



**DOWNTOWN
LONG BEACH
ALLIANCE**

**BOARD OF DIRECTORS
2020-2021 ANNUAL MEETING AGENDA
Wednesday, October 7, 2020
8 AM**

[Join Zoom Meeting](#)

Meeting ID: 850 7755 0081

Passcode: 663032

Voting Present: Laurie Gray, Alan Pullman, Debra Fixen, Alan Burks, Debra Johnson, Graham Gill, Sam Pierzina, Ryan Altoon, Johanna Cunningham, Silvano Merlo, Sheva Hosseinzadeh, Bob Kelton, Allison Kripp, Loara Cadavona, Denise Carter, John Keisler, Pat Welch, Liz Simmons

Voting Absent: Todd Lemmis, Tony Shooshani

Non-Voting Present: Griselda Suarez, Patty Wirth, Cameron Andrews, Alishia Holmes-Watson, Scott Apel

Non-Voting Absent: Jeremy Harris, Mohammad Hassanpour, Diane Arnold, Don Darnauer, Councilmember Zendejas, Councilmember Pearce

DLBA Staff: Kraig Kojian, Broc Coward, Austin Metoyer, Steve Be Cotte, Mo Mills, Lauren Mayne, Kelsey Mader, Samantha Mehlinger, Stephanie Gonzalez

- I. CALL TO ORDER and INTRODUCTIONS – Silvano Merlo, Outgoing Chair
[Meeting presentation](#). Meeting called to order at 8:12 AM.
 - A. President & CEO Annual Evaluation
 - Kojian received his annual review in September. Despite this year's challenges, Kojian informed the Compensation Committee that that he has chosen to forego his annual increase and bonus redirecting those funds to the DLBA staff.
 - B. Outgoing Chairperson's Remarks
 - Merlo thanked the organization and the community for the resilience they have shown through a year filled with unforeseen obstacles. He is confident that Pullman will continue to lead the Board and committee on a path towards success.
 - C. Incoming Chairperson's Remarks – Alan Pullman
 - Pullman thanked Merlo for his optimism and steady leadership.
 - The work DLBA does is more important now than ever as it focuses on strengthening local/small businesses, attracting new business, improving quality of life, and more.
2. SECRETARY REPORT: [Minutes from August 19, 2020 Meeting – Alison Kripp](#)
ACTION ITEM: Approve Report
MOTION: 1st: Kelton. 2nd: Burks.
VOTE: None opposed. Keisler abstained. Motion passes.
3. FINANCIAL REPORT: [Year-To-Date Financials through August 31, 2020 – Debra Fixen, and Kevin Dickson, Dickson and Vanzant, LLC](#)
 - Fixen presented the linked financials to the committee.
 - Kojian reminded the Board that the fiscal year ended on September 30, and the books will be closed in two or three weeks. This leads to the Audit which will be presented to the Board in December.**ACTION ITEM: Approve Report**
MOTION: 1st: Hosseinzadeh. 2nd: Carter.
VOTE: None opposed. Keisler abstained. Motion passes.

4. CHAIRPERSON'S REPORT - Pullman

A. Executive Committee Report

- i. Approve a Slate of 2020-21 Board Officers

ACTION ITEM: As recommended by the Executive Committee to deliver to the Board of Directors for its consideration, a slate of Executive Committee members to serve as Officers for Fiscal Year 2020-21, for a one-year term effective October 1, 2020 – September 30, 2021:

Chair-elect: Loara Cadavona

Treasurer: Debra Fixen

Secretary: Allison Kripp

MOTION: 1st: Burks. 2nd: Cunningham

VOTE: None opposed. Keisler abstained. Motion passes.

B. Governance Committee Report – Pullman, Chair

i. Board Seat Vacancies

- East Village (DPIA)
- Premium (PBID)
 - Kojian shared Debra Johnson's new position as CEO of Denver's Regional Transportation Agency which led to this vacancy. Kojian thanked Johnson for her commitment to the DLBA and the community.
 - Johnson thanked everyone on the Board for supporting Long Beach Transit while reminding the Board of the wonderful work it does.

5. PRESIDENT AND CEO REPORT – Kraig Kojian

- Kojian introduced Kelsey Mader, DLBA Executive Assistant, David Hughes, DLBA Finance Manager, Stephanie Gonzalez, DLBA Placemaking Manager, and Erica Beighley, temporary Administrative Assistant to the Board.

