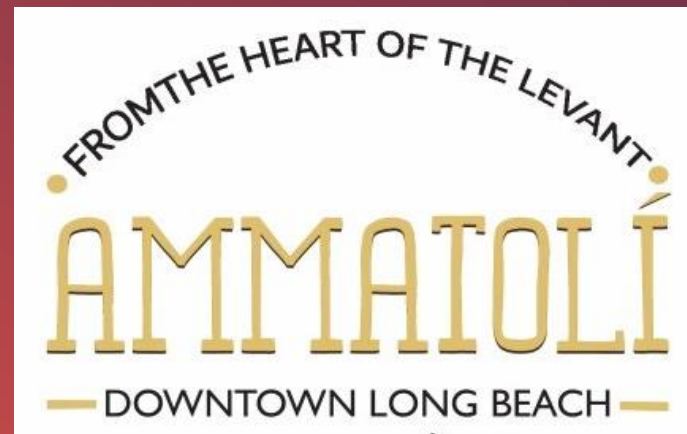


DTLB Alliance Board of Directors Meeting

June 13, 2024

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

Denise Carter

Consent Calendar

2. Secretary Report

- Minutes from April 17, 2024 Meeting

3. Financial Report

- Year-to-Date Financials through April 30, 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 3:45

Downtown Shoreline Plan (PD6)

Alan Pullman, Studio One Eleven

DOWNTOWN SHORELINE Vision Plan

Everyone's Shoreline Community Charrette – June 13, 2024



What are the Steps to Update the Downtown Shoreline Plan (PD-6)?

1

Establish
Vision Plan

2

Translate vision into
standards
Specific Plan

3

Certify with State
**Local Coastal
Program**



Generalized Use
By PD-6 Subarea

- Recreation + visitor serving
- Residential
- Office

Where are We in the Visioning Effort?

Visioning process major steps:

1. Discovery

- Listening to the broad range of stakeholders
- Assessing existing conditions

Community Pop-Ups
Community Open House
Stakeholder Interviews
Existing Conditions Analysis
Downtown Shoreline Lookbook

2. Imagining the Future

- Establishing a vision statement and Guiding Principles

Community Roundtable Meetings 1 and 2

Community Survey
available until June
24, 2024

3. Illustrating the Vision

- Creating future scenarios that implement the vision statement
- Testing ideas to ensure achievable outcomes

Starting JUNE 2024

4. The Vision Plan

- Identifying a preferred scenario
- Drafting a Vision Plan for Community and City Council consideration

Downtown Shoreline Vision Statement

An oceanfront destination for our community and the world.



Guiding Principles Overarching Threads

Affordable
and
Accessible
to all



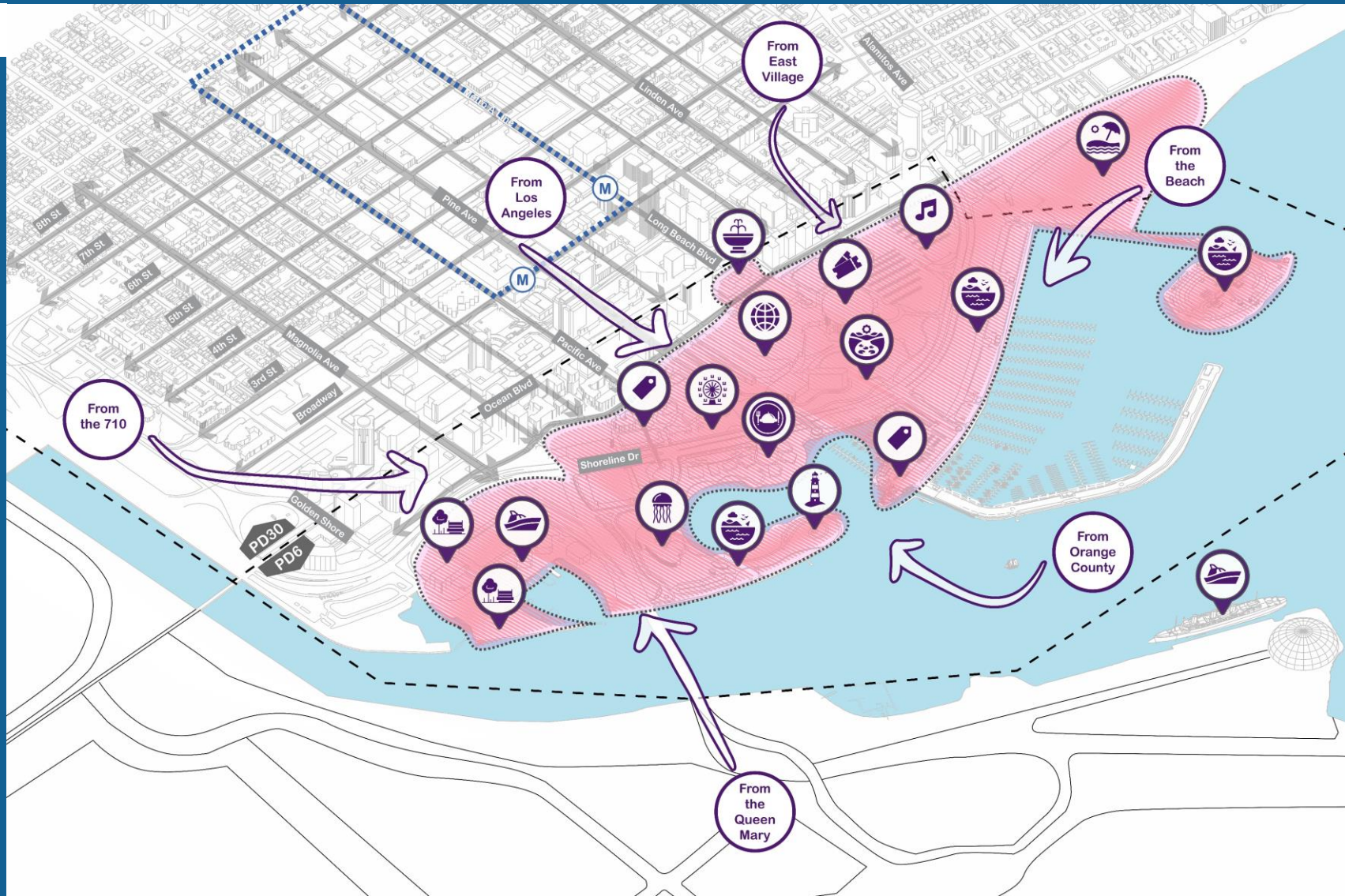
My mom is ADA.
More ADA-friendly
options in the
city!
Jill

Economic Resiliency

Related Guiding Principles

Create a **vibrant and inclusive world class waterfront destination** set within Downtown Long Beach.

