



**DOWNTOWN  
LONG BEACH  
ALLIANCE**

**BOARD OF DIRECTORS MEETING MINUTES**  
**Wednesday, April 15, 2020**  
**Zoom Meeting**

**Voting Present:** Silvano Merlo, Debra Fixen, Debra Johnson, Todd Lemmis, Alan Pullman, Sheva Hosseinzadeh, Bob Kelton, Tony Shooshani, Allison Kripp, Loara Cadavona, Liz Simmons, Pat Welch, Laurie Gray, Alan Burks, Graham Gill, Ryan Altoon

**Voting Absent:** Sam Pierzina, Johanna Cunningham, John Keisler, Denise Carter

**Non-Voting Present:** Jeremy Harris, Cameron Andrews, Alishia Holmes-Watson, Griselda Suarez, Patty Wirth

**Non-Voting Absent:** Scot Apel, Mohammad Hassanpour, Council Member Zendejas, Council Member Pearce, Diane Arnold, Don Darnauer

**Guests:** Cheryl Knoll-resident

**DLBA Staff:** Kraig Kojian, Broc Coward, Cherisse Evans, Austin Metoyer, Mo Mills

1. CALL TO ORDER and INTRODUCTIONS – Silvano Merlo, Chair  
**MEETING PRESENTATION.** Meeting called to order at 8:04 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 February 19, 2020 Meeting**
3. FINANCIAL REPORT: **Year-To-Date Financials through February 29, 2020**

**ACTION ITEM: Approve Consent Calendar Items**

**MOTION: 1<sup>ST</sup>: Shooshani. 2<sup>ND</sup>: Pullman.**

**VOTE: None opposed. No abstentions. Motion carries.**

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

4. CHAIRPERSON'S REPORT- Merlo
  - A. Executive Committee Report
    - i. Annual Review of PBID and DPIA Assessment Adjustments
      - At the last Executive Committee meeting, it was decided to table the agenda items related to both PBID and DPIA assessment adjustment considerations, due the impacts of the COVID-19 public health crisis. The committee will review options at their next monthly meeting in May.
      - These adjustments are based on Consumer Price Index (CPI) from January 2019-January 2020.
      - Delaying these actions makes for a more compressed timeline to create a budget for FY 2020-21, which will be presented to City Council sometime in September/October.
    - ii. **Board Election Timelines** and **Action Report 4B**  
**(SLIDES 5-8 PRESENTED)**
      - In the cycle of our current Board Election process, the Governance Committee would be about to end the recruitment period (May 1) and begin conducting interviews in order to recommend a slate to the Board by the end of May.

- One option the Governance Committee considered involves extending the recruitment and interview period, which would only allow for a two-week voting period rather than the typical four weeks.
- Another option considered, in order to condense the timeline further, is to have the Executive Committee approve the slate of candidates without the Board, allowing for a 3-4 week voting period.
- The Executive Committee ultimately is recommending that the organization forego Board Elections this year and keep all Board members in place for one year, allowing for continuity in leadership as we work towards a COVID-19 recovery for our stakeholders.

**ACTION ITEM: Consider Executive Committee’s recommendation as an emergency measure and cancel the 2020-21 annual Board Election process for one year and retain all current Directors until September 30, 2021.**

**MOTION: 1<sup>st</sup>: Pullman. 2<sup>nd</sup>: Altoon.**

**VOTE: None opposed. No abstentions. Motion carries.**

**B. Update on Inclusionary Housing Proposed Policy - Kraig Kojian, President**

- The Executive Committee, considering the COVID-19 public health crisis and the potential economic impacts it may cause, has sent a formal letter to Mayor Garcia and City Council requesting a pause on this action. Instead, the committee is recommending that an Inclusionary Housing Policy be included as part of an overall recovery plan for the City of Long Beach.
- At this time, this City Council agenda item has been delayed and a new date was not been established for an Inclusionary Housing Policy to be addressed. DLBA will have follow up conversations with Mayor Garcia, City Manager, and elected officials to discuss a continued hold on this item.

