



**DOWNTOWN
LONG BEACH
ALLIANCE**

**BOARD OF DIRECTORS
2021-2022 ANNUAL MEETING MINUTES
Thursday, October 7, 2021
8 AM**

[Join Zoom Meeting](#)

Meeting ID: 861 0721 6744

Passcode: 944861

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

Voting Absent: John Keisler, Sean Rawson

Non-Voting Present: Ray Morquecho w/Council District 1, Councilmember Cindy Allen, Griselda Suarez, Monica Garrett, Cameron Andrews, Amy Chambers, Scott Apel

Non-Voting Absent: Jeremy Harris, Diane Arnold, Don Darnauer

Guests: Brad Segal, PUMA; Erin Laetz, PUMA; Yvette Freeman, PUMA; Michael Berne, MJB Consulting; David Sommers, Studio LBP

I. **CALL TO ORDER and INTRODUCTIONS** – Alan Pullman, Outgoing Chair

[Meeting presentation](#). Called to order at 8:02 AM.

A. **Outgoing Chairperson's Remarks**

- Pullman thanked the Board of Directors for its dedication to the organization and the entire Downtown over the last year and a half, acknowledging the many obstacles it has overcome to help keep the community moving forward despite the pandemic.
- Additionally, Pullman thanked the committees for their determination to continue progress on their working group goals which were particularly integral during the economic hardships experienced in the era of COVID.
- Lastly, Pullman wrapped his term as Chair by welcoming Loara Cadavona as the new Chair of the DLBA Board. Pullman expressed his gratitude for her, the work she has already done, and the work she will continue to do.

B. **Incoming Chairperson's Remarks** – Loara Cadavona

- Cadavona thanked Pullman for his leadership and expressed her appreciation working with him, particularly during these unprecedented times.
- After freezing the Board last year to help maintain continuity while adapting to the new restrictions brought on by the pandemic, Cadavona was glad to welcome a few new members to the Board.
- Cadavona emphasized the importance of continuity when discussing the composition of committee leadership. She reminded the Board that committee chairs and vice-chairs were selected in such a way that encouraged a mentor-mentee relationship.
- A few key projects were mentioned such as the Strategic Plan Framework (which will be presented on later in this meeting by Progressive Urban Management Associates (PUMA)), the Diversity, Equity, Inclusion and Access (DEIA) Initiative, and the Property-Based Improvement District (PBID) renewal.

2. SECRETARY REPORT: [Minutes from August 18, 2021, Meeting](#)
3. FINANCIAL REPORT: [Year-To-Date Financials through August 31, 2021](#)

ACTION: Approve Consent Calendar Items

MOTION: 1st: Fixen; 2nd: Welch

VOTE: None opposed. No abstentions. Motion passes.

4. CHAIRPERSON'S REPORT - Cadavona
 - A. Executive Committee Report
 - i. Elect 2021-22 Chair-Elect

ACTION: Approve by acclamation Debra Fixen to serve as Chair-Elect for a one-year term, effective immediately and expiring September 30, 2022.

MOTION: 1st: Burks; 2nd: Kripp.

VOTE: None opposed. Fixen abstained. Motion passes.

- ii. Elect 2021-22 Executive Committee

- Out of six candidates, five were chosen by voting members of the Board. This vote was recorded via Zoom's polling feature and will remain private.

ACTION: Elect Alan Burks, Sheva Hosseinzadeh, Sam Pierzina, Allison Kripp, and Denise Carter to serve on the DLBA Executive Committee for a one-year term, effective immediately and expiring on September 30, 2022.

MOTION: 1st: Kripp; 2nd: Gold.

VOTE: None opposed. No abstentions. Motion passes.

- B. Governance Committee Report – Cadavona, Outgoing Chair
 - i. Board Seat Vacancies
 - PBID Standard (2)
 - PBID Premium (1)
 - Advisory (1)

5. STAFF REPORT – Broc Coward, COO
 - A. Approve Final Draft Strategic Plan – PUMA

- PUMA presented on the [Strategic Plan Framework](#). Segal shared that the overall findings were positive with good community input provided. Segal and his team met multiple times with the DLBA Board, its committees and other stakeholders throughout the Downtown representing different areas of interest. Feedback was also provided via an online survey.
 - Based off the feedback received, the top priority is a clean and safe downtown. Other concerns are improving support and services for those experiencing homeless and enhancing connectivity between the different neighborhoods within Downtown.
 - Part of this project also included a retail and office market survey.
 - Kripp and Segal discussed the efficacy of dashboards and the decision to pullback on some of the data while still providing transparency and accountability for the organization.
 - Welch and Cadavona discussed some financial concerns the Strategic Plan may cause, while reminding the group that the ideas laid out in this framework are recommendations.

ACTION: Preliminary approval and adoption of DLBA's Updated Strategic Plan Framework.

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

VOTE: None opposed. No abstentions. Motion passes.

- B. [Brown Act & Assembly Bill 361 Presentation](#) - Taylor Anderson, Deputy City Attorney
 - Assembly Bill 361 allows for the Board and its committees to continue holding meetings via a teleconferencing platform while California is still in a State of Emergency so long as the Board and/or Executive Committee reapproves this at least every 30 days.

- Anderson and Welch clarified that, if holding meetings under AB 361, one does not need to be within the boundaries of Long Beach to attend/participate in the meeting.

ACTION: Vote to authorize DLBA Board and its committees to conduct business via teleconferencing for the next 30 days in compliance with AB 361.

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

VOTE: None opposed. No abstentions.

ACTION: Grant DLBA Executive Committee authority to vote on behalf of the Board of Directors to continue conducting business via teleconferencing in compliance with AB 361.

MOTION: 1st: Hosseinzadeh; 2nd: Pierzina.

VOTE: No abstentions. Motion passes.

C. Misc. Updates

- Coward updated the Board on the status of the site previously known as the Loop (located at Pine Ave and Ocean Blvd.). The DLBA will no longer be the primary party responsible for this site but will remain a partner with the City in potential/future plans.
- As the Strategic Plan project comes a conclusion, the Board's focus will shift to the renewal of the PBID.
- Coward announced the One Downtown Marketing Campaign which is intended to further support Downtown recovery.
- Mills provided an update on the DEIA policy and initiative. DLBA's consultants, BDS Planning, will be in town next week for an initial kickoff. During this time, they will walk the district and layout a timeline for next steps. The first deliverable will be an Equity Statement which will be incorporated into the Strategic Plan developed by PUMA.

6. OLD BUSINESS

7. NEW BUSINESS

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

9. ADJOURNMENT

Adjourned at 9:42 AM.

NEXT SCHEDULED BOARD MEETING:

December 15, 2021

8AM

Location: TBD

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

All meetings held by the Downtown Long Beach Alliance shall be conducted in compliance with the Brown Act, California Government Code Section 54950 et seq., and its requirement that public commissions, boards, councils, and public agencies conduct business openly. E-Mail correspondence regarding agenda items can be directed to info@dlba.org. Agenda items may also be reviewed as posted in public view at the DLBA offices or at City Hall. If special accommodation is desired pursuant to the Americans with Disabilities Act, please make your request by phone to (562) 436-4259, by noon the day prior to the meeting.