



**DOWNTOWN  
LONG BEACH  
ALLIANCE**

**BOARD OF DIRECTORS  
2021-2022 MEETING MINUTES  
February 16, 2022  
8 AM**

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Meeting ID: 884 7299 6889

Passcode: 401021

**Voting Present:** Loara Cadavona, Alan Pullman, Sheva Hosseinzadeh, Alan Burks, Denise Carter, Monica Garrett, Graham Gill, Mike Gold, Laurie Gray, Bob Kelton, Eric Lopez, Rhonda Love, Isidro Panuco, Sam Pierzina, Sean Rawson, Cheryl Roberts, Michael Vitug, Pat Welch

**Voting Absent:** Debra Fixen, Allison Kripp

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

**Non-Voting Absent:** Diane Arnold, Don Darnauer, Council District 1, Council District 2

**DLBA Staff:** Broc Coward, Mo Mills, Austin Metoyer, Kelsey Mader, Amanda Barrera, Michael Berman, Jeremy Harris, Justine Nevarez, Stephanie Gonzalez

**Guests:** Lieutenant Timothy Long

1. CALL TO ORDER and INTRODUCTIONS – Loara Cadavona  
[Meeting presentation](#). Called to order at 8:04 AM.
2. SECRETARY REPORT: Minutes from [December 15, 2021](#), Meeting & [January 27 2022](#), Special Meeting
3. FINANCIAL REPORT: [Year-To-Date Financials through December, 2021](#)  
**ACTION: Approve Consent Calendar Items**  
**MOTION: 1<sup>st</sup>: Kelton; 2<sup>nd</sup>: Carter.**  
**VOTE: None opposed. No abstentions. Burks and Garrett not present for vote. Motion passes.**
4. CHAIRPERSON'S REPORT - Cadavona
  - A. Executive Committee Report
    - i. President/CEO Search Update – Alan Pullman
      - The Committee selected and put under contract Ben Lambert with Berkheimer Clayton, Inc. as the recruiter for this position. This firm was recommended by Griselda Suarez.
      - The contract was just executed and currently Lambert is in initial stages of the intake process. This involves a series of interviews with key stakeholders, search committee, staff, Board members, etc., which will be used to create the Executive Profile.
      - A 4–6-month timeline is expected to find a candidate.
      - Cadavona added that Berkheimer Clayton was founded on doing diversity searches at the executive level which aligns nicely with DLBA's DEIA initiative which is currently underway.
      - Lopez made mention of the new CEO's start date and how that will overlap the PBID renewal and significant milestones.
      - Gold noted that shortening the timeline may be more beneficial in securing a good candidate because of the nature of the job market at this time.

## B. Governance Committee Report

### i. Board Seat Vacancies

- PBID Premium (1)
- Advisory (2)
- Cadavona and Mader reviewed seat movement on the Board to correct overrepresentation of the DPIA – North Pine marketing area.
- The following shift was approved at the February Executive Committee meeting:
  - Sean Rawson moved from At-Large to PBID Premium
  - Alan Pullman moved from DPIA – Pine Avenue to At-Large
  - Monica Garrett moved from an Advisory seat to DPIA – Pine Avenue
- This does not affect any Board members terms.

### ii. Organizational Calendar Update

- Cadavona reminded the Board of the stakeholder audit that is annually conducted by DLBA staff. This year it is particularly important to correct any necessary addresses to efficiently distribute PBID communications, petitions, and ballots.

## 5. STAFF REPORT – Broc Coward, COO

### A. Public Safety in Downtown

- As a response to the recent spike in break-ins experienced by Downtown businesses, Coward reviewed actions being taken by DLBA and how the organization is partnering with the City to help prevent these incidents in the future.
- In the meantime, DLBA has \$30,000 in funds designated to a Storefront Recovery Grant Program.
- The DLBA is participating in Quality-of-Life discussions with City Management, Long Beach Chief of Police, and the Convention and Visitors Bureau (CVB).
- A Quality-of-Life Response Guide is being developed.
- Lieutenant Long (Acting Commander) introduced himself to the Board and his relationship with the Downtown Long Beach area, also known as the South Division.
- Long noted that the community tends to think people experiencing homelessness are all the same, but this is inaccurate. When talking about addressing this population, it is worthwhile to do analytics to better police this group. These instances (break-ins) suggest these individuals need help which will eventually lead to less criminal behavior.
- Most crime is in the Downtown area, however, there is more people Downtown. Not only residents but tourists as well.
- Policing differently according to each situation has proven more effective than a general approach. The Long Beach Police Department (LCPD) is engaged in contacting businesses and sharing information on different security measures. Private security is a great deterrent.
- Ambassadors do a great job and are an imperative asset to the City according to Lt.
- Long emphasized partnership with the community, noting that citizens are the eyes and ears that help support LCPD's work.
- Carter made mention of "poverty crime" and that prosecuting and arresting people who are searching for life essentials isn't going to solve the problem. She asked how resources are being used to get to the root of the problem. Lt. Long agreed with Carter's comment, noting that LCPD continues to learn more and adjust accordingly. LCPD works with both non-governmental organizations and County resources. Furthermore, they look closely at the community as a whole but also as individuals.

### B. DEIA Update – Mo Mills

- A leadership team of internal stakeholders has been assembled. Exercises are being done to power map who would be most affected by the policies.
- In March community members will be invited to attend the next big meeting with BDS. The goal is to look at DLBA itself and identify strengths and weaknesses.

C. PBID Renewal Update – Austin Metoyer

- Hard copy petitions have been mailed out, and digital petitions have been emailed to those DLBA has an existing relationship with.
- Currently 11% of petitions have been returned, the goal is 50+1%
- DLBA expects to go to City Council on March 8 where Council will vote to approve the City Manager to sign for the City's parcels which account for about 20% of assessments.
- The goal is to reach 50+1% by April 1. Petitions can continue to be collected after this point.
- Immediately following the petition processes the ballot campaign begins. All ballots need to be signed and returned as a hard copy; digital copies are not an option. Ballots must be mailed back to the City.
- The Board will be integral in helping make connections to property owners who DLBA staff doesn't already work with on a regular basis.
- Lopez encouraged the Board to help maximize opportunity and keep up momentum around the renewal, adding that the DLBA should take advantage of COVID cases dropping.

D. Brown Act & Assembly Bill 361 Compliance

**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: 1<sup>st</sup>: Welch; 2<sup>nd</sup>: Love.**

**VOTE: None opposed. No abstentions. Lopez not present for vote. Motion passes.**

E. Misc. Updates

6. OLD BUSINESS
7. NEW BUSINESS
8. PUBLIC COMMENTS (three minutes on all non-agenda items)
9. ADJOURNMENT

Adjourned at 9:22 AM.

**NEXT SCHEDULED BOARD MEETING:**

**April 20, 2022**

**8AM**

**Location: TBD**

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

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