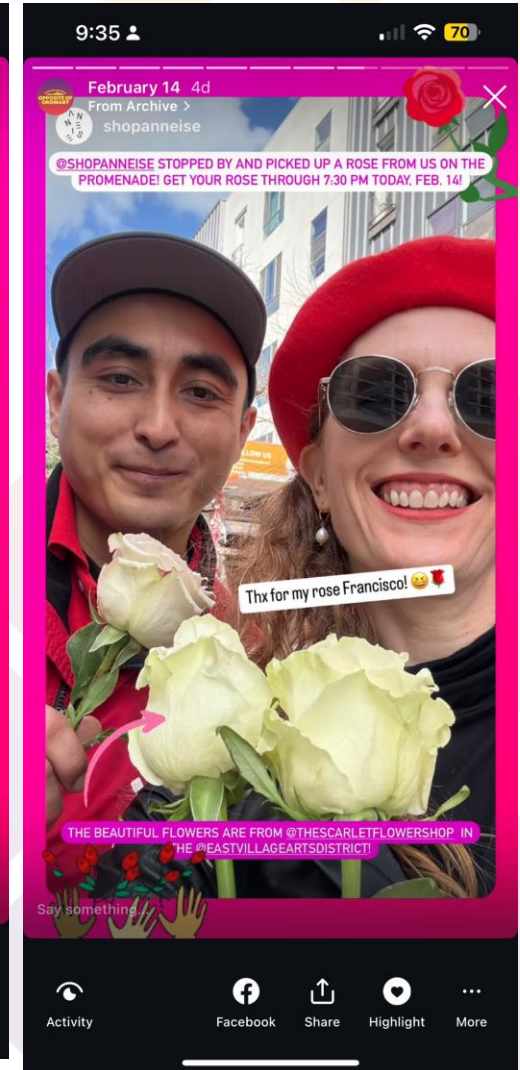
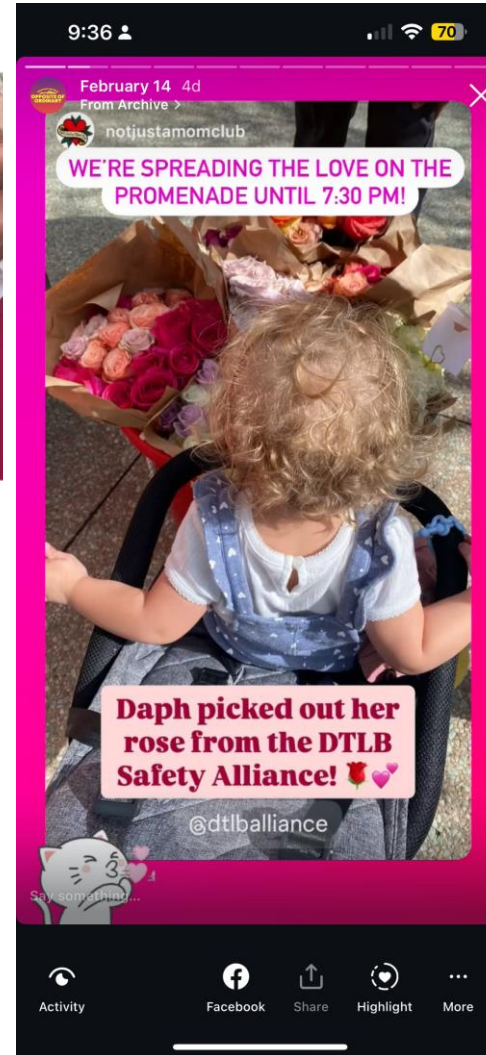


2023-24 Winners:

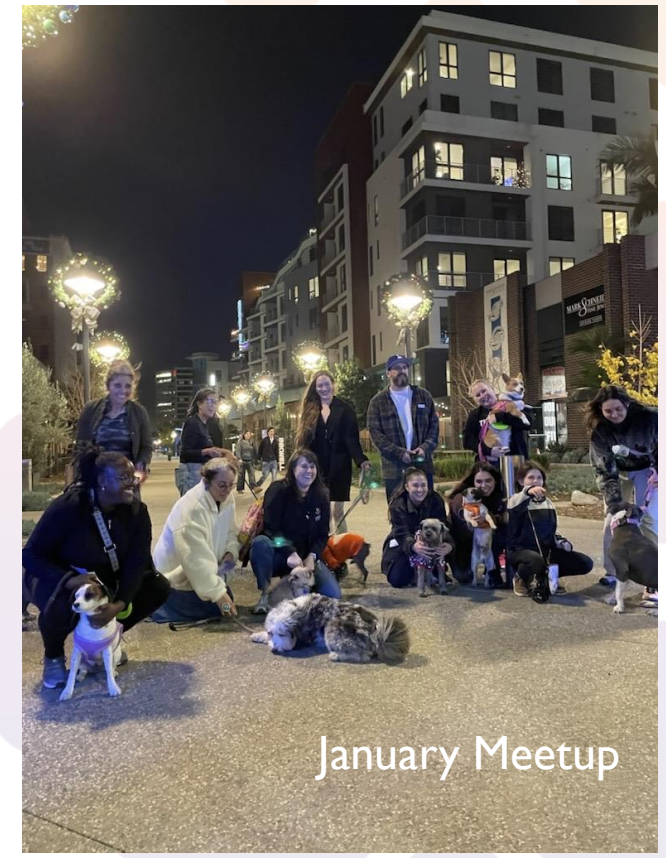
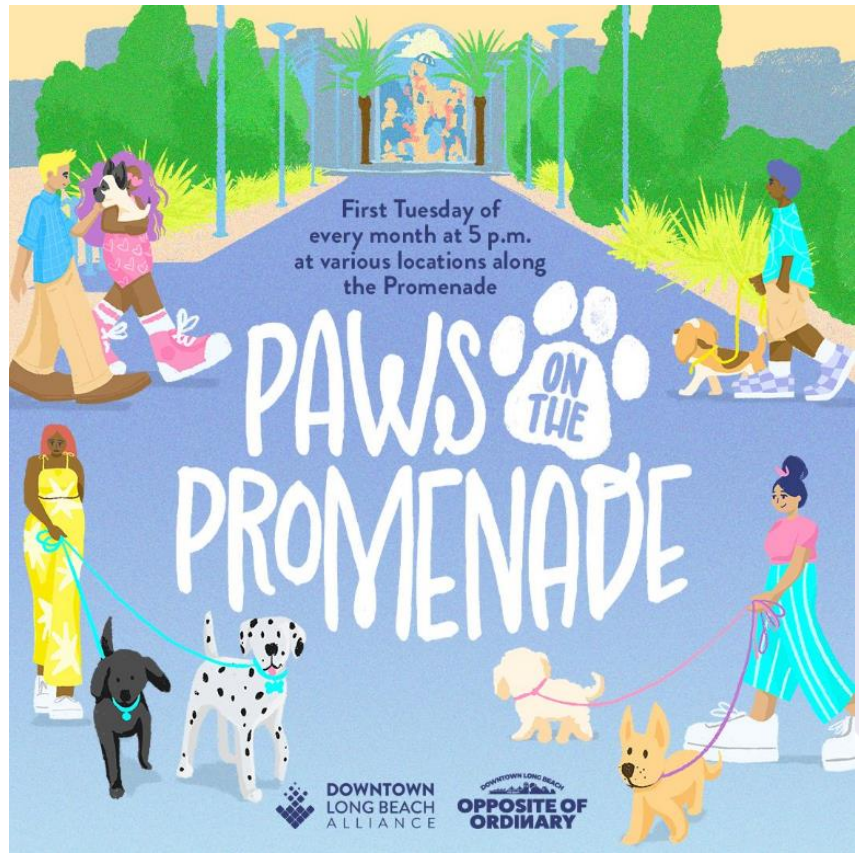
- Evelyn Availa, Long Beach Walking Club
- Sinead Finnerty-Pyne, Studio One Eleven
- Ron & Riley Hodges, Shannon's on Pine
- Sacha Braddock & Andrew Fiorentio, North East Village Neighborhood Association



Liked by jamesahumada and others
esquirematt Valentines Greetings from
#downtownlongbeach @dtlb Alliance