Balance the costs to create and maintain public spaces, events and programs with public and private investment and income-producing uses to ensure the long-term **fiscal viability** of Downtown Shoreline.

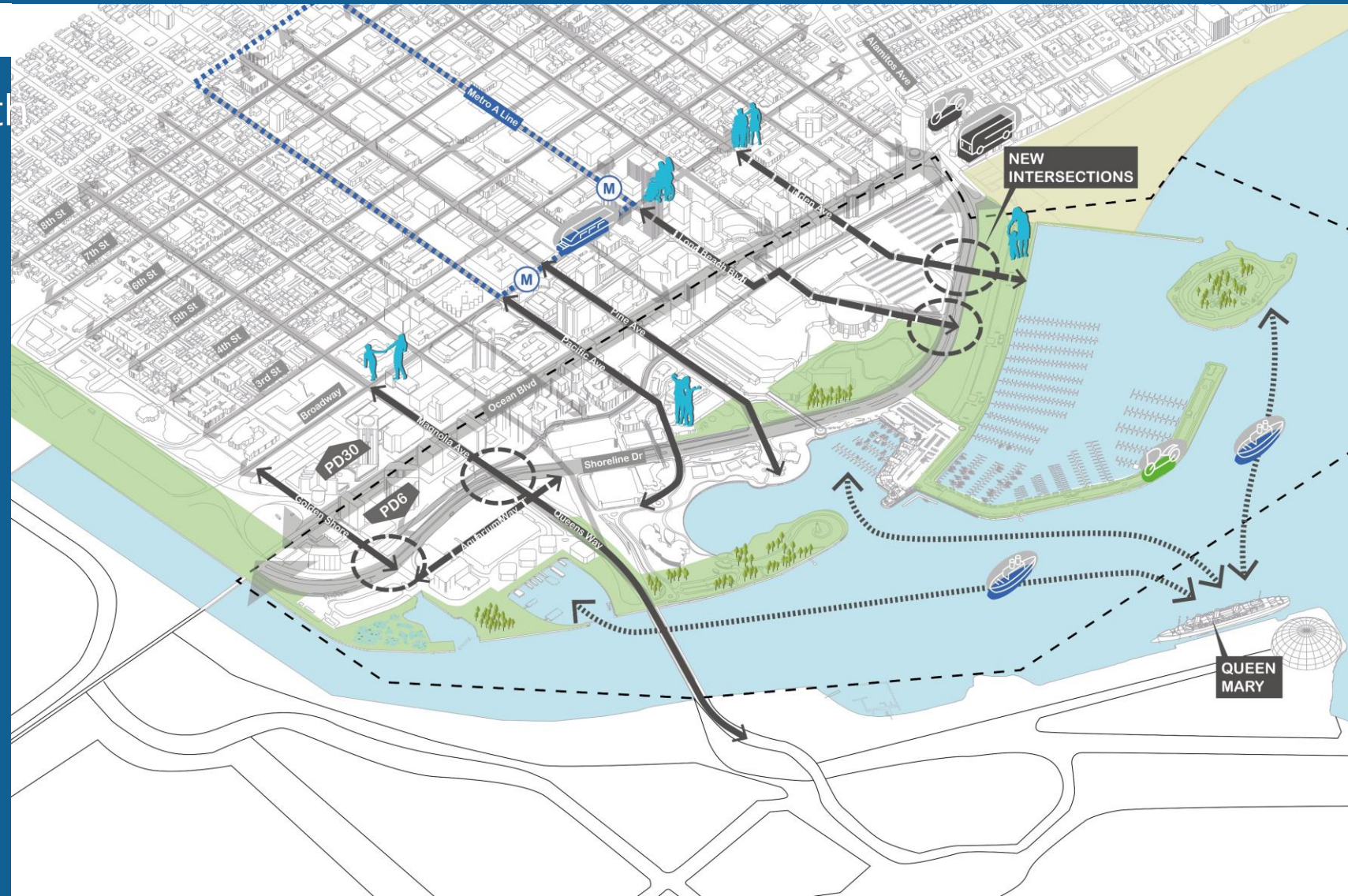


Connectivity

Related Guiding Principles

Connect the waterfront with downtown, surrounding areas and the city visually and physically.

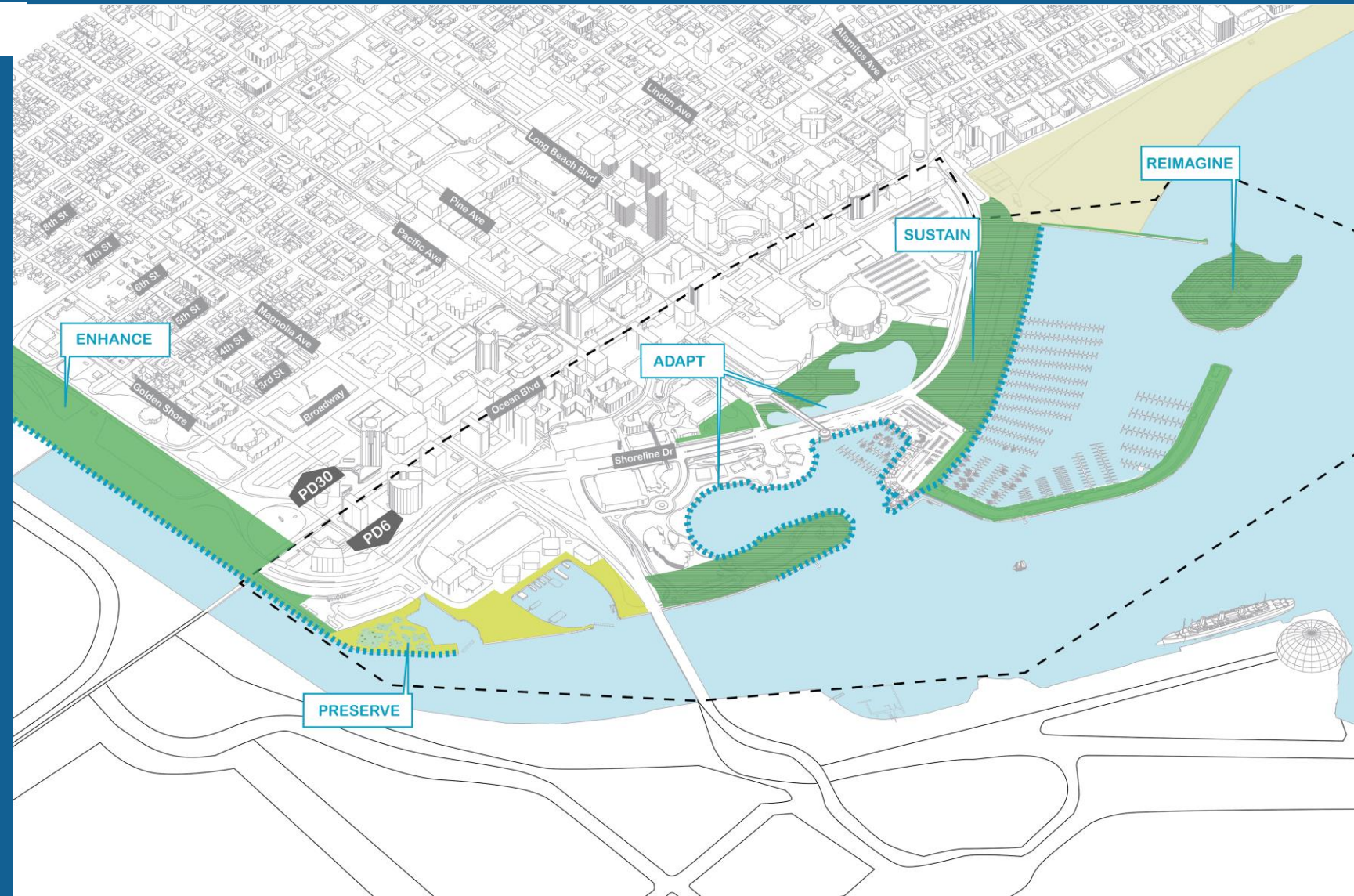
Create a collection of unique, flexible **public spaces** connected by a multimodal network **accessible to all**.



