



**DOWNTOWN  
LONG BEACH  
ALLIANCE**

# **BOARD OF DIRECTORS MEETING AGENDA**

## **Wednesday, February 21, 2024**

### **4 PM**

#### **Studio One Eleven Conference Room**

245 E Third St  
Long Beach, CA 90802

1. CALL TO ORDER and INTRODUCTIONS – Denise Carter, Chair
2. SECRETARY REPORT: [Minutes from December 14, 2023, Meeting](#)
3. FINANCIAL REPORT: [Year-To-Date Financials through December 2023](#)  
**ACTION: Approve Consent Calendar Items**
4. CHAIRPERSON'S REPORT – Carter 10 minutes
  - A. Remarks from the Chair
  - B. Governance Committee Report – Pierzina, Chair
    - i. Board Experience Survey
5. PRESIDENT & CEO REPORT – Austin Metoyer 50 minutes
  - A. Update on Metro Initiatives  
**Presented by Office of County Supervisor Janice Han**
  - B. Opposite of Ordinary Brand & Marketing Campaign Update  
**Presented by Commune Communication**
  - C. CPI & Initial District Assessment Adjustments Discussion
  - D. Misc. Updates
6. OLD BUSINESS
7. NEW BUSINESS
8. PUBLIC COMMENTS (three minutes on all non-agenda items)
9. ADJOURNMENT

#### **NEXT SCHEDULED BOARD MEETING:**

**April 17  
4PM**

**Location: TBD**

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

All meetings held by the Downtown Long Beach Alliance shall be conducted in compliance with the Brown Act, California Government Code Section 54950 et seq., and its requirement that public commissions, boards, councils, and public agencies conduct business openly. E-Mail correspondence regarding agenda items can be directed to [info@dlba.org](mailto:info@dlba.org). Agenda items may also be reviewed as posted in public view at the DLBA offices or at City Hall. If special accommodation is desired pursuant to the Americans with Disabilities Act, please make your request by phone to (562) 436-4259, by noon the day prior to the meeting.