



**DOWNTOWN
LONG BEACH
ALLIANCE**

BOARD OF DIRECTORS MEETING MINUTES

April 20, 2022

8:30 AM

[Join Zoom Meeting](#)

Meeting ID: 892 8445 0855

Passcode: 331551

Voting Present: Loara Cadavona, Debra Fixen, Alan Pullman, Sheva Hosseinzadeh, Alan Burks, Denise Carter, Graham Gill, Mike Gold, Laurie Gray, Bob Kelton, Eric Lopez, Rhonda Love, Isidro Panuco, Michael Vitug, Pat Welch

Voting Absent: Allison Kripp, Monica Garrett, Sam Pierzina, Sean Rawson, Cheryl Roberts

Non-Voting Present: Cameron Andrews, Amy Chambers, Griselda Suarez

Non-Voting Absent: Scott Apel, Diane Arnold, Don Darnauer, Jeremy Harris, Council District 1, Council District 2

DLBA Staff: Broc Coward, Kelsey Mader, Jeremy Ancalade, Austin Metoyer, Mo Mills, Amanda Barrera, Michael Berman, Stephanie Gonzalez, Justine Nevarez

1. CALL TO ORDER and INTRODUCTIONS – Loara Cadavona
[Meeting presentation](#). Called to order at 8:32 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 16, 2022](#)
3. FINANCIAL REPORT: [Year-To-Date Financials through February, 2022](#)

ACTION: Approve Consent Calendar Items

MOTION: 1st: Pullman; 2nd: Kelton.

VOTE: None opposed. Cadavona not present for vote. Motion passes.

REGULAR AGENDA (Items 4-9)

4. CHAIRPERSON'S REPORT - Cadavona
 - A. Executive Committee Report
 - i. [Downtown Parking Improvement Area \(DPIA\) Assessment Adjustment for 2022-23](#)
 - Metoyer presented information on the history of this assessment adjustment which informs the Board on upcoming adjustments.
 - The consumer price index (CPI) is another tool used to inform the Board on this decision. DLBA's adjustment is typically in line with the City's adjustment with is also influenced by the CPI.
 - Metoyer reviewed market conditions to help the Board better understand an appropriate adjustment.

ACTION: As recommended by the Executive Committee, approve an adjustment to Downtown Parking and Improvement Area (DPIA) assessment consistent with annual adjustments on business licenses made by City of Long Beach (likely to be 3.8%) effective July 1, 2022. If the City's adjustment is not within a 1% deviation of the projected 3.8%, the Executive Committee and/or Board will reassess its proposed assessment adjustment to the DPIA.

MOTION: 1st: Love; 2nd: Pullman.

VOTE: None opposed. No abstentions. Carter not present for vote. Motion passes.

- ii. [Property Based Improvement District \(PBID\) Assessment Adjustments for 2021-23](#)
- Because the PBID is currently going through a renewal, no adjustment is being recommended. This is because within the renewal, cost of living adjustments have been accounted for as well as the additional programs and services that likely will be expanded in coming years.

ACTION: As recommended by the Executive Committee, approve no action on the adjustment to the Property-Based Improvement District (PBID).

MOTION: 1st: Welch; 2nd: Kelton.

VOTE: None opposed. No abstentions. Carter not present for vote. Motion passes.

- iii. President/CEO Search Update – Debra Fixen

- a. New President/CEO Salary Range

- Fixen updated the Board on outreach conducted by the recruiter, announcing that community surveys have gone out and that the profile has been posted.
- Currently the recruiter is conducting outreach to different prospects
- Cadavona and Coward noted that this profile is listed on DLBA's website. Fixen reminded the Board that it holds the responsibility to approve the final candidate.

ACTION: As recommended by the Executive Committee, approve salary range \$190,000 - \$235,000 for New President/CEO.

MOTION: 1st: Kelton; 2nd: Carter.

VOTE: None opposed. No abstentions. Gill not present for vote. Motion passes.

- b. Final President/CEO Negotiations

- Fixen explained that to quickly move this process forward, the Search Committee is asking for the Board's approval to appoint designees for negotiations with the final candidate.
- Panuco and Fixen discussed the timeline, noting interviews are likely to take place in the next 45 to 60 days. It is the hope of the Search Committee to have candidates ready to present to the Board in June.

