



DOWNTOWN
LONG BEACH
ALLIANCE

BOARD OF DIRECTORS MEETING AGENDA

Wednesday, April 21, 2021

8 AM

[Join Zoom Meeting](#)

Meeting ID: 871 0391 5985

Passcode: 008416

Voting Present: Alan Pullman, Loara Cadavona, Alan Burks, Bob Kelton, Debra Fixen, Denise Carter, Graham Gill, John Keisler, Liz Simmons, Mike Gold, Pat Welch, Rhonda Love, Ryan Altoon, Sam Pierzina, Sean Rawson, Sheva Hosseinzadeh, Silvano Merlo

Voting Absent: Allison Kripp, Laurie Gray

Non-Voting Present: Alishia Holmes-Watson, Griselda Suarez, Scott Apel, Councilmember Mary Zendejas, Councilmember Cindy Allen

DLBA Staff: Kraig Kojian, Broc Coward, Austin Metoyer, Steve Be Cotte, Mo Mills, Lauren Mayne, Kelsey Mader, Michael Berman

Guests: Erin Laetz, Brad Segal, Yvette Freeman, Ray Morquecho

1. CALL TO ORDER and INTRODUCTIONS – Alan Pullman, Chair
[Meeting presentation](#). Meeting called to order at 8:05 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 17, 2021 Meeting](#) & Minutes from [March 16, 2021 Special Meeting](#)
3. FINANCIAL REPORT: [Year-To-Date Financials February 29, 2021](#)

ACTION: Approve Consent Calendar Items

MOTION: 1st: Merlo; 2nd: Lemmis.

VOTE: None opposed. Keisler abstained. Welch and Altoon not present to vote. Motion passes.

REGULAR AGENDA (Items 4-9)

4. CHAIRPERSON'S REPORT – Alan Pullman
 - A. Governance Committee Report – Loara Cadavona, Chair
 - i. Review Governance Committee Bylaw change recommendations
[Section 8.2](#)

ACTION: Review to approve or revise Governance Committee's recommendation to amend Bylaw Section 8.2. (2/3 majority required)

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

VOTE: None opposed. Keisler abstained. Motion passes.

- ii. Review Governance Committee Bylaw amendment recommendations
[Section 8.5 \(f\)](#)

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

MOTION: 1st: Lemmis; 2nd: Altoon.

VOTE: None opposed. Keisler abstained. Motion passes.

- iii. Update on [Board/Committee Appointments and Vacancies](#)
 - a) Board of Directors: Appointed [Rhonda Love](#) and [Sean Rawson](#); One vacancy remains (PBID Standard).
 - Love and Rawson both gave a brief introduction of themselves, expressing their enthusiasm in joining the DLBA Board of Directors.
 - Kojian added that Waterford and Turnbridge recently provided a check towards minority owned businesses. This is the second time Waterford has offered a substantial donation towards Downtown/DLBA.
 - b) Marketing & Communications: Appointed [Sal Flores-Trimble](#).
 - c) Events & Sponsorship: Appointed Rhonda Love, [Kat Engel](#), and [Dwayne Horton](#).
 - d) Public Safety: One vacancy.
 - iv. Update on Board Election Process
 - Stakeholders have received announcement of the election in the mail. Application deadlines are May 1 at which time the Governance Committee will begin reviewing candidates. A slate will be presented to the Board at its June 16 meeting.
- B. Executive Committee Report
- PUMA joined the Executive Committee at its April meeting and provided brief updates on the Strategic Plan and the status of their community outreach.
 - i. [Downtown Parking Improvement Area \(DPIA\) Assessment Adjustment for 2021-22](#)
 - Metoyer presented slides 10-27.
 - The DPIA is not associated with any contract services, so lack of increase has minimal impact on level of service.
 - Kojian added that DLBAs projected year-to-date DPIA revenue is lower than budget due to the delay in paying business licenses. This has been backfilled with CARES Act grants received from the City.
 - Keisler advocated for incrementally boosting resources available and expressed his gratitude for the Mayor and City Council in securing some of the funds mentioned by Kojian. Monies dedicated for business improvement districts (BIDs) will receive twice as much funding from the American Rescue Plan funding compared to the CARES Act money.

ACTION: Consider the Executive Committee’s recommendation of an annual adjustment to the Downtown Parking Improvement Area (DPIA) assessment, effective July 1, 2021 of 0%

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

VOTE: None opposed. Keisler abstained. Motion passes.

- ii. [Property Based Improvement District \(PBID\) Assessment Adjustments for 2021-22](#)
 - Gold asked if the Executive Committee heard from any business owners regarding the proposed increase. Pullman reminded the Board that this district funds the Clean and Safe Team which will play an integral role in the re-opening of Downtown therefore is important to keep funding on track.
 - Kojian added that this assessment is on the property-owner, not the business. Both business and property owners sit on the Executive Committee.

ACTION: Consider the Executive Committee’s recommendation of an annual adjustment to the Property Based Improvement District (PBID) assessments for FY 2021-22, effective January 1, 2022, of 3%

MOTION: 1st: Merlo; 2nd: Altoon.

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

5. PRESIDENT AND CEO REPORT – Kraig Kojian

- A. [Mid-term Update](#) on Strategic Plan Vision 2020
- B. Update on Strategic Plan and PBID Renewal Process – Progressive Urban Management Associates (PUMA)
 - Laetz updated the Board on PUMA’s one-on-one interviews and focus groups. The goal was to understand what the community felt was working well pre-COVID and what can be done to improve Downtown.
 - Laetz added that PUMA is doing a high-level market assessment as a part of their strategic planning process.

- Segal mentioned some program adjustments to the Strategic Plan to address the homelessness population in Downtown.

C. [Organizational Dashboards](#)

D. Miscellaneous Updates

- Metoyer presented the Annual Report of the 2021 Economic Profile which is a high-level overview of all the different market segments in Downtown.
- The report is to be used to provide demographics of Downtown, office market trends, retail trends and projected outcomes in development.

6. OLD BUSINESS

7. NEW BUSINESS

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

9. ADJOURNMENT

Meeting adjourned at 9:21 AM.

NEXT BOARD OF DIRECTORS MEETING:

June 16, 2021

8AM

Location: ZOOM

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 Section 54950 et s, and its requirement that public commissions, boards, councils, and public agencies conduct business openly.

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