Environmental Resiliency & Sustainability

Related Guiding Principles

Become a model for **environmental stewardship** and **clean, sustainable, resilient and ecologically responsible** waterfront development and regional conservation.



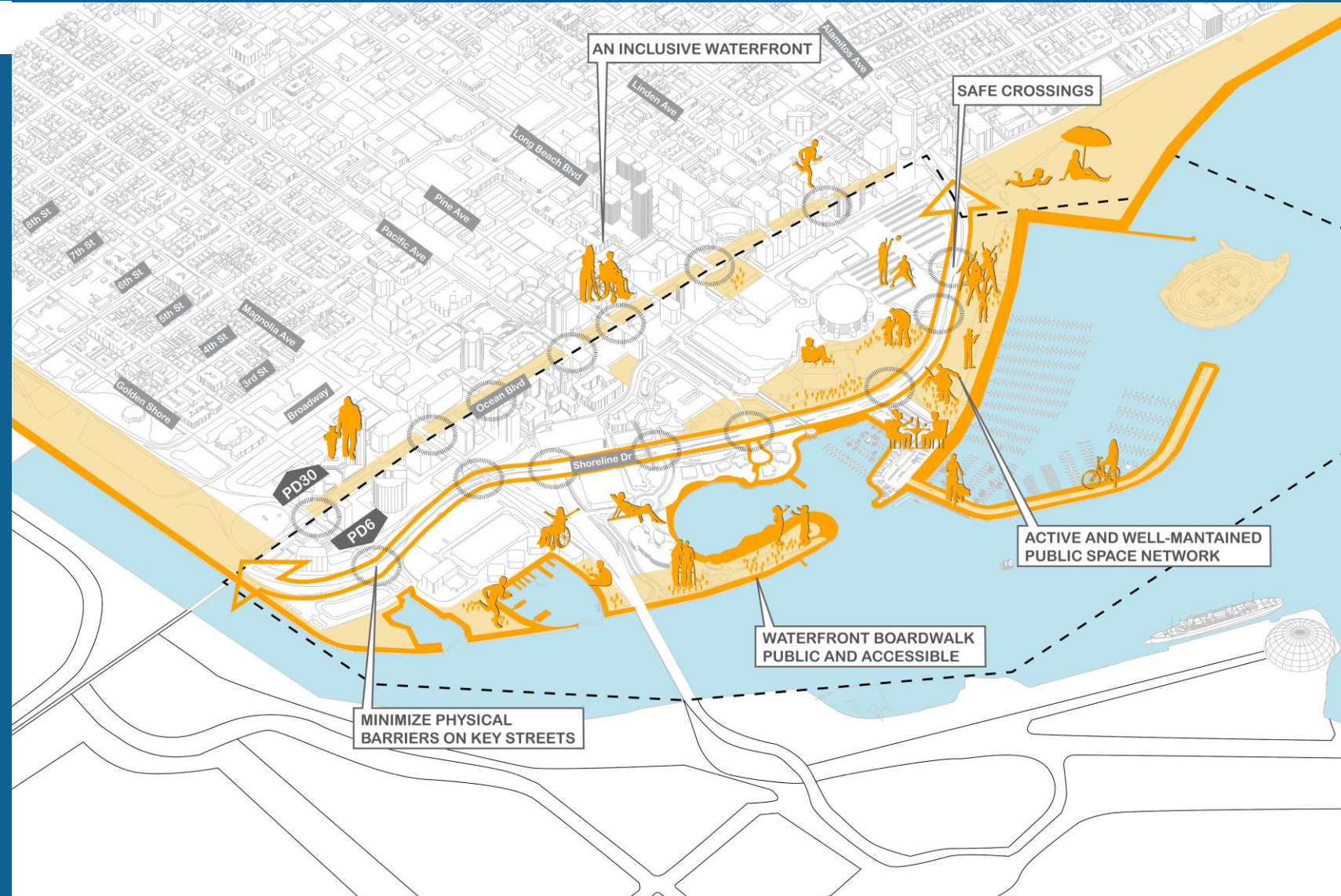
Everyone's Shoreline

Related Guiding Principles

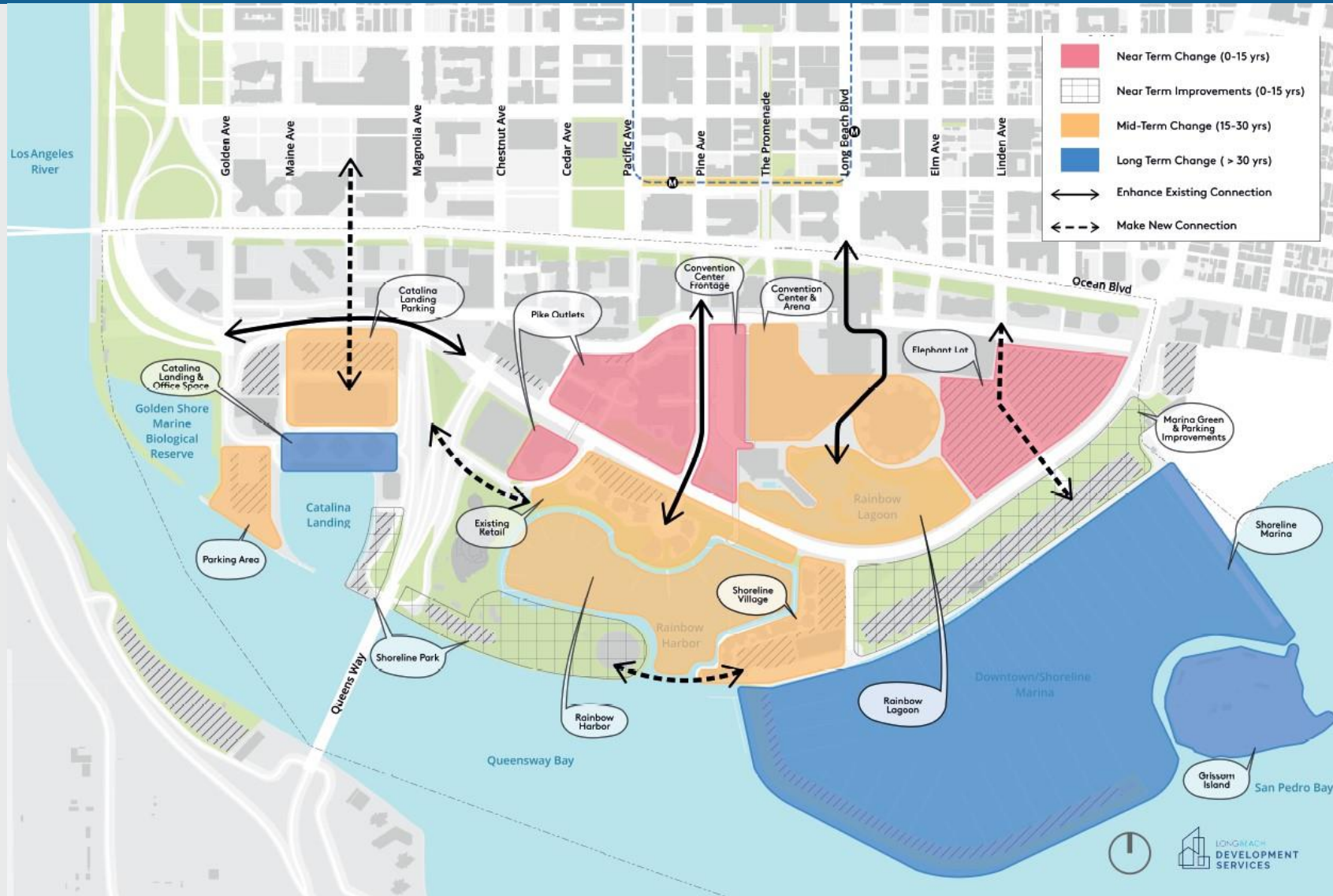
Encourage **economic opportunities** for local businesses and Long Beach residents, including those in traditionally disadvantaged communities.

Celebrate Long Beach's **history, cultural diversity and relationship to the water.**

Engage the community about changes in Downtown Shoreline and distribute information about events and activities in Downtown Shoreline.



Areas of Potential Change



Central Waterfront

A more active waterfront with varied, connected destinations and affordable activities for everyone

A

A modern and vibrant harbor focused on maritime activities

B

A bold urban waterfront
Eco-zone and model for ecological and environmental stewardship

C

Eastern Waterfront

A waterfront district that encourages good jobs and opportunity for local businesses, creatives and residents

D

A downtown that extends seamlessly to the shoreline, providing more activities and opportunities for the community

