



**DOWNTOWN
LONG BEACH
ALLIANCE**

BOARD OF DIRECTORS MEETING MINUTES

Wednesday, April 17, 2019

Begins 8 AM

Ends 9:30 AM

Studio One Eleven

235 East Third Street Long Beach, CA 90802

Voting Present: Daniel Tapia, Laurie Gray, Debra Fixen, Todd Lemmis, Toliver Morris, Debra Johnson, Sam Pierzina, Johanna Cunningham, Silvano Merlo, Tony Shooshani, Loara Cadavona, John Keisler

Voting Absent: Alan Pullman, Alan Burks, Ryan Merlo, Sheva Hosseinzadeh, Sara Hickman, Allison Kripp, Melissa Infusino, Bob Kelton

Non-Voting Present: Nicole Hatley, Griselda Suarez, Jeremy Schott, Don Darnauer

Non-Voting Absent: Denise Carter, Jeremy Harris, Diane Arnold, Nick Edwards, Councilmember Gonzalez, Councilmember Pearce.

DLBA Staff: Kraig Kojian, Austin Metoyer, Jennifer Arenas, Steve Be Cotte, Mo Mills, Cherisse Evans, Mariah Hoffman

1. CALL TO ORDER and INTRODUCTIONS – Tony Shooshani, Chair
Meeting called to order at 8:04 AM. [Presentation](#)

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 20, 2019 Meeting](#)
3. FINANCIAL REPORT: [Year-To-Date Financials through February 28, 2019](#)

ACTION ITEM: Approve Consent Calendar Items

REGULAR AGENDA (Items 4 - 9)

1st: Morris 2nd: Keisler. None opposed. Cadavona abstains. Motion carries.

4. CHAIRPERSON'S REPORT- Shooshani
 - A. Organizational/ Transitional Planning Task Force Update- Kojian (Slides 4-6 presented)
 - The objectives of this Task Force are to review succession planning and the timing of the PBID renewal (expires 2022); Strategic Plan (active through 2022); Executive Agreement (expiring in 2020). They will review at whether to initiate an early PBID renewal as well as how that relates to the timing of the Strategic Plan. There will be one to two more meetings and then present its recommendations to the Executive Committee and Board of Directors in June.
 - B. Governance Committee Report- Silvano Merlo, Chair (Slides 7-10 presented)
 - All current Board members whose term ends will need to reapply to serve on the Board.
 - Board members are encouraged to help recruit by reaching out to people they believe would-be potential candidates and direct them to the application on the DLBA website.
 - Interested candidates are encouraged to get involved by attending DLBA meetings and events.