**5. PRESIDENT AND CEO REPORT – Kojian**

**A. Review Mid-year Strategic Plan and Organizational Dashboards  
(SLIDES 13-17 PRESENTED)**

**B. COVID-19 Action Plan (SLIDES 18-32 PRESENTED)**

- Kojian reported that the DLBA staff quickly created a crisis communication strategy, allowing our organization to play a role in clarifying information, mitigating fear and helping to build a road to recovery. He also reviewed the efforts being made to fulfill that role.
- Business Impact Survey: Cadavona asked how many surveys were sent out and if there had been an incentive to complete the survey? Kojian answered: An unknown number of surveys were sent from eight Long Beach BIDs, the City of Long Beach Economic Development Department and Long Beach Area Chamber of Commerce (Chamber). DLBA sent approximately 1,000 surveys to Downtown business owners. No incentive was offered. Cadavona suggested that an incentive for completed surveys may help secure the maximum response. Kojian said he and Metoyer would ask the partners involved in producing the survey if there is an interest in providing an incentive.
- Cadavona asked if the survey allowed for comparison of similarly sized businesses. Austin Metoyer, DLBA Economic Development & Policy Manager gave examples of survey questions that were posed in order gather information from different demographics including:
  - Number of employees
  - Revenue
  - Type of business/how they are legally structured
  - Location (within a BID, Chamber member etc.)

**C. Emergency Revised Budget - Kevin Dickson, Accountant-Dickson & Vanzant  
(SLIDES 33-36 PRESENTED)**

- The first step was to project how DLBA revenue streams would be impacted by the health crisis. Parking meter revenue is projected to be down 75% and PBID/DPIA assessments down

35%. From this, a revised budget will be created for the remainder of the fiscal year (April-September 2020).

- Kojian added that more than likely all DLBA events for the remainder of the fiscal year will be canceled due to safety concerns at large gatherings as well as the state of the restaurant industry, having been heavily impacted by the COVID-19 crisis. Looking at providing some virtual events on an on-going basis starting in May, such as Taste of Downtown.
- Pullman asked about applying for the Payment Protection Program (PPP) and Kojian explained that DLBA being a 501(c)6, is not eligible. This program is only for 501(c)3 organizations. DLBA along with others in the industry, have written letters to the Treasury Secretary, requesting that the next stimulus package include 501 c6 organizations.
- Altoon asked about tracking expenses and revenue collections with the projections that the emergency budget will be based on. Kojian explained how the 35% reduction in revenue was determined. He also mentioned that we will receive a report every other week to learn how much money has been collected from the City, helping us track our accounts and react accordingly.

D. COVID-19 Roundtable Discussion - Alan Pullman, Chair-Elect

- Pullman reported that Studio-111 has recently received their PPP check.
- Kripp added that many business owners are having trouble with their applications and not receiving much communication from their banks. She praised DLBA's efforts in helping get information out to business owners and encouraged Board members to help distribute this information as well.
- Altoon mentioned City National Bank was able to get their applications completed in a week. The results differ, depending on the bank.
- Harris talked about the Chambers involvement in working to push for 501c6 inclusion in next round of stimulus packages and feels positive about the negotiations and the progress being made in that effort.
- Gill mentioned that businesses need to have an established relationship with a bank to apply for these programs.
- Dickson added that the Emergency Injury Disaster Loan (EIDL) has a forgivable component up to \$10,000, based on the number of employees a business has.
- Kojian reported that DLBA will be launching a webinar series in May, along with business and community partners to help provide resources to as many businesses as possible.

6. OLD BUSINESS
7. NEW BUSINESS
8. PUBLIC COMMENTS (three minutes on all non-agenda items)
9. ADJOURNMENT

Meeting adjourned at 9:18 AM.

**NEXT SCHEDULED BOARD MEETING:**

**Wednesday, June 17, 2020**

**8 AM**

**Location TBD**

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

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