



**DOWNTOWN
LONG BEACH
ALLIANCE**

BOARD OF DIRECTORS SPECIAL MEETING MINTUES

**January 27, 2022
8 AM**

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Meeting ID: 896 8858 2533

Passcode: 089721

Voting Present: Loara Cadavona, Debra Fixen, Sheva Hosseinzadeh, Allison Kripp Alan Pullman, Alan Burks, Denise Carter, Graham Gill, Mike Gold, Laurie Gray. Bob Kelton, Eric Lopez, Rhonda Love, Isidro Panuco, Sam Pierzina, Cheryl Roberts, Pat Welch

Voting Absent: Sean Rawson, Michael Vitug

Non-Voting Present: Amy Chambers, Griselda Suarez, Jeremy Harris, Scott Apel

Non-Voting Absent: Councilmember Mary Zendejas, Councilmember Cindy Allen, Cameron Andrews, Monica Garrett, Don Darnauer, Diane Arnold

DLBA Staff: Broc Coward, Kelsey Mader, Austin Metoyer, Morris Mills, Michael Berman, Jeremy Ancalade, Stephanie Gonzalez

Guests: Brad Segal, PUMA; Amanda Kannard, PUMA

1. **CALL TO ORDER and INTRODUCTIONS** – Loara Cadavona

[Meeting presentation](#). Called to order at 8:05 AM.

- Cadavona welcomed Eric Lopez, Director of Public Works with City of Long Beach. This is Lopez's first DLBA Board meeting as the City Representative, replacing John Keisler.

2. **STAFF REPORT** – Broc Coward, COO

A. [PBID Management Plan](#) – PUMA

- The Property-Based Improvement District (PBID) provides DLBA with the financial resources to implement the Strategic Plan.
- Segal briefly reviewed the history and significance of the PBID, as well as PUMA's relationship with this process in the past. He highlighted proposed changes, budget, and expansion areas.
- Coward and Welch discussed the difference in services provided to the Premium and Standard PBID areas. One of the main differences is how the ambassadors navigate each area: Premium areas are monitored on foot while Standard areas are on wheels (i.e.: bike or Segway). Additionally, the Premium area is visited more than Standard. This is reflected in the assessments rates (for both the existing plan and the new plan).
- Welch asked about the general benefit assessment and if those funds have been identified. Segal clarified that general benefit funds are in the current budget and have been for the last 10 years.
- Welch followed up asking if certain new staff positions that the organization was looking into will be covered in the new PBID budget. Segal said yes, the new PBID budget outlines two new positions: Homeless Outreach Manager and Business Liaison.

ACTION: Vote to approve the final draft of the PBID Management Plan

MOTION: 1st: Welch; 2nd: Carter.

VOTE: None opposed. No abstentions. Motion passes.

B. DEIA Initiative – Mo Mills

i. Project Timeline Review

- Mills reviewed the timeline for this project, ranging from Fall 2021 through Summer 2022. Currently DLBA is seeking approval of the first deliverable for this project – The Organizational Equity Statement.
- Next month the focus will shift toward community outreach with a goal to gather people who might be closest to potential harms. This group will be tasked with performing an assessment on DLBA activities. A leadership team will be established to help identify these people. In March the actual assessment will occur. Ideally this will result in the identification of challenges, strengths, and opportunities. The Race & Social Equity Framework will be developed by April 2022, and implementation will happen in Summer 2022.

ii. [Equity Statement](#)

- Coward thanked the Board members who provided feedback/guidance on this document.
- BDS provided DLBA with material to work with, and then DLBA made the equity statement its own. This has been majority of the focus over the last couple weeks.
- Board members who provided feedback seem aware that this document is a statement of commitment, not a strategic plan that addresses inequities. The equity statement should be viewed similarly to a mission statement or a commitment to a lengthier process. Ultimately DLBA hopes to use this as a tool to influence change both internally and externally.
- Panuco added that this statement identifies goals and objectives while trying to address the social conscious of the community. He expressed his support of the document and the approach taken to get to this point.
- Mills added that BDS has advised that DLBA is one of the first Business Improvement Districts (BIDs) or place management agencies to take on this initiative.
- Suarez requested that Board Advisors be identified on the document since they are not voting members of the Board.
- Lopez, Pullman, and Welch emphasized the importance of working with community partners on this effort.

ACTION: Vote to approve the final draft of the DEIA Equity Statement and its incorporation into the Strategic Plan.

MOTION: 1st: Pullman; 2nd: Carter.

VOTE: None opposed. No abstentions. Motion passes.

C. Misc. Updates

3. OLD BUSINESS

4. NEW BUSINESS

5.

6. PUBLIC COMMENTS (three minutes on all non-agenda items)

7. ADJOURNMENT

Adjourned at 9:03 AM.

NEXT SCHEDULED BOARD MEETING:

February 16, 2022

8AM

Location: TBD

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

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