Paws on the Promenade (monthly doggie meetup) First Tuesday of Each Month



CALL FOR DANCE INSTRUCTORS
TUESDAY DANCE LESSONS
MARCH, APRIL AND MAY, 6 - 8PM

Dance DOWNTOWN REVOLUTION



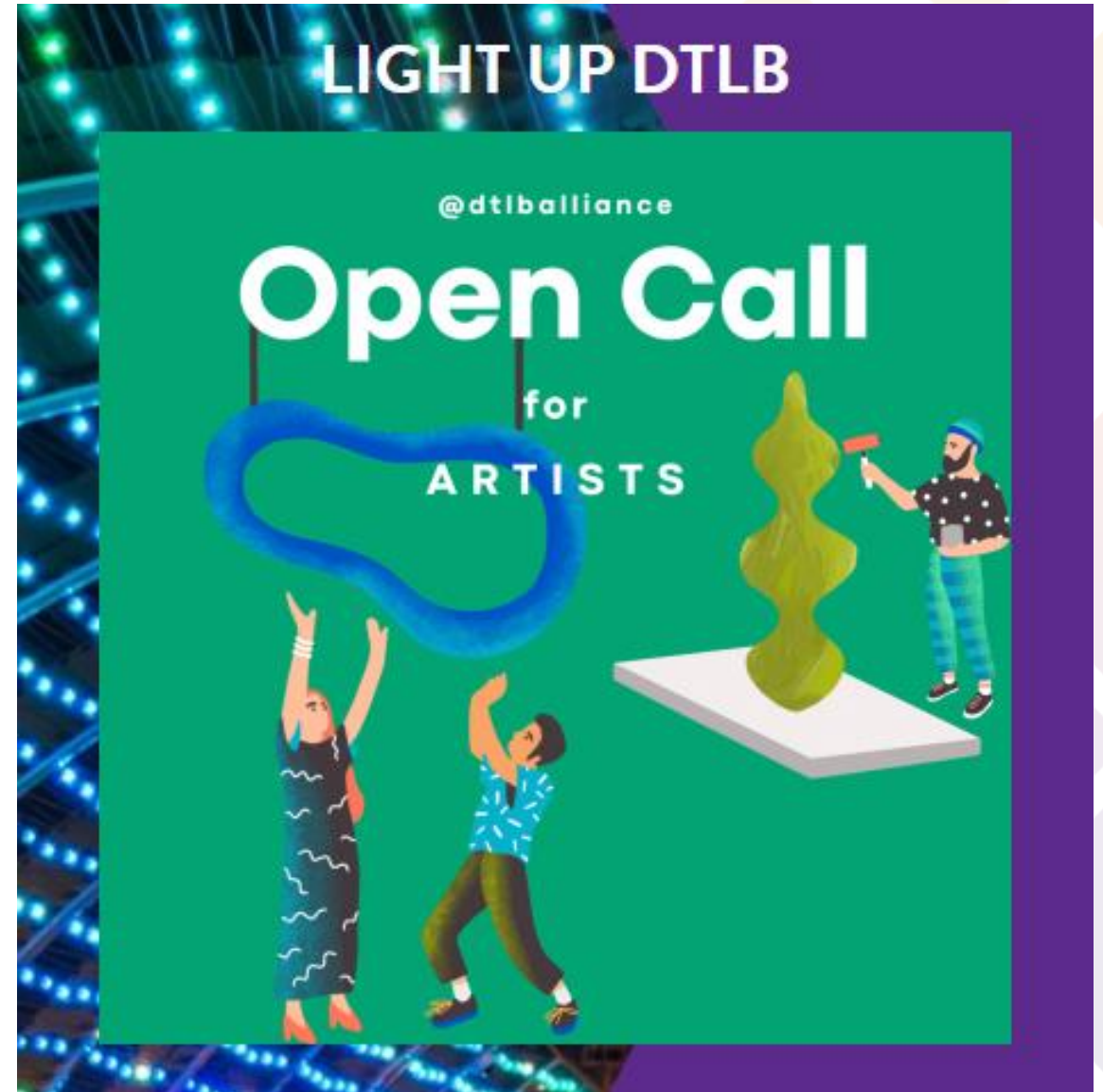
 **DOWNTOWN
LONG BEACH
ALLIANCE** |    DTLBAIalliance |  DowntownLongBeach | dtlb.org  **OPPOSITE OF
ORDINARY**







