



**DOWNTOWN  
LONG BEACH  
ALLIANCE**

## **BOARD OF DIRECTORS MEETING MINUTES Wednesday, December 16, 2020 8 AM**

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Meeting ID: 836 0086 8137

Passcode: 839957

**Voting Present:** Laurie Gray, Alan Pullman, Debra Fixen, Todd Lemmis, Mike Gold, Graham Gill, Sam Pierzina, Ryan Altoon, Silvano Merlo, Sheva Hosseinzadeh, Bob Kelton, Allison Kripp, Tony Shooshani, Loara Cadavona, Denise Carter, John Keisler, Pat Welch, Liz Simmons, Alan Burks

**Voting Absent:** Johanna Cunningham

**Non-Voting Present:** Cameron Andrews, Scott Apel, Councilmember Cindy Allen

**Non-Voting Absent:** Jeremy Harris, Griselda Suarez, Patty Wirth, Alishia Holmes-Watson, Mohammad Hassanpour, Don Darnauer, Councilmember Mary Zendejas

**Staff:** Kraig Kojian, Broc Coward, David Hughes, Kelsey Mader, Austin Metoyer, Mo Mills, Samantha Mehlinger

1. CALL TO ORDER and INTRODUCTIONS – Alan Pullman, Chair  
[Meeting presentation](#). Meeting called to order at 8:04 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 October 7, 2020 Meeting](#)
3. FINANCIAL REPORT: [Year-To-Date Financials October 31, 2020](#)

#### **ACTION ITEM: Approve Consent Calendar Items**

**MOTION:** 1<sup>st</sup>: Merlo. 2<sup>nd</sup>: Kelton.

**VOTE:** None opposed. Gold, Gill, and Keisler abstained. Burks not present to vote. Motion passes.

### **REGULAR AGENDA (Items 4-9)**

4. CHAIRPERSON'S REPORT – Alan Pullman
  - Pullman welcomed newly elected Councilmember Cindy Allen to the Board while briefly sharing her involvement in the community over the years.
  - Allen thanked Pullman and expressed her gratitude toward the Board, thanking members for the work they do.
  - Shooshani and Lemmis shared their appreciation for Councilmember Allen.
  - A. Introduction of New DLBA Board Member [Michael Gold](#)
    - Mike Gold, of Long Beach Transit, is replacing Debra Johnson's seat after her relocation to Denver, Colorado.
  - B. Recognize retirement of LBPD South Division Commander Jeffrey Liberman
    - Pullman thanked Commander Liberman for his service throughout Downtown over the years.
    - Coward expressed the DLBA's appreciation of Commander Liberman and his integral role in communication with the Long Beach Police Department.

- Liberman congratulated Councilmember Allen and thanked her for the impression she as a former police officer, made on him at a young age. He explained that her passion for her community encouraged him to follow in her footsteps. Liberman moved on to thank the community for allowing him to serve the Downtown, adding that he will continue to be an advocate for the businesses throughout the area.
  - Kojian welcomed Gold and Allen to the Board, and thanked Liberman for his service.
- D. Governance Committee Report – Loara Cadavona, Chair
- Update on Board/Committee Appointments and Vacancies
    - Board of Directors: One vacancy (East Village DPIA)
      - This seat was made vacant when Jeremy Schott’s business moved out of this area and is set to expire 2022.
    - Public Safety: Appointed [Terrence Krieger](#); One vacancy remaining.
    - Events/Sponsorship: One vacancy
    - Placemaking: Appointed [Cynthia Luján](#)
      - Lujan will replace Griselda Suarez. As a staff member of the Arts Council, Lujan will ensure continuity in the committee after taking over Suarez’s seat.
- E. Presentation – Form 700 – Monica Kilaita, Deputy City Attorney
- Kilaita presented slides 9-17.
  - Shooshani asked Kilaita if there have been any changes over the last few years. Kilaita answered that, no, nothing has changed recently.
  - Welch asked where this form can be found. Kilaita answered that it is on the Fair Political Practices Commission (FPCC) website at <https://www.fppc.ca.gov/Form700.html>.

5. PRESIDENT AND CEO REPORT – Kraig Kojian

A. Audit Committee Report – Hilda Sanchez, Chairperson, Audit Committee, and David Hughes, DLBA Finance Manager

- Present [2019-20 Annual Audit](#) – Lisa Carrick, Windes
- Carrick presented the audit. Windes plans to issue an unmodified opinion, specifying that this is the best report one can get in terms of an audit.

