



**DOWNTOWN
LONG BEACH
ALLIANCE**

BOARD OF DIRECTORS MEETING MINUTES

**Wednesday, February 19, 2020
8 AM
Studio One Eleven
245 E. 3rd Street
Long Beach, CA 90802**

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

Voting Absent: Jeremy Schott, Sheva Hosseinzadeh

Non-Voting Present: Jeremy Harris (9:10 AM), Griselda Suarez, Patty Wirth, Cameron Andrews, Alishia Holmes-Watson, Mohammad Hassanpour, Don Darnauer

Non-Voting Absent: Scott Apel, Diane Arnold, Nick Edwards, Councilmember Mary Zendejas (CD1), Councilmember Jeannine Pearce (CD2)

Guests: Bob Linder-JPI Development, Henry Walker-Farmers & Merchant Bank, Commander Jefferey Liberman-LBPD, Liz Simmons-Pursuits in Food, Nicole Hatley-vox.magneta

DLBA Staff: Kraig Kojian, Broc Coward, Austin Metoyer, Mo Mills, Mariah Hoffman, Steve Be Cotte, Lauren Mayne, Cherisse Evans

1. CALL TO ORDER and INTRODUCTIONS – Silvano Merlo, Chair

Meeting Presentation

Meeting called to order at 8:08 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 18, 2019 Meeting**

3. FINANCIAL REPORT: **Year-To-Date Financials through December 31, 2019**

ACTION: Approve Consent Calendar Items

MOTION: 1st: Johnson. 2nd: Altoon.

VOTE: None opposed. Cadavona abstained. Shooshani, Kripp, Fixen, Gill were not present to vote. Motion carries.

REGULAR AGENDA (Items 4 - 9)

4. CHAIRPERSON'S REPORT- Merlo

A. Introduction- LBPD South Division Commander Jeffrey Liberman

- The Commander took on his new assignment as Commander on January 3, 2020. He has served on the police force for 27 years, most recently working with the Police Department's contract services: Blue Line, Airport, LB Transit, LBCC.
- In his new position, the Commander is taking time to introduce himself to downtown business owners and ask for their feedback regarding improvements that can be made. Most complaints he receives are related to homelessness. He realizes this is a significant challenge and will look for opportunities for outreach and to advocate on the state level.
- Kojian thanked the Commander and let him know DLBA is looking forward to working with him.

B. Board Assessment & Mentorship Programs

- Merlo discussed that part of DLBA's Strategic Plan calls for a Board self-assessment. One of his personal goals in his role as Board of Directors Chair is to ensure the Board's continual development and improve the organization, while fulfilling our Strategic Plan commitments. This process will involve engaging with a local consultant, beginning with self-evaluations with our Executive Committee members.
- Kojian added that this organizational assessment will lead to a Board Mentorship program, partnering new Board members with more seasoned ones, to aid in their development, particularly during the orientation process on the Board or Programming Committees.

C. Governance Committee Report – Alan Pullman, Chair

i. Review Governance Committee Bylaw change recommendations Section 8.5 (d)

Action Report 4C (i)

- Added a glossary of terms used throughout the Bylaws.
- Clarifying that all Directors (voting members) are required to be stakeholders, including the Residential Representatives.

ACTION: Review to approve or revise Governance Committee's recommendations to amend Bylaw Section 8.5 (d) and present to Board of Directors for its consideration. (2/3 majority required)

MOTION: 1st: Altoon. 2nd: Kripp

VOTE: Keisler abstained. None opposed. Motion carries.

ii. Review Governance Committee Bylaw change recommendations Section 8.5 (f)

Action Report 4C (ii)

- Designating one of the existing (non-voting) Advisor seats to be reserved for a Downtown Residential Representative, not required to be a stakeholder.

ACTION: Review to approve or revise Governance Committee's recommendations to amend Bylaw Section 8.5 (f) and present to Board of Directors for its consideration. (2/3 majority required)

MOTION: 1st: Johnson. 2nd: Cunningham.

VOTE: Keisler abstained. None opposed. Motion carries.

iii. Board Vacancy: CD I Residential Representative

- Darnauer thanked DLBA for continuing to involve residents on the Board and within the organization.
- Pullman introduced Liz Simmons who was present at the meeting
- Merlo introduced another new Board member Mohammad Hassanpour.

ACTION: Approve appointment of [Liz Simmons](#) to fill the vacant, Council District I Residential Representative seat, effective immediately and expiring September 30, 2020, as recommended by the Governance Committee.

