

2018-19 BOARD OF DIRECTORS ANNUAL MEETING MINUTES

Wednesday, October 10, 2018

8:00 am

Studio One Eleven

235 East Third Street Long Beach, CA 90802

Voting Present: Alan Burks, Allison Kripp, Bob Kelton, Debra Fixen, Debra Johnson, Laurie Gray, Ryan Altoon, Sheva Hosseinzadeh, Silvano Merlo, Sara Hickman, Melissa Infusino, Tony Shooshani, Todd Lemmis, Toliver Morris, Loara Cadavona

Voting Absent: Alan Pullman, Daniel Tapia, Sam Pierzina, Johanna Cunningham, Linda Tatum

Non-Voting Present: Denise Carter, Jeremy Harris, Nicole Hatley, Griselda Suarez, Jeremy Schott, Scott Apel, Cory Allen (representing Councilmember Lena Gonzalez)

Non-Voting Absent: Diane Arnold, Don Darnauer, Councilmember Pearce, Nick Edwards

Guests: Amy Webber-City Attorney's Office, Cameron Andrews- Pier Communications

Staff: Kraig Kojian, Broc Coward, Melissa Wilson, Jessica Bierd, Sean Warner, Austin Metoyer, Jennifer Arenas, Crystal Angulo, Steve Be Cotte, Christina Mancebo, Cherisse Evans, Kevin Dickson

1. CALL TO ORDER and INTRODUCTIONS - Ryan Altoon, Chair
Meeting was called to order at 8:11 am.

CONSENT CALENDAR (Items 2 and 3)

All matters listed under the Consent Calendar are to be considered routine by the Board and will all be enacted by one motion. There will be no separate discussion of these items unless the Chair, Board Members or the President and CEO request specific items be discussed and/or removed from the Consent Calendar for separate action.

2. SECRETARY REPORT: [Minutes from August 15, 2018 Meeting](#)

There was an amendment made to the minutes from August 15, 2018. Cory Allen asked to have himself and Dina Cervantes be listed as a "representatives for Councilmember Lena Gonzalez", not as guests.

3. FINANCIAL REPORT: [Year-To-Date Financials through August 31](#)

ACTION: Approve Consent Calendar Items. 1st: Morris. 2nd: Shooshani. None opposed, no abstentions. Motion carries.

REGULAR AGENDA (Items 4 - 9)

4. CHAIRPERSON'S REPORT- Altoon
- i. President & CEO Annual Evaluation
 - ii. Outgoing Remarks – Altoon

Altoon thanked everyone on the Board; all those he is just meeting and particularly those he has worked with this last year and years prior for their time, value and consideration. The work done has been invaluable to the continuing success of Downtown Long Beach.

- iii. Incoming Remarks – Tony Shooshani, Chair-elect

Shooshani thanked Kojian and Altoon for their leadership and congratulated them on their many accomplishments from the past year. Thanked current Board members for their ongoing support of the DLBA mission and the Downtown community, and welcomed the new Board members, thanking them for their passion and commitment to make Downtown a better place to live, work and play. Shooshani and his family have been stakeholders since 2003 and have been active in the community since then. He is honored to now be the DLBA Board of Directors Chair. He wants the Board to be champions of Downtown and to



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promote and highlight our successes: in 2017 there were over 200 new businesses, 1,000+ new residential buildings under construction, 95% ground floor retail occupied, growing tourism and hospitality and 3% population growth expected by 2020. He encourages the Board to attend and support the DLBA sponsored events and be active in the organization.