A. Presentation - Conflict of Interest, Brown Act, & Public Information Act – Art Sanchez, Deputy City Attorney

- Presented slides 12 – 29.
- Sanchez reviewed the Brown Act with the Board, reminding them that its focus is transparency and allowing the public to voice their concerns and ask questions.
- The City was part of the creation of the DLBA which is why the organization and its Board and committees must abide by these guidelines.

B. Present Strategic Plan and PBID Renewal Timeline

- Over the next couple years, the DLBA will be updating the Strategic Plan, which will serve as a foundation for the Property Based Improvement District (PBID) renewal. These projects will occur consecutively. Currently, DLBA staff is working on drafting a Request for Proposal (RFP) that will be issued by Early November, then awarded in December. Work is expected to launch in January or February 2021.
- Since these projects are being combined into one, only one RFP is necessary.
- Kojian explained that this will create a strong foundation for the next decade
- The Strategic Plan usually reflects a three-five-year lens, while the PBID outlines a 10-year management plan.

C. Organizational Dashboards

D. Breakout Session for Committees

- Pullman hopes to make these meetings more engaging by incorporating Breakout Sessions based around each programming committee. These sessions should be used to discuss accomplishments and challenges of last year, as well as aspirations for the new fiscal year.
- Public Safety Committee:
 - Be Cotte shared that the committee plans to continue the Public Education Series and the Helping Hands projects.
 - Welch added that an additional project for this committee will be COVID-19 specific and will involve all members of the committee.
- Economic Development Committee:

- Pierzina identified last year's major accomplishment was signing on Farmers & Merchants as the sponsor for the grant and education programs (Small Business Education Series and Women-Owned Business Accelerator grant).
- The focus going into the new year is to prove these programs have been a success in generating a more equitable business ecosystem in Downtown.
- Special Events and Sponsorships Committee:
 - Simmons explained that DLBA events have looked very different this year, with the only in-person event being the New Year's Eve event.
 - The Committee will continue to think of ways to consider the cost and implications of regulations moving forward with COVID-19. In the meantime, virtual events seem to be a good solution.
- Placemaking Committee:
 - Burks reviewed the three working groups from last year: Park(ing) Day, Place Assessments and Wayfinding. COVID-19 caused the committee to adjust the working groups for the new year.
 - The Committee plans to take two working groups and combine them into one (Park(ing) Day Place Assessments) and turn them into an investigative group tasked with gauging interest in permanently closing Pine Ave and/or other streets in Downtown.
 - Wayfinding would continue to function in a similar capacity, with a shift toward temporary COVID-19 related signage to promote financial viability in Downtown (i.e. local businesses).
- Marketing and Communications Committee:
 - Mehlinger discussed past and future committee goals, acknowledging COVID-19's impact on existing goals. These goals will consist of a communications goal aimed at boosting readership of the Downtown Scene Newsletter. Another will be a marketing aspect looking at generating new ideas, promotions, and/or competitions to encourage residents and tourists to explore Downtown.
 - The Committee also will focus on building a stronger relationship with residents while assuring they understand what the DLBA does and how it is a resource to them.

E. Misc. Updates

- Jeffrey Lieberman Update:
 - Commander Lieberman updated the Board on crime in the Downtown area, sharing that there has been an uptick in violent crime over last month.
 - The Police Department received a 10.3-million-dollar reduction which will lead to a decrease in law enforcement presence in the Downtown district.
 - The Police Department is also preparing for the November election.
 - Carter asked Lieberman about the Trump flag flying out front of the Police Department Saturday-Sunday. Lieberman explained that flag poles are obscured by trees and construction, but a surveillance video was able to capture this act. Commander Lieberman assured the Board that this was not done by a Police Department employee, and that it is currently an open investigation.
 - Cadavona asked if there is any pattern with shootings. Lieberman explained that homelessness seems to be the only thing in common.
 - Cunningham thanked Commander Lieberman for his report and extended her appreciation for the Police Department's dedication to keep the community safe.
 - Pullman asked Commander Lieberman about an uptick in property-based crime. Lieberman explained that the largest group of crimes is property crimes which includes spray painting, broken windows, etc. The next highest crime group is stolen vehicles.

6. OLD BUSINESS

7. NEW BUSINESS

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

9. ADJOURNMENT

Meeting adjourned at 9:48 AM.

NEXT SCHEDULED BOARD MEETING:

December 16, 2020

8AM

Location: TBD

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

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