E

A downtown that embraces its history and reclaims public access to the water

F

Western Waterfront

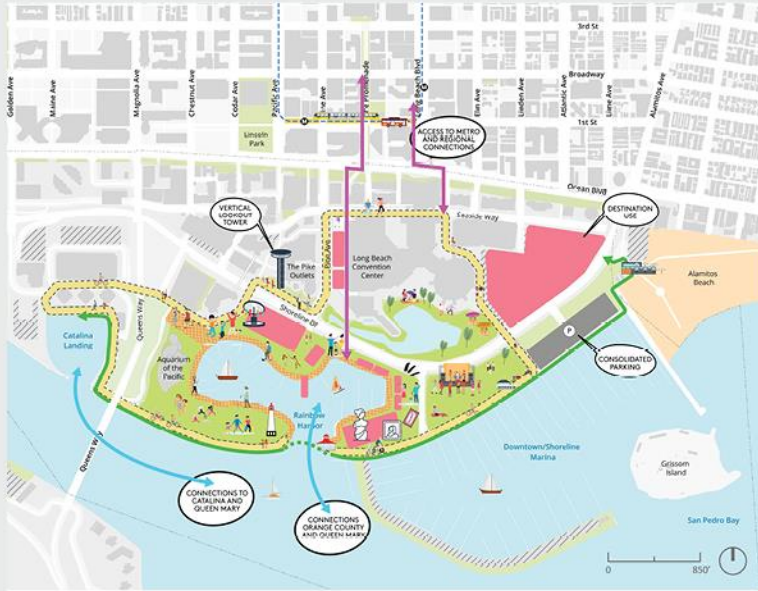
A western gateway to PD6

G

A mixed-use waterfront neighborhood of park, office, recreation, and housing

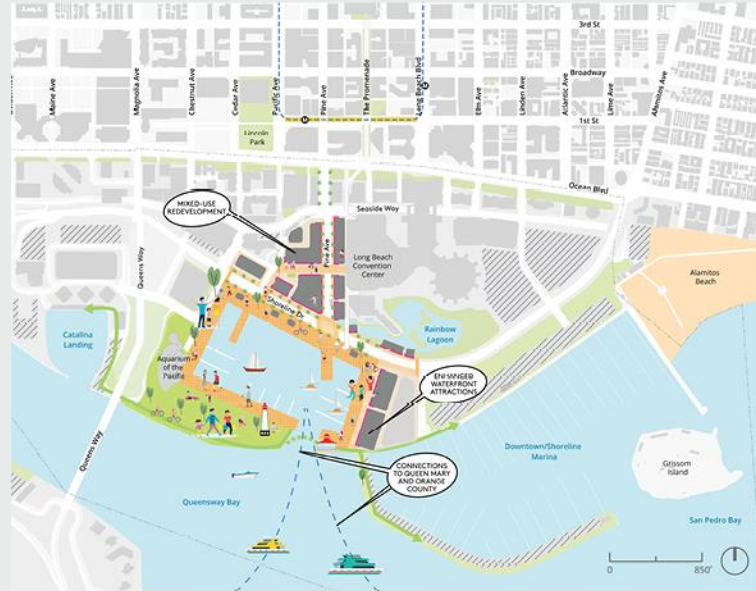
H

Central Waterfront



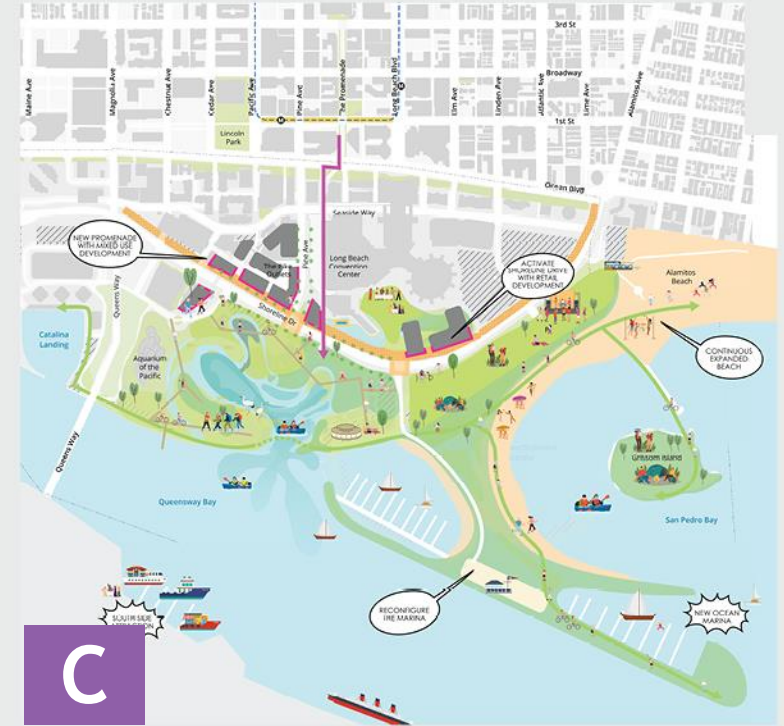
A

What if we create a destination loop with more to do and see in the waterfront?



B

What if we reconfigure rainbow harbor as a grander destination waterfront?



C

What if we transform the waterfront to have a continuous green edge?

Eastern Waterfront



What if we transform the Elephant Lot into a creative innovation district?



What if we create a new waterfront Convention Center and redevelopment along Pine Ave?



What if we expand Rainbow Lagoon to bring water closer to Downtown again?

Western Waterfront



G
What if we better connect the western waterfront by “capping” Shoreline Drive?



H
What if we extend West Village down to the water?

Participate In Person and Online!

Visit the Charrette Website to:

- See where we'll be and register for events
- Review issues and ideas
- Provide feedback online
- Check out the opportunities lookbook



[Myinput.com/DTShoreLB-CDC](https://myinput.com/DTShoreLB-CDC)

A screenshot of the website for the Downtown Long Beach Shoreline Charrette. The page features a blue header with the title "The Downtown Long Beach Shoreline is a Shoreline for Everyone!" and a sub-header "Help Shape the Future of Downtown's Gateway to the Waterfront". Below the header is a large aerial photograph of the downtown area. The main content area is divided into two columns. The left column is titled "Join Us for a Community Design Charrette June 13-20" and includes a sub-header "Help us Design the Future of Shoreline!". It contains a paragraph of text about the project and a list of six topics with expandable arrows. The right column is titled "Key Dates and Events" and lists two dates: Thursday June 13 and Friday June 14, each with a time slot and event details. The website has a clean, modern design with a blue and white color scheme.

English

The Downtown Long Beach Shoreline is a Shoreline for Everyone!

Help Shape the Future of Downtown's Gateway to the Waterfront

Join Us for a Community Design Charrette June 13-20

Help us Design the Future of Shoreline!

The City of Long Beach is in the process of updating the Vision for the Downtown Shoreline, crafting a new future of what the community would like to see in one of the City's most prominent spaces looking ahead to the year 2050. The project team has reached a critical point in the process, translating the big ideas heard during community outreach events in 2023 and integrating the **guiding principles** that were crafted with input from the Community Roundtable into