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: 1st: Burks; 2nd: 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.