- iv. Amend Bylaws
 - i. **ACTION: Amend Bylaw Section 8.3 and 8.5e to add additional At-Large Director (appointed) and create 21-member voting Board as recommended by Executive Committee. (2/3 majority required).**
1st: Altoon. 2nd: Merlo. None opposed, no abstentions. Motion carries.
 - ii. **ACTION: Amend Bylaw 8.5d and 8.7 to make all voting Board members eligible to serve on Executive Committee as recommended by Executive Committee. (2/3 majority required).**
1st: Merlo. 2nd: Kripp. None opposed, no abstentions. Motion carries.
 - v. Elect 2018-19 Executive Committee
 - i. **ACTION: Vote by acclamation Silvano Merlo to serve as Chair-elect for one-year term, expiring September 30, 2019.**
1st: Altoon. 2nd: Morris. None opposed, Merlo abstains. Motion carries.
 - ii. **ACTION: Vote by acclamation Toliver Morris, Alan Pullman, Allison Kripp, Debra Fixen, and Laurie Gray to serve on the DLBA Executive Committee for one-year term, expiring September 30, 2019.**
1st: Altoon. 2nd: Johnson. None opposed, no abstentions. Motion carries.
 - vi. Board Seat Vacancies
 - i. **ACTION: Appoint Loara Cadavona to fill vacant At-Large seat, effective immediately and expiring on September 30, 2020 as recommended by the Governance Committee.**
1st: Altoon. 2nd: Morris. None opposed, no abstentions. Motion carries.
 - ii. **ACTION: Appoint Bob Kelton to fill vacant Downtown Council District (CD2) Residential Representative seat effective immediately for the remainder of its term expiring September 30, 2019 as recommended by the Governance Committee.**
1st: Altoon. 2nd: Gray. None opposed, no abstentions. Motion carries.
 - vii. Approve Administrative Committees
 - i. **ACTION; Approve Hilda Sanchez, Bob Kelton, Cuong Phan and Jake Mooney to serve on the Finance Committee, effective immediately for one-year, expiring September 30, 2019.**
1st: Johnson. 2nd: Altoon. None opposed, no abstentions. Motion carries.
 - ii. **ACTION: Approve Bob Kelton (chair), Kristi Allen, Richard Lewis, John Sangmeister, and Cuong Phan to serve on the Audit Committee, effective immediately for one-year, expiring September 30, 2019.**
1st: Altoon. 2nd: Morris. None opposed, no abstentions. Motion carries.
 - iii. **ACTION: Approve Silvano Merlo (chair), Ryan Altoon, Jeremy Harris, Griselda Suarez and Toliver Morris to serve on the Governance Committee, effective immediately for one year, expiring September 30, 2019.**
A motion by Kojian to amend this item by adding Debra Johnson's name to this list to serve on the Governance Committee. 1st: Kripp. 2nd: Gray. None opposed, no abstentions. Motion carries.
5. PRESIDENT AND CEO REPORT – Kraig Kojian
- a. [Presentation](#) (slides 12-33) - Form 700, Conflict of Interest, Brown Act, & Public Information Act – Amy Webber, Deputy City Attorney
- Question: Do the same rules of the Brown Act apply to a special task force that is established for a specific purpose and for a designated period of time? Webber responded that if the Board creates a special task force using its own members, then usually it is subject to the same rules. However, if it is an ad-hoc committee that meets infrequently or for a single purpose, it will have a different set of rules to follow.

Question: If a person is on a DLBA committee, but not on the Board of Directors, do they still need to fill out a Form 700? Webber answered that in this situation, the answer is no.

Question: Does text messaging fall under the same rules as emailing. Webber answered that the City had to develop a new protocol around this subject. If text messaging is done on a public device and is in the public's interest than it can be subject to the same rules as email.

Webber mentioned that if any other questions about the Brown act arise, she would be happy to continue to be a resource and has provided her contact information to Coward.

b. Presentation: Pedestrian Wayfinding Signage Program

Comment: \$10,000 per sign seems expensive. Warner explain the costs involved which include: fabrication, installation and permitting. Actual cost of each sign is approximately \$6,000.

Question: Is there a maintenance plan in place? Warner said the City is taking responsibility for maintenance.

Question: Is there a film to prevent graffiti? Warner: yes, a protect coating has been applied.

Question: Will there be consistency with city/DLBA wayfinding signage? Warner and Altoon explained that the City and DLBA worked with the same design firm to create a comprehensive program and branding.

Question regarding general location of the 12 signs: They will be placed along Pine Ave up to 4-5th street, along Broadway and 3rd Street in the East Village, a few near the Courthouse in West Gateway.

Question regarding the total of 74 signs being mentioned. Does this include City and parking signs?

Warner: this is just pedestrian specific signage.

Question: Has the City been asked about eliminating permitting fees since the signage ultimately becomes City property? If so, a suggestion would be to use the money saved on permitting for more signs. Warner said the subject has been broached and is still to be determined, but that this has been the approach in the past on other projects.

Question regarding materials and construction of signs: Warner talked about the fact that the signs are created in sections so that only that they can be more easily repaired or updated as needed.

Question: Are all the designs complete and what are the dimensions? Warner: Yes, all designs are complete and they are free standing (8' tall by 2' wide).

Question: Will the signs be illuminated? Warner said they are not individually lit but will be placed in areas that are.

i. **ACTION: Authorize President and CEO to enter into a service agreement with Sign Age in an amount not to exceed \$125,000 for the fabrication and installation of 12 pedestrian wayfinding signs in Downtown Long Beach.**

1st: Johnson 2nd: Burks. None opposed, no abstentions. Motion carries.

6. OLD BUSINESS

7. NEW BUSINESS

Altoon mentioned the Shoreline Gateway ground breaking event that was last Thursday, October 4th and thanked the DLBA staff for their support.

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

9. ADJOURNMENT-Meeting adjourned.

NEXT SCHEDULED BOARD MEETING:

December 6, 2018

4 PM

Location: TBD

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

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