ACTION: As recommended by the Executive Committee approve to Designate Current DLBA Board Chair, Chair-Elect, and Immediate Past-Chair to Negotiate Employment Agreement Terms (ie salary, at-will, optional relocation expenses, etc.) with the Final Candidate

MOTION: 1st: Cater; 2nd: Panuco.

VOTE: None opposed. No abstentions. Gill not present for vote. Motion passes.

- iv. Discussion Regarding Interim CEO (Gov. Code section 54957(b)(1))

- The Search Committee has the option to place an interim CEO. Though there is a timeline set for a new President/CEO, if something unforeseen happens to delay this, the Committee reserves that right to fill this position temporarily.

- B. Governance Committee Report – Debra Fixen

- i. Review Governance Committee Bylaw Change Recommendations [Section 8.5\(a\)](#)

- Coward explained that this amendment is being proposed to eliminate a redundancy in regard to City representation on the Board.

ACTION: Review to approve or revise Governance Committee's recommendation to amend Bylaw Section 8.5(a). (2/3 majority required)

MOTION: 1st: Welch; 2nd: Kelton.

VOTE: None opposed. No abstentions. Gill not present for vote. Motion passes.

- ii. Review Governance Committee Bylaw Change Recommendations [Section 8.6\(A\)](#)

- Coward noted that the Bylaws currently specify that quorum can only be met in person. The proposed amendment will allow for the Board and Committees to meet virtually when allowed by local ordinances.

ACTION: Review to approve or revise Governance Committee's recommendation to amend Bylaw Section 8.6(A). (2/3 majority required)

MOTION: 1st: Kelton; 2nd: Welch.

VOTE: None opposed. No abstentions. Gill not present for vote. Motion passes.

- iii. Review Governance Committee Bylaw Change Recommendations [Section 8.5\(d\)](#)
 - Coward explained that the current Bylaws designate a residential seat to each Council District. Given the recent redistricting, this designation no longer accurately represents Downtown.
 - Instead these residential seats will be replaced with two new ones that split the Downtown district approximately by population (north and south).

ACTION: Review to approve or revise Governance Committee's recommendation to amend Bylaw Section 8.5(d). (2/3 majority required)

MOTION: 1st: Pullman; 2nd: Gold.

VOTE: None opposed. No abstentions. Gill & Carter not present for vote. Motion passes

- iv. Board Seat Vacancies
 - a. PBID Premium (1)
 - b. Advisory (2)
- v. Committee Vacancies
 - a. Public Safety (1)
 - b. Special Events (1)
 - c. Market & Communications (1)

5. STAFF REPORT – Broc Coward, COO

B. Brown Act & Assembly Bill 361 Compliance

ACTION: Vote to authorize DLBA Board and its committees to conduct business via teleconferencing for the next 30 days in compliance with AB 361.

MOTION: 1st: Kelton; 2nd: Welch.

VOTE: None opposed. No abstentions. Gill & Carter not present for vote. Motion passes

C. DEIA Update – Mo Mills

- Mills announced the upcoming, in-person DEIA Steering Committee meeting scheduled for Friday, April 29th.
- Mills worked with Metoyer and other staff members to gather partners throughout the community to participate in this effort.

D. PBID Renewal Update – Austin Metoyer

- Metoyer announced that DLBA reached its petition goal of 50% +1 three days ahead of the target deadline. This triggers the beginning of the ballot phase.
- DLBA is working with the City to schedule a Council date for the Resolution of Intention (ROI). Originally expected to happen in April, it likely will take place in May.

E. Discussion Regarding Recommendations for Proposed Compensation and Retention Strategies for DLBA Staff Members

- Cadavona emphasized the value that the Board sees in staff and recognizes their hard work.
- Coward reviewed some of the benefits DLBA staff receives which includes but is not limited to two health care options, a maximum annual adjustment compensation, remote work schedules, and a market rate analysis. In addition to these items Coward is looking into a retention bonus.

F. Misc. Updates

- Coward announced a Public Records Request from a law firm in Downtown requesting information regarding the DPIA, its assessments and the methodology on those assessments.
- The information has been provided to the law firm and DLBA now awaits further direction, if any.

6. OLD BUSINESS

7. NEW BUSINESS

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

9. ADJOURNMENT

Adjourned at 9:48 AM.

NEXT SCHEDULED BOARD MEETING:

June 15, 2022

8AM

Location: TBD

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

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