drawings and design ideas for the future. The Community Design Charrette is intended to be a week-long participatory "ideas exchange" where the public is invited into the design process to discuss and evaluate opportunities, challenges and tradeoffs of "Big [Design] Moves" that are under consideration and gather community input in the creation of a preferred scenario, depicting a vision of what the community would like the area to be in 2050.

Translation is available. Please let us know when you register for each event if you need language services.

For more information, visit the project website at www.LongBeach.gov/DTShoreLB.

- + What is a Community Design Charrette?
- + What is the Downtown Shoreline Vision Plan?
- + What Areas Are Included in the Downtown Shoreline Boundaries?
- + What Have We Heard from the Community So Far?
- + What is a "Big [Design] Move?"
- + Where can I learn more about the project area?

Key Dates and Events

Thursday June 13

6:00 pm - 8:00 pm
Aquarium of the Pacific
Launch Presentation
[Register here](#) - Registration encouraged but not required

Friday June 14

10:00 am - 11:30 am
Studio One Eleven
Focused Forums: Environmental Resiliency
[Learn more and register](#) - Registration required

1:00 pm - 2:30 pm
Studio One Eleven
Focused Forums: Economic Resiliency
[Learn more and register](#) - Registration required

3:00 pm - 4:30 pm
Studio One Eleven
Focused Forums: Connectivity
[Learn more and register](#) - Registration required

5:00 pm - 6:30 pm
Studio One Eleven
Emerging Leaders (Open to Students age 15-26)
[Register Here](#) - Registration required

5. Chairperson's Report

Denise Carter

5A. Remarks from the Chair



5B. Executive Committee Report



5C. President/CEO Annual Evaluation



5D. Governance Committee Report – Pierzina, Chair

i. Property-Based Improvement District (PBID) Slate

- Premium: Graham Gill, Lee & Associates/GRG Brokerage
- Standard: Shane Young, Young Lewin Advisors Inc.
- Standard: Whitney Neal, Courtyard by Marriot
- Amy Chambers: Resident

ACTION: In accordance with DTLB Alliance Bylaws and as recommended by DTLB Alliance Governance Committee, approve the above slate of candidates to be voted upon by ratepayers as voting Directors representing PBID for a two-year term, effective October 1, 2024.

5D. Governance Committee Report – Pierzina, Chair

- ii. Downtown Parking & Business Improvement District (DPBIA) Slate
 - East Village: Clay Wood, Clay on First
 - North Pine: Greg Beck, Sake Secret
 - Pine Ave: Clare Le Bras, Michael's Downtown
 - Waterfront: Claudia Ayala, Shoreline Village

ACTION: In accordance with DTLB Alliance Bylaws and as recommended by DTLB Alliance Governance Committee, approve the above slate of candidates to be voted upon by ratepayers as voting Directors representing DPBIA for a two-year term, effective October 1, 2024.

