



**DOWNTOWN  
LONG BEACH  
ALLIANCE**

## BOARD OF DIRECTORS MEETING MINUTES

June 15, 2022

8 AM

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Meeting ID: 895 2759 6593

Passcode: 730323

**Voting Present:** Loara Cadavona, Debra Fixen, Alan Pullman, Sheva Hosseinzadeh, Alan Burks, Denise Carter, Monica Garrett, Mike Gold, Laurie Gray, Rhonda Love, Sam Pierzina, Cheryl Roberts, Michael Vitug, Pat Welch

**Non-Voting Present:** Cameron Andrews, Scott Apel, Griselda Suarez, David Bright (Council District 1), Connor Lock (Council District 2)

**Voting Absent:** Allison Kripp, Eric Lopez, Graham Gill, Bob Kelton, Isidro Panuco, Sean Rawson

**Non-Voting Absent:** Amy Chambers, Jeremy Harris, Don Darnauer, Diane Arnold

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

**Guests:** Ishmael Nuñez (BDS Planning & Urban Design), Lieutenant Timothy Long (Long Beach Police Department), Sergio Andrades (Block by Block), Mike McCrossin (Block by Block), Cesar Garay (Block by Block), Mark Schneider (Mark Schneider Fine Jewelry)

1. CALL TO ORDER and INTRODUCTIONS – Loara Cadavona  
[Meeting presentation](#). 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 [April 20, 2022](#), and [April 27, 2022](#), Special Closed Session Meeting
3. FINANCIAL REPORT: [Year-To-Date Financials through April 2022](#)

**ACTION: Approve Consent Calendar Items**

**MOTION: 1<sup>st</sup>: Roberts; 2<sup>nd</sup>: Love**

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

### REGULAR AGENDA (Items 4-9)

4. CHAIRPERSON'S REPORT - Cadavona
  - A. Executive Committee Report
    - i. President/CEO Search Update – Debra Fixen
      - The Search Committee met twice in the past week to conduct interviews. Five candidates have been interviewed thus far, with a few more scheduled. Semifinalists will be selected in coming weeks and a Special Board meeting will likely be called in late July.
  - B. Governance Committee Report – Debra Fixen
    - i. Board Seat Vacancies FY21-22
      - a. PBID Standard (1)
      - b. Advisory (2)
        - Pullman noted that he and Suarez conducted the first round of interviews for the next Board of Directors and asked when the Board will approve the remaining appointees. Mader answered that this will happen at the August meeting.

- ii. **ACTION:** In accordance with DLBA Bylaws, approve the following slate of candidates as voting Directors representing PBID for a two-year term, effective October 1, 2022.  
**MOTION:** Pierzina; 2<sup>nd</sup>: Carter  
**VOTE:** None opposed. No abstentions. Motion passes.
  - Premium: Graham Gill
  - Standard: Sheva Hosseinzadeh
  - PBID Residential Representative: Amy Chambers
- iii. **ACTION:** In accordance with DLBA Bylaws, approved the following slate of candidates to as voting Directors representing DPIA for a two-year term, effective October 1, 2022.  
**MOTION:** 1<sup>st</sup>: Carter; 2<sup>nd</sup>: Pullman  
**VOTE:** None opposed. No abstentions. Motion passes.
  - Pine Ave: Monica Garrett
  - Waterfront: Debra Fixen
  - East Village: Rhonda Love

#### 5. DEIA UPDATE & DISCUSSION – Staff & Co-Chairs

- Metoyer reminded the Board that the Diversity, Equity, Inclusion and Access (DEIA) initiative was approved by the Board last August and reviewed where this project is in the overall timeline.
- The Equity Statement was finalized in January and the next step is the creation/adoption of the Equity Framework which likely will be presented to the Board in August. The Framework is being completed in collaboration with key members of the community and the City. These members comprise the DEIA Steering Committee which is tasked with keeping this initiative on track.
- Suarez provided an overview on the first Steering Committee meeting which took place in April 2022. During this meeting the group established its purpose and expectations. A walking tour of Downtown was conducted to identify significant places and spaces, then the group reviewed the tour and which of these areas would make the largest impact. The meeting ended with a SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis.
- Carter and Vitug reviewed the second Steering Committee meeting where the group focused on how to get the work done and begin making things actionable. Five focus areas were identified:
  1. Ratepayer Engagement
  2. Small Business Investment
  3. Community Capacity Building
  4. DLBA Internal Capacity Building
  5. Accountability

Much of the discussion focus on internal reflection of the organization and what it means to be on the Board and the Steering Committee. The committee acknowledged history and how that has impacted the current community of Downtown Long Beach.

