



**DOWNTOWN  
LONG BEACH  
ALLIANCE**

# **BOARD OF DIRECTORS MEETING MINUTES**

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

### **4 PM**

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

245 E Third St  
Long Beach, CA 90802

**Voting Present:** Denise Carter, Silissa Uriarte Smith, Robert Marquez, John Tully, Alan Burks, Graham Gill, Cheryl Roberts, Mike Gold, Sam Pierzina, Sheva Hosseinzadeh, Loara Cadavona, Bo Martinez, Amy Chambers, Ashley Chiddick, Isidro Panuco, Shane Young

**Voting Absent:** Debra Fixen, Rhonda Love, Whitney Neal, Sean Rawson, Michal Vitug

**Non-Voting Present:** Jenny Rivera, Antonio Gallardo

**Non-Voting Absent:** Jeremy Harris, Cameron Andrews, Samantha Mehlinger, Milton Ordonez, Council District 1, Council District 2, Don Darnauer, Diane Arnold

**DLBA Staff:** Austin Metoyer, Jeremy Ancalade, Kelsey Mader, James Ahumada, Asia Morris, Juan Torres, Justine Nevarez, Stephanie El Tawil, Stephanie Gonzalez, Stewart Stephens

**Guests:** Jeanette Christian, County of Los Angeles Field Deputy; Viviana Gomez, County of Los Angeles Transportation Deputy; James Whale; Commune Communications; John Sangmeister, Gladstone's; Veronica Giron, Block by Block; Cesar Garay, Block by Block

1. CALL TO ORDER and INTRODUCTIONS – Denise Carter, Chair  
[Meeting presentation](#). Called to order at 4:07 PM.
2. SECRETARY REPORT: [Minutes from December 14, 2023, Meeting](#)
3. FINANCIAL REPORT: [Year-To-Date Financials through December 2023](#)  
**ACTION: Approve Consent Calendar Items**  
**MOTION: 1<sup>st</sup>: Burks; 2<sup>nd</sup>: Gold**  
**VOTE: None opposed. No abstentions. Chambers not present for vote.**  
**Motion passes.**
4. CHAIRPERSON'S REPORT – Carter
  - A. Remarks from the Chair
  - B. Governance Committee Report – Pierzina, Chair
    - i. Board Experience Survey
      - Pierzina reported on the findings of the Board Experience Survey. Overall, 17 out of 30 respondents participated.
      - This survey was designed to help create a positive and informative experience for all Board members. The survey gathered information to better understand the priorities of Downtown and what resources can be used to advance those priorities.
      - The survey was designed to help understand the Board's familiarity with different DLBA & Downtown guiding documents.
5. PRESIDENT & CEO REPORT – Austin Metoyer
  - A. Update on Metro Initiatives  
**Presented by Office of County Supervisor Janice Hahn**
    - Jeanette Christian and Viviana Gomez spoke about some of the Metro initiatives that Supervisor Hahn is focused on.

- The End of the Line Policy is of particular concern to Downtown Long Beach. This policy is related to the homelessness issue, however, there is not enough funding to address this in its entirety.
- Some current focus areas are training for Metro employees through county resources and investing \$25 million for unhoused services.
- Metro Ambassadors act as the eyes and ears on the Metro in lieu of law enforcement due to the high cost of police officers.
- Gill mentioned the concerns around fare enforcement while Tully mentioned the notable increase in Metro ridership over the last year.

B. Opposite of Ordinary Brand & Marketing Campaign Update

**Presented by Commune Communication**

- James Whale presented the Opposite of Ordinary Brand & Marketing Campaign to the Board.
- Overall, the Board had positive feedback. Smith suggested the incorporation of more of the history of Downtown Long Beach while Gold asked about who the target audience is.
- Hosseinzadeh recommended working with local businesses to get more photos for the campaign.

C. CPI & Initial District Assessment Adjustments Discussion

- Metoyer briefed the Board on the next steps for this annual assessment adjustment. A recommendation will likely come from the Executive Committee at the April Board meeting.

D. Misc. Updates

- Metoyer reminded the Board of Date Night on Pine on February 22 and asked for nominations for DLBA's Spirit of Downtown Award.
- Veronica Giron introduced herself as DLBA's new Homeless Outreach Coordinator. She is employed through DLBA's Clean & Safe contractor, Block by Block.

6. OLD BUSINESS

7. NEW BUSINESS

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

9. ADJOURNMENT

Adjourned at 5:21 PM.

**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.