5D. Governance Committee Report

iii. Amendment to Bylaw Section 8.9: Association Management

Section 8.9: Association Management

Upon recommendation from the Executive Committee, the DTLB Alliance Board of Directors may appoint or terminate an Executive Director or President/CEO ~~and Staff~~ or contract with an Organization to conduct and perform the administrative and management responsibilities of the DTLB Alliance as assigned and approved by the DTLB Alliance Board of Directors. The President and CEO's responsibilities will include: the conduct of official DTLB Alliance business; preservation of documents; official communications; maintenance of financial records and accounts; preparation and presentation to the Board of financial statements; accurate record of Board of Director meetings and Committee meetings; supervision, management and review of all personnel assigned to DTLB Alliance functions (including Staff); development and implementation of programs and projects; and such other complementary duties as may be required by the Board of Directors to meet the DTLB Alliance obligations to membership. The Executive Committee shall be responsible for evaluating the performance of the President and CEO on an annual basis. **In the absence of a President/CEO, the Board Chairperson will temporarily assume those responsibilities until an interim President/CEO has been established.**

The person(s) or organization appointed may bind the DTLB Alliance contractually and legally within the parameters of the Plan of Work and Budget presented to and approved by the Board of Directors each year. The authority of this person(s) or organization is defined by that which is invested in them by full consent of the Board of Directors.

5D. Governance Committee Report

iii. Amendment to Bylaw Section 8.9: Association Management

ACTION: As recommended by the Governance Committee, approve the amendments to Section 8.9 of the DTLB Alliance Bylaws (two-thirds approval required).

6. President & CEO Report

Austin Metoyer

6A. Community Forums Review

BUDGET TIMELINE:

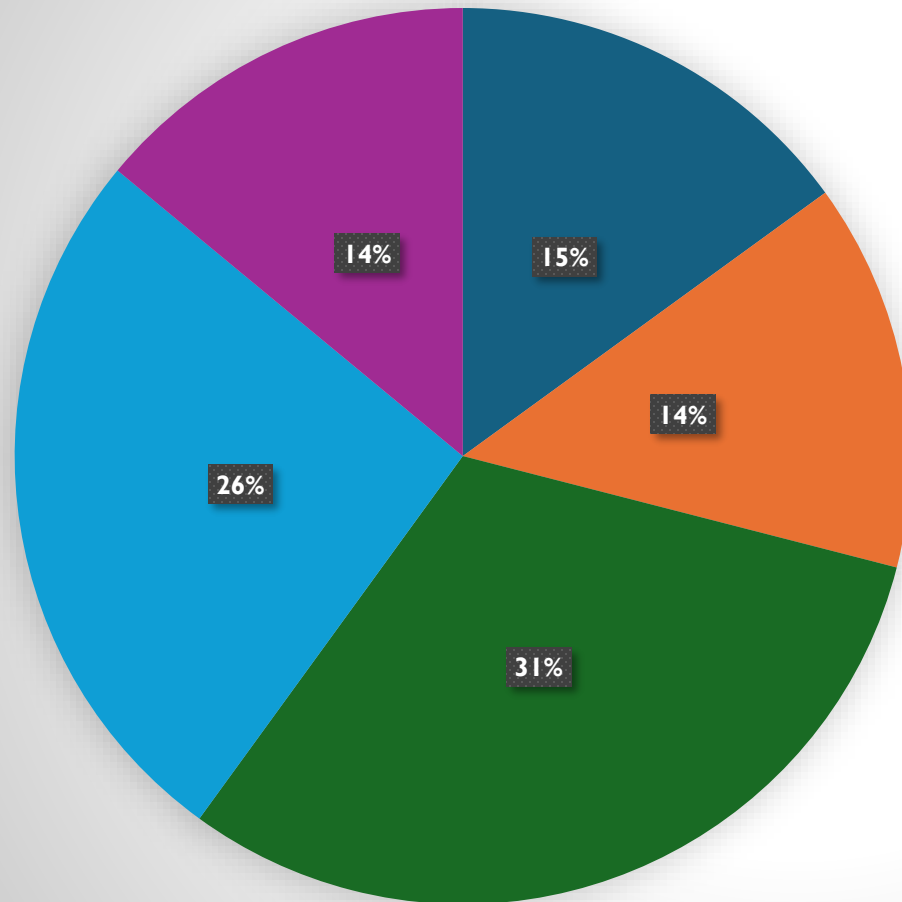
- May 2024: Community Forum, budget creation with committee input.
- June 2024: Finalize findings - create first draft.
- July 2024: Initial Presentation of draft budget to the Executive Committee.
- August 2024: Final Draft Presentation to Executive Committee then full Board.

6A. Community Forums Review

- DT Residents: 33%
- Business Owners: 22%
- DT Workers: 22%
- Commercial Property Owners: 11%
- DT Visitors: 11%

6A. Community Forums Review

Funding Allocation According to Survey Responses



- Business Assistance & Attraction
- Special Events
- Clean & Safe
- Marketing & communications
- Public Space Activation & Beautification

Marketing & Communications

How can funds be best designated to tell the unfolding story of DTLB through our Downtown Scene newsletter?

- Stories about businesses and their strategies
- Promote Long Beach as clean, safe, and fun
- Allow contributions from readers

For 2023 Shop Small/Season of Giving, we introduced the Illuminate Downtown storefront lighting competition. How do you think funds would be best spent to market DTLB's small businesses during Shop Small/the holiday season?

- Promote Shop Small Saturday
- Social media highlights/collaborations
- Smaller events during holidays

If we had limitless funds, what programs or projects would you want to see from Marketing?

- Paid ads in print and digital
- Marketing support to businesses
- Shop and dine campaign
- What makes DTLB unique and special

Special Events

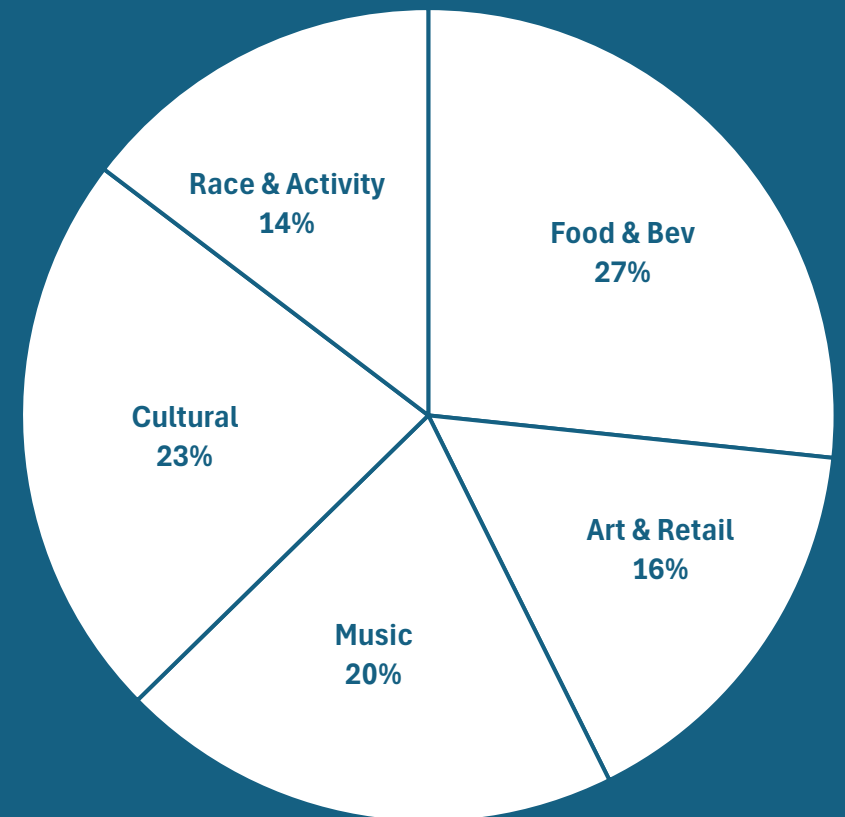
What types of events would you like to see Downtown?