**ACTION: Approve or amend 2019-20 Annual Audit of Consolidated Year-End Financials as recommended by DLBA Audit Committee.**

**MOTION: 1<sup>st</sup>: Altoon. 2<sup>nd</sup>: Kripp.**

**VOTE: None opposed. Keisler abstained. Motion passes.**

- Present [2019-20 Form 990](#) – Cherie Williams, Windes
- Williams reminded the Board that the Form 990 is a public document.
- Sanchez mentioned that the Audit Committee did not find anything that needed to be changed, therefore recommends the Board approved the Form 990.

**ACTION: Approve or amend 2019-20 Form 990 as recommended by DLBA Audit Committee.**

**MOTION: 1<sup>st</sup>: Shooshani. 2<sup>nd</sup>: Altoon.**

**VOTE: None opposed. Keisler abstained. Motion passes.**

B. COVID Survey Results – Mo Mills, DLBA Research & Policy Analyst

- [Mills’ presentation](#) and reviewed the survey questions with the Board.
- Cadavona asked if the difficulty around hiring/rehiring is due to lack of funds to do so. Metoyer explained that lack of funding is part of the issue in combination with health concerns.
- Cadavona asked why there is a large percentage of businesses that did not apply for the Paycheck Protection Program (PPP) or an Economic Injury Disaster Loan (EIDL). Metoyer stated that some businesses did not apply for the PPP loan because the applicant is required to have an existing relationship with a banking institution to receive the funds.
- Kripp wants to see how the DLBA can better help small businesses in applying for and receiving loans. She asked if there is data showing why the bigger businesses seem to apply for loans more than smaller businesses. Mills answer that capacity largely impacts this, as businesses with limited staff do not necessarily have the resources.
- Pullman asked if there is data showing how business plan to return to work once it is safe to do so. Mills answered that the DLBA is addressing this through an office/return-to-work survey. This will be a short

survey of four or five questions, which plans to ask what capacity businesses intend to bring employees back to work (remote work, in-office, or a combination).

- Welch suggested that the Board begin thinking about how to advertise Long Beach as a travel destination. Mills further elaborated that Long Beach is an excellent community for safe, outdoor dining/activity.
- Carter asked if the resources listed in question 21 (What resources would be necessary for your business to recover and adapt to the economic impacts of COVID-19?) currently exist, or if they are potential ideas for business assistance. Mills answered that they are a combination, but most are resources ready for public use.
- Gill discussed loan forgiveness, explaining that certain businesses chose not to apply for the PPP or EIDL loan because they do not have employees on payroll, therefore the loan will not be forgiven.

C. Strategic Plan and PBID Renewal Update

- Kojian reported that this project went out to a Request for Proposal (RFP) in November, and six letters of intent were received from interested firms. Four proposals to date have been received. Interviews will be conducted today, December 16, overseen by the Select Committee (Alan Pullman, Loara Cadavona, Denise Carter, Griselda Suarez, Eric Romero, and Amy Bodek).
- This project will conclude after approximately two years.

D. Organizational Dashboards

E. Miscellaneous Updates

- Metoyer reviewed local and State election results, specifying the failure of Prop 15 and Prop 21.
- Mehlinger reviewed the DLBA's 2020 Annual Report. This report explains what DLBA does while highlighting achievements and progress in new and ongoing initiatives.
- Coward informed the Board that the DLBA has been awarded the contracts for Long Beach Transit's Restroom Host and the Prop A/maintenance of First Street along the Transit Gallery. Coward thanked Steve Be Cotte, DLBA Community Outreach Manager for his work in securing these contracts.
- Kojian shared that the supplemental budget will be presented to the Executive Committee in January. This budget will include CARES Act funding, deferred revenue from 2019-20, and funds from contracts for services.
- Kojian wrapped his presentation by highlighting a couple of approved measures by the Long Beach City Council supported by DLBA including:
  - The Open Streets extension
  - Five-million-dollar resiliency program for personal care services

6. OLD BUSINESS

7. NEW BUSINESS

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

9. ADJOURNMENT

Meeting adjourned at 9:50 AM.

**NEXT BOARD OF DIRECTORS MEETING:**

**February 17, 2021**

**8AM**

**Location: ZOOM**

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

All meetings held by the Downtown Long Beach Alliance shall be conducted in compliance with the Brown Act, California Government Section 54950 et s, and its requirement that public commissions, boards, councils, and public agencies conduct business openly.

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