MOTION: 1st: Burks. 2nd: Kripp

VOTE: Keisler abstained. None opposed. Motion carries.

iv. Board Election Postcard Announcement March 2

5. PRESIDENT AND CEO REPORT – Kraig Kojian

- Kojian introduced Henry Walker, President of Farmers & Merchant (F & M) Bank. The bank is partnering with DLBA and providing grant money (\$90,000 over the next three years) to both the Women-Owned Business Accelerator (WOBA) program and the Entrepreneur Education series. DLBA is in the fourth year of these programs and is extremely grateful to F & M Bank for their generosity. This will be acknowledged in a press release later today.
- Metoyer talked about the fact that grant money for these two programs had run out and the Economic Development Committee had been working very hard to secure funds through sponsorships, so these programs could continue.
- Metoyer explained that the Entrepreneur Education series is a six-week program: Five weeks are dedicated to education; faculty is provided by CSULB. The sixth week is a pitch fest, with winners being awarded microgrants to help purchase smaller items or cover start-up costs. The WOBA program focuses on existing businesses that are looking to expand. Since their launch, these two programs combined have helped over 300 small businesses, the majority of which have been minority owned.
- Walker stated that he felt this is the most exciting period in Downtown Long Beach and the bank is happy to give back to the community.
- Keisler added that with this grant from F & M bank, there will be a momentum created, to help inspire the next set of small businesses and entrepreneurs.
- Cunningham asked if the F & M grant would fully fund the two programs. Metoyer answered that they would for three years, but DLBA is always looking for grant money to help sustain these programs for the long-term. Kojian added that DLBA does not use stakeholder assessment money to fund the grant portion of these DLBA programs.

A. **Presentation:** Civic Center Mid-Block Development: 321 W. Ocean Blvd. – Bob Linder, JPI Development Director

- Kojian explained that this Mid-Block development project involves the private sector portion (residential/retail) of City Hall/Lincoln Park being developed by the City. In order for the organization to endorse a proposed project, it will need to be presented to either the Board of Directors, Executive Committee or Economic Development Committee. The Mid-Block Development project is scheduled to be presented to Planning Commission in the near future, likely March 5, 2020.
- Linder says that mixed use development is their specialty and there will be a mix of residential, restaurants, retail and grocers (12,500 -23,000 square feet).
- They should have the demolition permit by May and begin this phase, lasting six months. Units will be available by 2022.
- They will be 18 hours of activation daily in the public spaces.
- These will be mid-rise buildings. Currently, rents in Long Beach do not support building high rises.
- Question: what incentives were offered for including affordable housing. Linder answered that the proposal was included as part of the package they were presented with. He added that 99% of the projects they do have an affordable component.
- Affordable units will have the same amount of parking- allocated one space per bedroom.
- Amenities include parking, pool, club house, fitness center, business rooms and leasing office.
- Adjacent Lincoln Park will be open in Summer of 2021
- Question: why rentals over condominiums? Linder answered that there is more demand for flexibility/mobility and rentals best address that

ACTION: Consider providing advocacy support to endorse proposed project.

MOTION: 1st: Shooshani. 2nd: Cunningham.

VOTE: Keisler abstained. None opposed. Motion carries.

B. Updates on City Policy

i. **Inclusionary Housing Policy** to Planning Commission – February 20

- Metoyer gave an overview of the policy as it currently stands, reviewing the attached document and timelines. He encouraged all to attend tomorrow’s Planning Commission meeting. The recommendations made at Planning Commission will then be presented to City Council.
- Merlo says this policy will shape Downtown’s future and therefore it is important for the organization to provide as much feedback and insight as possible to the Planning Commission as they make their recommendations to the City Council.
- Question: what percentage of proposed units are expected to fall below the policy’s threshold. Metoyer said it is too difficult to determine, depending on the grandfather clause. Also, parcel sizes vary between the KMA report and Beacon Economics Report.
- In lieu fees will go toward building affordable housing.
- There was a question about density bonuses. Metoyer explained that other than the three incentive programs listed in the attached document, the recommendation is to continue to look at improving existing incentives.

ii. Downtown Plan

- Kojian recently met with Mayor Garcia to discuss the revision of the Downtown Plan as well as to keep the mayor informed of projects the DLBA is involved in i.e. Long Beach Transit Circulator feasibility study, PD 6 waterfront visioning project.

6. OLD BUSINESS

7. NEW BUSINESS

- Coward discussed the upcoming, fourth annual Public Safety perception survey which will be promoted through DLBA newsletter, social media and hard copy collateral and will be shared with stakeholders, elected officials and the general public. The results of the survey will be used to guide decision-making in Clean and Safe programs.

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

9. ADJOURNMENT

Meeting adjourned at 9:25 AM.

NEXT SCHEDULED BOARD MEETING:

Wednesday, April 15, 2020

8 AM

Studio One Eleven

245 E. 3rd Street

Long Beach, CA 90802

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

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