



**DOWNTOWN  
LONG BEACH  
ALLIANCE**

## **BOARD OF DIRECTORS MEETING MINUTES**

**Wednesday, February 20, 2019  
Studio One Eleven  
235 East Third Street Long Beach, CA 90802**

**Voting Present:** Laurie Gray, Alan Pullman, Debra Fixen, Todd Lemmis, Debra Johnson, Sam Pierzina, Ryan Altoon, Johanna Cunningham, Silvano Merlo, Sheva Housseinzadeh (not present for vote on first action item), John Keisler, Bob Kelton

**Voting Absent:** Daniel Tapia, Alan Burks, Sara Hickman, Allison Kripp, Tony Shooshani, Loara Cadavona, Melissa Infusino

**Non-Voting Present:** Nicole Hatley, Don Darnauer

**Non-Voting Absent:** Denise Carter, Jeremy Harris, Griselda Suarez, Jeremy Schott, Scott Apel, Diane Arnold, Nick Edwards, Councilmember Gonzalez, Councilmember Pearce

**Guests:** Tyler Curley - CDI representative, David Sommers- Long Beach Post, Ryan Caldera – Studio 111, Michael Genthe– TCR, Ed Levy – Knitting Factory/The Federal Bar, Michael Lewis LBPB

**DLBA Staff:** Kraig Kojian, Broc Coward, Austin Metoyer, Jennifer Arenas, Steve Be Cotte, Mo Mills, Nalysia Tea, Cherisse Evans

1. CALL TO ORDER and INTRODUCTIONS – Silvano Merlo, Chair-Elect  
Meeting called to order at 8:14 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 6, 2018 Meeting](#)
3. FINANCIAL REPORT: [Year-To-Date Financials through December 31](#)

**ACTION: Approve Consent Calendar Items. 1<sup>st</sup>: Altoon. 2<sup>nd</sup>: Morris. None opposed, no abstention. Motion carries.**

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

4. CHAIRPERSON'S REPORT- Merlo
  - A. David Sommers, Long Beach Post
    - LB Post is the largest news organization in Long Beach, currently with 400% growth.
    - Each day 25,000-40,000 people visit LBPost.com in addition to the 50,000 daily subscribers to the e-edition, with an open rate of 30%-40%.
    - 130,000 social media followers
    - “Best of Long Beach” recorded 80,000 votes
    - Each visitor to the website and/or social media site becomes a data point that allows the Post to determine what coverage the community wants.
    - Can help advertisers reach the specific audiences. There are analytics for all posts to see how they are performing.

- B. Update on City of Long Beach Economic Development Projects – John Keisler, Director of Economic Development and Property Services, City of Long Beach
- Two years ago, Mayor Garcia asked the Economic Development Commission to create a blueprint for the city’s economic development. Based on feedback, the plan was written by the participants, not consultants.
  - Healthcare is the city’s biggest industry =31,000 jobs.
  - 78% of employed residents commute outside the city for work
  - Orange and LA counties combined produced a GDP of one trillion dollars (more than Mexico)
  - Within the new economy, economic development needs to focus on expansion and improvement to ports, airports, metros to create faster ways to connect to economic opportunities. Fiber infrastructure is growing faster than any other infrastructure. Long Beach needs to expand its fiber infrastructure to cover all commercial corridors and businesses and keep people connected as they move throughout the city.
  - Looking for the city to become an open source platform to create economic opportunity and help new small businesses survive.
- C. Presentation: Proposed Westside Gateway Development Project - Michael Genthe, Managing Director, Trammell Crow Residential
- Trammell Crow is one of the nation’s largest apartment building developers. In the business for 40 years, they specialize in mid- and high-rise buildings with a mixed-use “campus” approach.
  - Westside Gateway Development Project will take the place of the current World Trade Center parking lot (659 stalls). Parking will be replaced.
  - “Resilient Development” – Flexible ground floor units will have higher ceilings and can be used for residential or rental space. Centralized parking structure can be converted to commercial or residential units in the future if less parking is required.
  - Average unit is 980 sq. ft.
  - Amenities: pool, pet spa, bike repair, gym, communal work space (indoor/outdoor), mailroom to receive large packages, leasing office, sky deck, with some units having private deck space.
  - Timeframe for the project:
    - Planning commission in April 2019
    - Ground breaking in April 2020
    - Begin with parking structure= 15 months
    - Active construction for Phase I= 2.5 years

**ACTION: Consider providing advocacy support for the proposed project tentatively scheduled to be presented at the March 12 Long Beach Planning Commission hearing. 1<sup>st</sup>: Kelton. 2<sup>nd</sup>: Pierzina. None opposed, Morris and Pullman abstained. Motion carries.**

5. PRESIDENT AND CEO REPORT – Kraig Kojian

- A. Update on Development Corporation – Kojian
- The Task Force is made up of 15 members. First meeting was February 12 which included a tour with the consultants and city staff members of Downtown, Central, Bixby Knolls, Westside, focused on the areas the Development Corporation will be addressing. The goal of the 3-4 upcoming meetings is to create a framework, timelines, objectives and strategic plan for the Downtown Development Corporation over the next 4-5 months.
- B. 2018-19 Event Sponsorship – Nicole Hatley, Vice-Chair, Marketing Committee
- Sponsorship package includes all events for the year, with a breakdown of the different events and what types of sponsors we are looking for. Hatley encouraged the Board to think of their own contacts within the community and who would benefit from supporting specific events and help make warm introduction to Jennifer and/or Kraig. Success of our events contributes to downtown stakeholders and the community both directly and indirectly.

- C. Organizational/Transitional Planning Task Force – Ryan Altoon, Chair  
Task Force is made up of 9 members consisting of current Board members and past Board Chairs who have been through a PBID renewal and bring institutional knowledge. They will determine when to best engage in the PBID renewal process, reporting back to the Board with their recommendations at the end of a series of meetings (3 months).
- D. DPIA/PBID annual assessment review – Kojian  
The Executive Committee will review and recommend both PBID and DPIA adjustments to the Board at the next meeting on April 17<sup>th</sup>.

6. ADJOURNMENT

Meeting was adjourned at 9:36 am.

**NEXT SCHEDULED BOARD MEETING:**

Wednesday, April 17, 2019

8 AM

Location: Studio 111

235 East Third Street, Long Beach, CA 90802

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

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