- C. Update on Downtown Development Corporation (DDC) – Kojian (Slides presented 11-17)
- The DDC Task Force was assigned to review the next iteration of the current organization, moving it from Downtown centric to city-wide focused and separating it from DLBA. A new Board will be formed to create its Bylaws, Mission/Vision, Strategic Plan and Governance Structure.
 - Transfer of power will occur in the next 60-90 days, moving it from the DLBA to the new Board.
 - The corporation will assume the existing 501c3 non-profit, with its top initial objective being fundraising.
 - There will be a DLBA Board and Staff representation on the new Board.
5. PRESIDENT AND CEO REPORT – Kraig Kojian
- A. [Annual Review of Property Based Improvement District \(PBID\) Assessment](#) (Slides 18-29 presented)
- ACTION ITEM: Approve a 3.5% adjustment to PBID annual assessments for FY 2019-20, as recommended by the Executive Committee.**
1st: Tapia. 2nd: Lemmis. None opposed, Keisler abstains. Motion carries.
- B. [Annual Review of Downtown Parking Improvement Area \(DPIA\) Assessments](#) (Slides 30-35 presented)
- ACTION ITEM: Approve annual adjustment to Downtown Parking and Improvement Area (DPIA) assessment consistent with annual adjustments made by the City of Long Beach on business licenses, as recommended by the Executive Committee.**
1st: Morris. 2nd: Gray. None opposed, Keisler abstains. Motion carries.
- C. Review [Organizational Dashboards](#) (Slides 36-40 presented)
- The Committee dashboards represent the results of the work by DLBA staff and their committees which are shared monthly with the Executive Committee and posted on the DLBA website.
 - The *Economic Profile*, an annual report which provides information that is helpful to developers, investors, businesses and brokers who may want to invest in the Downtown was presented. It includes information re: residential, office, commercial, retail space, education, and visitors. Morris stated that he uses this as a tool to provide to potential tenants, both in print and digital form.
 - Mariah Hoffman, DLBA Placemaking Manager gave updates on the Public Realm Committee working groups:
 1. Victory/Santa Cruz Park Design Guidelines- working on a questionnaire for stakeholders in the area to gain feedback about what they would like to see the space used for. Based on the due diligence conducted by Pacific 6 and its ownership of the Breakers and Ocean Center buildings, Lemmis volunteered to help on this project.
 2. Sidewalk Decal Project-Creating a survey to gather feedback from business owners adjacent to the sidewalk decal program to gauge its success.
 3. Working Group 3 is still developing their project which will focus on art in the public right of way. They had to create a new goal because as Johnson, Committee Chair, added the initial goal was related to a public transport connector but came to a point where there was not a way for the working group to make an impact.
 - Marketing and Events: Kojian reported on April 18 Celebrate Downtown-At The Top, where there will be food, entertainment and opportunities for attendees to interact with the staff and talk about Downtowns successes, challenges and priorities for each department. Spirit of Downtown Awards will be presented to:
 - Al Williams-Rainbow Promotions and producer of Long Beach Jazz Festival
 - Richard Shimizu-Downtown Enthusiast

- Isa Rached and Josie Quiroz-The B Room Barber Shop and It's a Drag to Give
- Laurie Gray-The Pie Bar
- Phil Appleby and Pat Paris-Appleby-East Village

This is the same night when Live After5 takes place with nearly 40 businesses participating this month.

- Cunningham, Public Safety Committee Chair, provided updates on working groups:
 1. A Docent Program has been developed and the working group is now looking at how to staff and schedule for DLBA events.
 2. Pedestrian Safety- working on getting City Staff to speak at a meeting about scooter and bicycle safety education and enforcement.
 3. Go Long Beach App- looking at social media opportunities while the City continues to work with a new vendor on an improved app.

D. Review **Mid-year Strategic Plan** (Slides 41-48 presented)

The Executive Committee is responsible for monitoring the Strategic Plan on a monthly basis. The monthly dashboards as well as the mid-year Strategic Plan report are provided to give detailed, comprehensive updates on the progress DLBA is making relative to the Strategic Plan.

E. Review **Advocacy/Legislative Calendar Agenda** – Austin Metoyer, DLBA Economic Development and Policy Manager (Slides 49-53 presented)

- Guidelines developed for DLBA advocacy and taking positions on local and/or state-wide policies.

6. OLD BUSINESS

7. NEW BUSINESS

- Morris reported on a new business- Salon Row 6,000 sq. ft. 4th and Promenade. Currently focused on adding service-related businesses to this area. Shooshani added that a 400-seat classroom facility is being introduced to the Streets, to be announced in the next 30-60 days.
- Keisler invited all to attend the Regional Economic Forum 8:30-11:30 AM Thursday, April 18 at the Convention Center and Entrepreneur of the Year Award Luncheon from the Chamber of Commerce. Also, on April 30, from 4-6 PM the Long Beach Economic Development Commission will receive full update on all current city economic initiatives.

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

9. ADJOURNMENT

Meeting adjourned at 9:11 AM

NEXT SCHEDULED BOARD MEETING:

Wednesday, June 19, 2019

8 AM

Location: Studio III

235 East Third Street, Long Beach, CA 90802

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

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. 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.