LIGHT UP DTLB

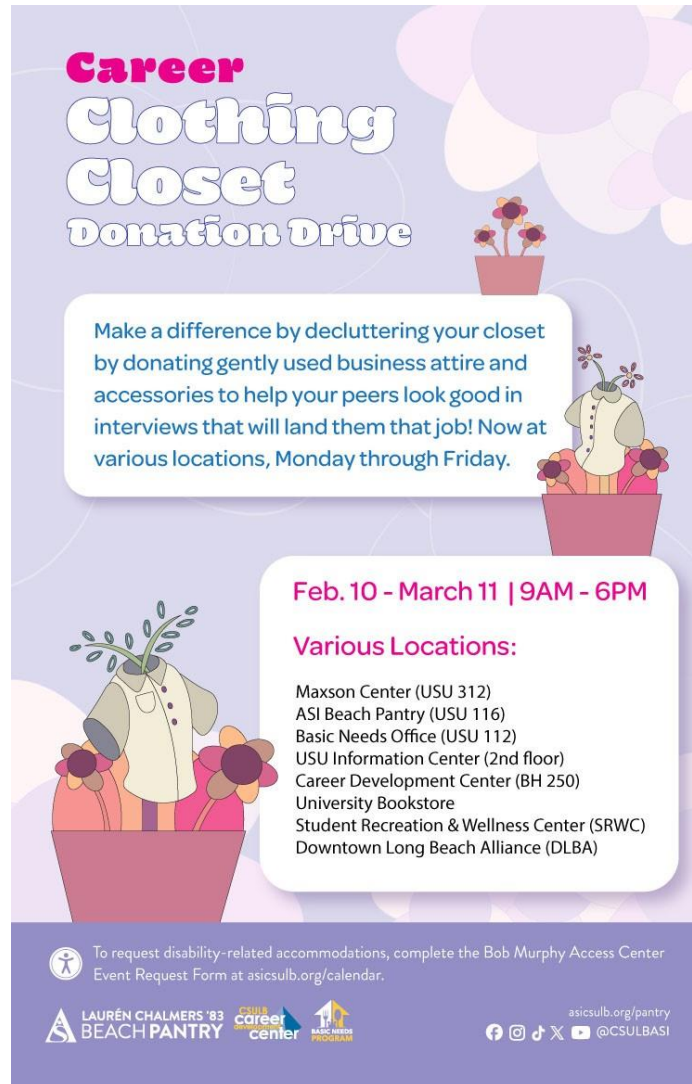
@dtballiance

Open Call

for
ARTISTS



 **DOWNTOWN
LONG BEACH
ALLIANCE** |    DTLBAIalliance |  DowntownLongBeach | dtlb.org  **OPPOSITE OF
ORDINARY**



Career Clothing Closet Donation Drive




Make a difference by decluttering your closet by donating gently used business attire and accessories to help your peers look good in interviews that will land them that job! Now at various locations, Monday through Friday.

Feb. 10 - March 11 | 9AM - 6PM

Various Locations:

- Maxson Center (USU 312)
- ASI Beach Pantry (USU 116)
- Basic Needs Office (USU 112)
- USU Information Center (2nd floor)
- Career Development Center (BH 250)
- University Bookstore
- Student Recreation & Wellness Center (SRWC)
- Downtown Long Beach Alliance (DLBA)

To request disability-related accommodations, complete the Bob Murphy Access Center Event Request Form at asicsulb.org/calendar.

asicsulb.org/pantry
@CSULBASI

8. Old Business

9. New Business

10. Board of Directors to Adjourn to Closed Session

A. Personnel

11. Open Session

12. Adjournment

DTLB Alliance Board of Directors Meeting

February 19, 2025

DTLB Alliance Conference Room

Food provided by:



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

What value do you believe the Alliance brings to Downtown Long Beach? (1 being needs improvement, 5 being excellent)