- More movie nights
- Monthly music
- Street closure events

WHY ARE COMMUNITY EVENTS IN DTLB IMPORTANT TO YOU?

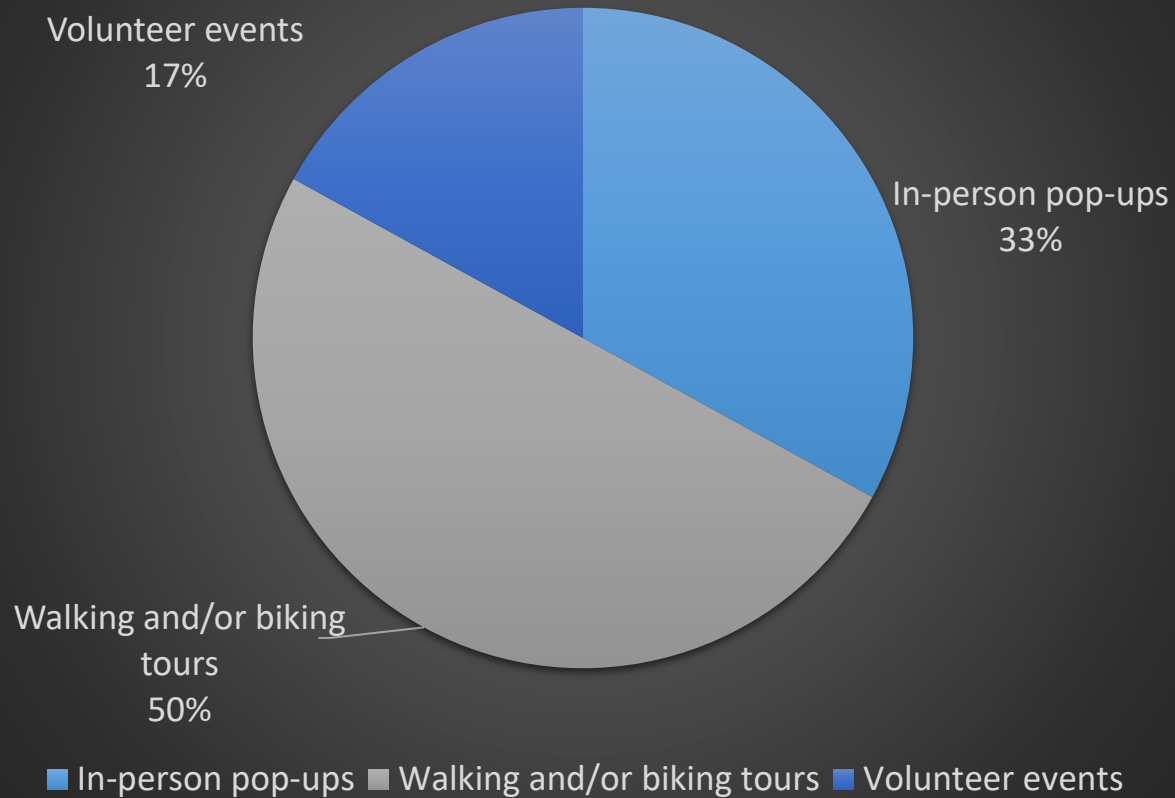


MOST IMPORTANT EVENTS IN DTLB



Placemaking

Public Space Activations

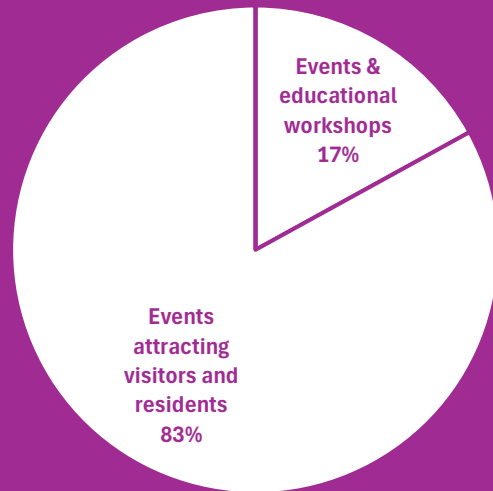


Priority of physical elements in Public Spaces in DTLB

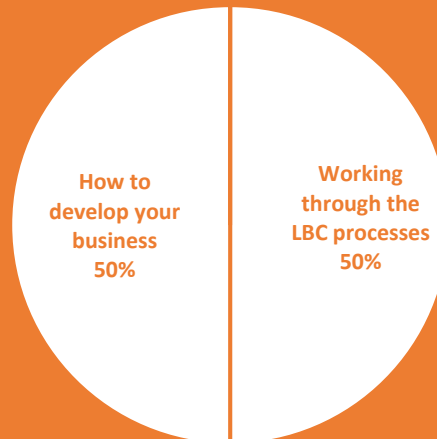


Economic Development

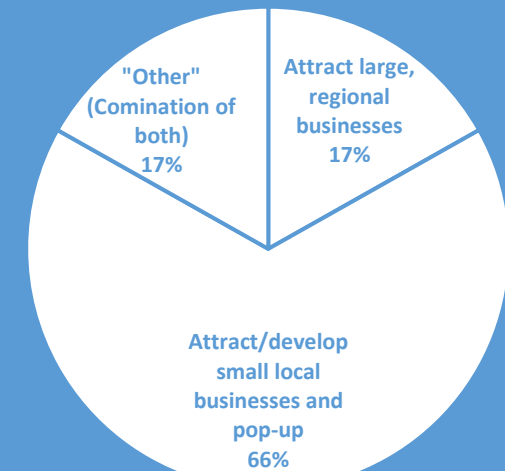
RETENTION EFFORT SPENDING



EDUCATION/INFORMATION PROVIDED TO DTLB BUSINESSES



ATTRACTION EFFORT SPENDING



6C. Misc. Updates



7. Old Business

8. New Business

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

10. Adjournment

See you at Taste of Downtown: Pine & Promenade!

