



**DOWNTOWN
LONG BEACH
ALLIANCE**

BOARD OF DIRECTORS MEETING MINUTES

Wednesday, February 17, 2021

8 AM

[Join Zoom Meeting](#)

Meeting ID: 834 8177 5410

Passcode: 270883

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

Voting Absent: Graham Gill, Liz Simmons

Non-Voting Present: Jeremy Harris, Griselda Suarez, Patty Wirth, Cameron Andrews, Alishia Holmes-Watson, Scott Apel, Don Darnauer, Councilmember Cindy Allen

Non-Voting Absent: Mohammad Hassanpour, Diane Arnold, Councilmember Mary Zendejas

DLBA Staff: Kraig Kojian, Broc Coward, Austin Metoyer, Steve Be Cotte, Mo Mills, Kelsey Mader, Sam Mehlinger, and Kevin Dickson, Dickson & Vanzant

1. CALL TO ORDER and INTRODUCTIONS – Alan Pullman, Chair
[Meeting presentation](#). Meeting called to order at 8:02 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 December 16, 2020 Meeting](#)
3. FINANCIAL REPORT: [Year-To-Date Financials December 31, 2020](#)

ACTION ITEM: Approve Consent Calendar Items

MOTION: 1st: Altoon; 2nd: Lemmis.

VOTE: None opposed. Keisler abstained. Merlo not present to vote.

Motion passes.

REGULAR AGENDA (Items 4-9)

4. CHAIRPERSON'S REPORT – Alan Pullman
 - A. Introduction of LBPD South Division Commander Gerardo Prieto
 - Pullman introduced Commander Prieto to the Board.
 - Coward helped welcome the new Commander, sharing with the Board that he started his new position for the South Division on January 16, 2021. Prieto has been with LBPD for over 25 years and attended California State University Long Beach (CSULB).
 - Commander Prieto expressed his appreciation to be back in the South Division and looks forward to working with the DLBA.
 - Kojian welcomed Commander Prieto and is hopeful for continued strong communication and partnership with the LBPD.
 - B. Executive Committee Report
 - Pullman announced the resignation of Tony Shooshani, a long-standing DLBA Board member and owner of the Streets/City Place.
 - Shooshani thanked the Board, Kojian and entire DLBA staff.

- Kojian echoed Pullman’s sentiments. He thanked Shooshani for his generosity and for consistently being understanding of the community.
- Kojian, Keisler, Allen, and Cadavona recalled Shooshani’s positive impact on Long Beach.
- Pullman announced the completion of Kena Fuller’s staff and Board assessment projects. Kojian added that the Executive Committee was used as a sample pool and focus group of the entire Board for this project.

C. Governance Committee Report – Loara Cadavona, Chair

- Update on [Board/Committee Appointments and Vacancies](#)
 - Board of Directors: Two vacancies (East Village DPIA, PBID Standard)
 - A couple interviews have been conducted for the East Village seat.
 - With Shooshani’s departure an At-Large seat will become vacant.
 - Marketing & Communications: Appointed [Mike Gold](#) and [Ryan La Rosa](#); One vacancy remains.
 - Public Safety: One vacancy
 - Events & Sponsorship: Two vacancies
 - Coward and Laurie Gray are working with prospective candidates to fill these vacancies.
 - Board Elections will open to the Downtown community at the end of March. Interviews will begin in May, and a slate will be brought to the Board in June.

5. PRESIDENT AND CEO REPORT – Kraig Kojian

A. DLBA Board Election Update

- Presented by Cadavona in Governance Committee Report.

B. February Downtown Discussion

- This month’s discussion will celebrate Black History Month.
- Kojian thanked Alishia Holmes-Watson, DLBA Marketing & Communications Committee Chair, Cameron Andrews, DLBA Marketing & Communications Committee Vice-Chair, and Denise Carter, DLBA Public Safety Committee Chair for their work on February’s Downtown Discussions Webinar, The Black Experience in Long Beach: Past, Present, & Future which features Downtown’s black-owned businesses.
- Holmes-Watson, Andrews, and Carter all shared their excitement in working on this project.
- February’s Virtual Taste of Downtown will also feature black-owned businesses.

C. Strategic Plan and PBID Renewal Progress

- The DLBA has monthly meetings with Progressive Urban Management Associates (PUMA), who will be serving as the consultant on this project.

D. [Organizational Dashboards](#)

E. Miscellaneous Updates

- Kojian is engaging in outreach to all six neighborhood associations in Downtown to help build the relationship between the DLBA and residents. Darnauer thanked Kojian for his eagerness to work with Downtown residents.
- Kojian thanked Sam Mehlinger, DLBA Communications Manager, for the work she has done over the last several months. Effective March 10, Mehlinger will move onto different professional opportunities.

6. OLD BUSINESS

7. NEW BUSINESS

- A. April 21, 2021 DLBA Board of Directors Agenda will include annual assessment review and action on adjustments to Property Based Improvement District (PBID) and Downtown Parking Improvement Area (DPIA).

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

9. ADJOURNMENT

Meeting adjourned at 8:45 AM.

NEXT BOARD OF DIRECTORS MEETING:

April 21, 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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