- Another highlight from the second Steering Committee meeting was engagement outreach. The Committee discussed how to get historically marginalized groups to participate and the idea of invitation vs. application.
- Nuñez presented an opportunity for the Board to provide input on this initiate. He asked two questions:
  1. Should DLBA try to shape the composition of Downtown’s ownership and leader?
  2. How should DLBA leadership reflect:
    - a. Downtown Ownership/Businesses
    - b. Downtown Communities
    - c. Long Beach
- Burks noted the Governance Committee has a lot of say in who comes onto the Board, however, these individuals are still responsible for applying. It is then up to the current Board to get folks interested.
- Cadavona and Metoyer discussed voting on the Board by stakeholders noting that the PBID is weighted (approval of slate of elected Board members and the district itself) based off assessment.
- Cadavona stressed understanding DLBA’s sphere of influence before moving forward with action items.

6. STAFF REPORT – Broc Coward, COO

A. Brown Act & Assembly Bill 361 Compliance

**ACTION: Approve authorization of DLBA’s Board and committees to conduct business via teleconferencing for the next 30 days in compliance with AB 361.**

**MOTION: 1<sup>st</sup>: Fixen; 2<sup>nd</sup>: Burks**

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

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

- Coward shared that he and Ancalade met with a Human Resources Consultant regarding compensation and retention strategies for staff. He presented on how the organization is moving forward with this project.
- A retention bonus was deemed most appropriate/effective. This will be dispersed from April 1 (retroactive) through September 30, 2022 and will occur at each payroll cycle.

C. PBID Renewal Update – Austin Metoyer

- Ballots began arriving over the last couple weeks. Coward asked that Board members turn in their signed ballots and asked that they encourage other to do the same.
- He also mentioned the July 19 City Council meeting and urged Board members to speak on behalf of the PBID at this hearing.
- Cadavona added that the distribution and collection of the ballots is facilitated by the City. This is different than the petition process which was driven largely by DLBA staff.

D. Public Safety Survey Initial Results – Mo Mills

- This survey is conducted every year around the same time. This year it is running from late May through late June.
- Mills reviewed the preliminary data on slides 21-27.
- Coward noted that DLBA monitors where there may be under participating responses (neighborhoods, sectors, etc.) to encourage more responses for future surveys.

E. Discussion Regarding Public Safety in Downtown and DLBA and LBPB Response

- Coward reviewed some of DLBA’s responses to public safety concerns in Downtown which include but are not limited to: Storefront Recovery Grants, an increase in Safety Ambassador routes, coordinating with private and public security, development of a Quality of Life Response Guide, and increase in lighting throughout the district.
- Lieutenant Timothy Long announced that the South Division will have a commander soon.
- Lt. Long shared that Long Beach Police Department has made significant progress on safety in Downtown, in particular addressing persons experiencing homelessness. Space is now running out for available housing and the City is working on acquiring more.
- Mark Schneider of Schneider’s Jewelry commented on concerns in front of his business. Schneider thanked DLBA for the work being done and showed his appreciation of the Clean & Safe Team. He also acknowledged the hard work of the Long Beach Police Department however, he noted there is only so much that can be done effectively. He proposed some ideas about landscaping and lighting to attract patrons but not so much those with a more transient lifestyle.
- Pullman stressed the significance of this topic and urged the Board to consider looking further into what DLBA can do. Pullman’s staff has encountered unfortunate instances with homeless individuals even in broad daylight.
- Welch noted moving these individuals from one place means they are simply going somewhere else and suggested perhaps the DLBA can consider how to create a solution for this.
- Love asked if there is synergy between DLBA & St. Mary’s as it relates to the unhoused population and those who may be experiencing mental challenges. Coward answered that DLBA will refer folks to St. Mary’s, but more commonly individuals are referred to Mental Health America Los Angeles, Long Beach Rescue Mission, U.S. Vets, and the Multiservice Center.

F. Misc. Updates

6. OLD BUSINESS

7. NEW BUSINESS

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

9. ADJOURNMENT  
Adjourned at 9:41 AM.

**NEXT SCHEDULED BOARD MEETING:**

**August 17, 2022**

**8AM**

**Location: TBD**

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

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