Celebrating
15
years
of Taste of Downtown

15TH ANNIVERSARY
Taste
-of-
DOWNTOWN
Pine & Promenade



DOWNTOWN
LONG BEACH
ALLIANCE

FOOD & BEVERAGE

- 1 Baby Bros Pizza & Wings**
Pizza 2
Potatoes 1
Wings (1 wing) 1
- 2 Shannon's On Pine**
Prime Rib Sandwich 5
Caprese Sandwich 5
Turkey Jalapeño
Cheddar Sandwich 5

- 3 The Carvery**
Slow-Roasted Prime
Rib, Mashed Potatoes
& Brussels Sprouts 8
Butter Cake 3

- 4 Secret Island Tiki**
Tuna Poke Bowl 7
Pineapple Fried Rice 4
Mai Tai 9
Painkiller 9

- 5 Waters Edge Winery**
Red Wine 7
White Wine 7
Rose Wine 7

- 6 Altar Society**
POG Seltzer 6
3 Pillars Pilsner 6
New Hefeweizen 6
Pepperoni Pizza 2
Chicken Pizza 2

- 7 Agaves Kitchen & Tequila**
Taqitos de
Camaron 8
Green or Red
Enchiladas 6
Taqitos de Pollo 6

- 8 Cafe Sevilla**
Water 3
Pear Cider Sangria 4
Blood Orange
Sangria 4
Paella Valenciana 6
Manchego & Chorizo
Empanada 4
Bacon Wrapped
Blue Cheese
Stuffed Date 4

- 9 BO-beau kitchen + roof tap**
BO-beau's Famous
Brussels Sprouts 4
Chef Ruben's Short
Rib Mac Cheese 5
Rhubarb Bread
Pudding 3
Enrique's Red
Sangria 6

- 10 Georges Greek Cafe**
Spanakopita 2
Falafel 2
Gyro 2

- 11 Alegria Cocina Latina**
Empanadas 8
De Carne 8
Bowl Ropita Vieja 6
Paella Del Mar 8

- 12 L'Opera**
Cappellacci di Zucca
(1 ravioli) 1
Rigatoni Funghi 5
Bottled Flat &
Sparkling water
(1L bottled) 7

- 13 Dog Haus**
Burger Slider 2
Beef Hot Dog Slider 2
Tots 2
Fries 2

- 14 ISM Brewing**
Tri-tip
Mac & Cheese 5

- 15 The Ordinarie**
Mac & Cheese 5
Pulled Pork
Mac & Cheese 5
Green Beans 3

- 16 Ladie Kakes**
Snickerdoodle
Whoopie Pie 4
Cookies & Cream
Whoopie Pie 4
Peach Cobbler 4
Berry Cobbler 4

- 17 The Cave**
Mini Wagyu Burger 7
Pulled Pork Slider 6
add Coleslaw 1
Vanilla Crème
Brûlée 4
Strawberry
Lemonade 4

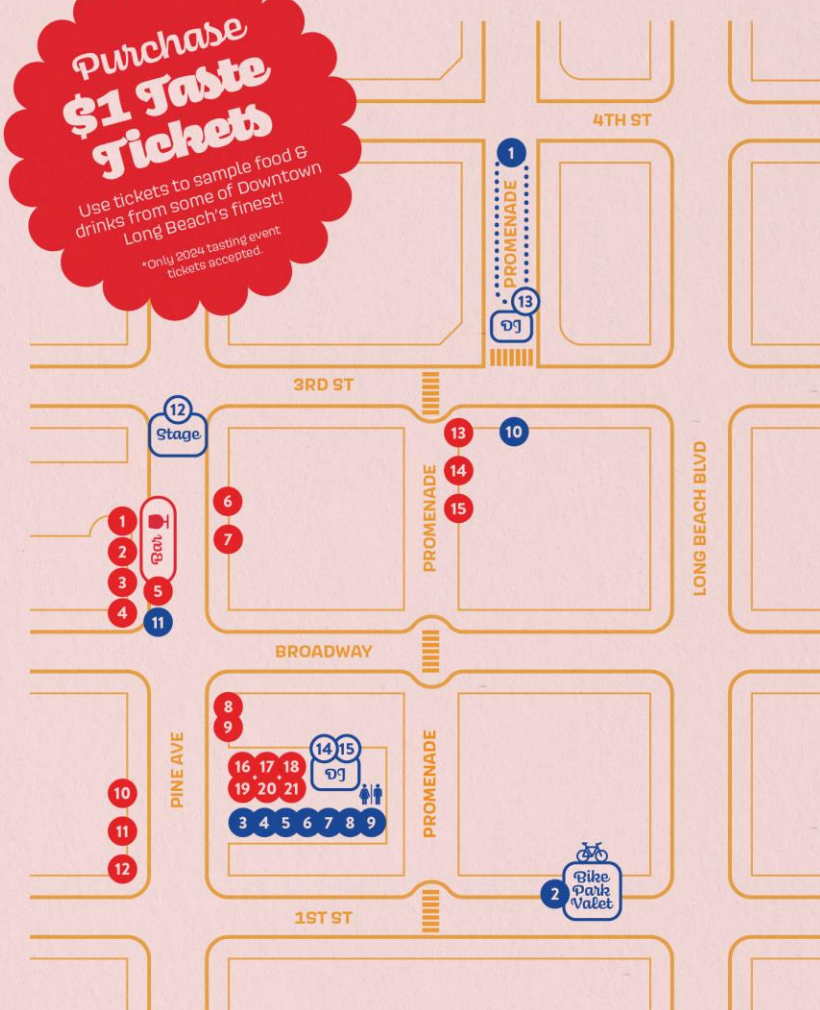
- 18 The Pastry Club**
Picnic Basket 8
Forager's Bounty 7
Fiesta Biscuits 5
Fully Baked 5

- 19 Gourmetchurros**
Churros with
dipping sauce 4
Italian Ice 3
Cucumber
Lemonade 4

- 20 Pasta Mark**
Lemon Ricotta
Ravioli 10
Sunrise Ravioli 10
Focaccia Bread 5

- 21 Gladstone's**
Lobster Mac and
Cheese 5

Purchase \$1 Taste Tickets
Use tickets to sample food & drinks from some of Downtown Long Beach's finest!
*Only 2024 tasting event tickets accepted.



ACTIVATIONS

- 1 Roller Disco**
- 2 Pedal Movement**
Free bike valet & tech services
- 3 Brushstrokes & Beverages**
- 4 Revolve 360**
photobooth
- 5 J Graphix Studio and Long Beach Collection**
- 6 Caricature Artist**
- 7 Alzheimer's Association**
- 8 Amo Marketing**
- 9 200 West Ocean**
Wednesday
- 10 Scholars Collective**
- 11 KLBP**
- 12 Manuel The Band**
- 13 DJ AC The Coldest**
- 14 DJ B-Selecta**
Wednesday
- 15 DJ Sammy Sagun**
Thursday