Promoting visibility and expanding reach of events in Downtown	Creating a sense of community	Connecting businesses with City resources	Creating educational opportunities for business development	Spotlighting the beauty of Downtown streets and neighborhoods	Advocating on behalf of Downtown streets and neighborhoods	Creating and promoting a unique identity for Downtown	Providing aid to unhoused individuals in Downtown	Ensuring a cleaner and safer Downtown	Other (Please provide details here)	Text from "Other"
5	5	5	5	5	5	5	3	5	3	
4	4	2	4	2	4	4	1	2	4	Connecting Downtown businesses with one another
5	5	4	5	5	4	4	4	5	3	Nothing to add
5	4	3	3	4	4	5	4	4	3	
4	5	4	4	4	4	5	2	2	3	
5	4	4	4	4	4	5	4	5	1	NA
1	2	2	2	1	1	2	1	1	1	
3	3	3	3	4	3	4	3	3	3	NA
4	4	4	4	4	4	4	3	4	2	Provide services to assist and expedite new business licenses and permits
4	4	4	4	3	3	4	2	2	3	
4	4	3	5	4	4	3	3	5	3	Na
1	4	5	5	3	5	4	4	4	1	
4	3	2	2	4	2	3	4	4	1	N/A
4	4	3	3	3	3	3	2	5	3	Safety
5	4	4	4	4	5	4	4	4	3	
3.87	3.93	3.47	3.80	3.60	3.67	3.93	2.93	3.67	2.47	NA

Please rank (in order of priority) topics you would like to see discussed at Board meetings (with 1 being the highest).							
Public Safety	Unhoused Population/ Housing Affordability	Events	Arts & Small Activations	Business Openings/Retention	Tourism & Hospitality	Other (Please provide details here)	Text from "Other"
1	2	3	5	4	6	7	N/A
2	1	5	6	4	7	3	Advertising Wayfinding/Parking
6	5	1	2	3	4	7	
4	5	3	2	1	6	7	
2	3	5	6	4	1	7	
2	1	5	3	4	6	7	
1	2	3	4	5	6	7	
1	2	4	6	3	5	7	
1	3	4	5	2	6	7	Business license and permit assistance
1	2	4	5	3	6	7	
5	6	1	2	3	4	7	None
3	5	1	6	2	4	7	
5	6	1	3	4	2	7	
4	1	5	6	2	3	7	
1	3	2	6	4	5	7	
2.60	3.13	3.13	4.47	3.20	4.73	6.73	NA

Please rank the following fields for guest speakers in order of what you think would be most helpful at Board meetings (with 1 being the highest):

Law Enforcement	Economic Development	Development Services	Public Works	Small Business Owners	Arts & Culture	Education	Residents	Community Non-Profits	Tourism & Hospitality	Neighborhood Representative Board Members (from within DTLB Alliance)	Other (Please provide details here)	Text from "Other"
1	6	10	7	4	11	12	9	2	3	8	5	reps from other BIDS
1	3	2	4	7	5	11	9	10	6	8	12	
1	4	6	7	8	3	2	9	10	5	11	12	
11	1	6	7	3	2	10	5	9	8	4	12	
1	5	2	4	6	7	8	9	10	3	11	12	
10	2	8	9	4	6	11	5	1	7	3	12	n/a
1	7	9	5	10	6	11	2	3	8	4	12	
1	2	3	5	6	7	8	4	9	10	11	12	
1	2	3	6	4	8	10	5	9	7	11	12	
1	2	3	4	6	7	8	5	9	10	11	12	
9	11	7	8	3	5	6	2	4	12	1	10	None
1	3	2	4	5	7	9	10	11	6	8	12	
3	6	7	9	2	1	10	5	11	4	8	12	
1	4	2	7	3	10	8	9	11	5	6	12	
1	2	8	3	5	7	9	10	6	4	11	12	
2.93	4.00	5.20	5.93	5.07	6.13	8.87	6.53	7.67	6.53	7.73	11.40	NA

Please rate your familiarity with the following topics (1 being not familiar, 5 being extremely familiar):

Roberts Rule of Order	Brown Act	City of LB DT Plan	DTLB Alliance Strat Plan	DTLB Alliance Bylaws	DTLB Alliance Financial Status/Process	DTLB Alliance DEIA Framework
3	3	3	3	4	4	3
4	4	3	4	4	4	3
5	5	4	4	3	4	3
5	5	3	4	3	5	4
3	3	4	4	3	3	4
4	5	3	3	3	4	4
3	3	3	3	3	3	3
4	3	2	2	2	1	1
3	3	4	4	4	4	3
4	4	5	5	5	5	4
2	2	2	3	3	2	2
5	5	4	3	2	2	2
4	4	3	3	4	3	2
5	5	3	4	4	5	5
4	4	4	4	4	4	4
3.87	3.87	3.33	3.53	3.40	3.53	3.13