



**DOWNTOWN
LONG BEACH
ALLIANCE**

BOARD OF DIRECTORS MEETING MINUTES

Wednesday, June 16, 2021

Begins: 8 AM

Ends 10 AM

In-Person:

BO-beau kitchen + roof tap

144 S Pine Ave

Long Beach, CA 90802

OR

Join via Zoom

Meeting ID: 890 4359 8940

Passcode: 074959

Voting Present: Alan Pullman, Loara Cadavona, Silvano Merlo, Debra Fixen, Denise Carter, Allison Kripp, Laurie Gray, Alan Burks, Sam Pierzina, Liz Simmons, Michael Gold, Pat Welch, Rhonda Love, Ryan Altoon, Sheva Hosseinzadeh, Todd Lemmis, John Keisler

Non-Voting Present: Alishia Holmes-Watson, Cameron Andrews, Jeremy Harris, Patty Wirth, Scott Apel, Connor Lock, Councilmember Mary Zendejas

Voting Absent: Bob Kelton, Graham Gill

Non-Voting Absent: Don Darnauer, Mohammad Hassanpour

DLBA Staff: Kraig Kojian, Broc Coward, Kelsey Mader, Eileen Valencia, Austin Metoyer, Stephanie Gonzalez, Steve Be Cotte, Justine Nevarez, Jeremy Ancalade, Michael Berman, Lauren Mayne

Guests: David Sommers, Studio LBP; Eric Romero, City of Long Beach; Michael Vitug, Intetrend; Ray Morquecho, Council District 1; Yvette Freeman, PUMA; Erin Laetz, PUMA; Brad Segal, PUMA; Amanda Kannard, PUMA; Carole Sergy, NPNA, Michael Berne, MJB; Isidro Panuco

1. CALL TO ORDER and INTRODUCTIONS – Alan Pullman, Chair
[Meeting presentation](#). Meeting called to order at 8:15 AM.
 - Pullman welcomed to group back to a partially in-person meeting, acknowledging the hardships brought upon the community and the world by the pandemic.

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 21, 2021 Meeting](#)
3. FINANCIAL REPORT: [Year-To-Date Financials April 30, 2021](#)

ACTION ITEM: Approve Consent Calendar Items

MOTION: 1st: Merlo; 2nd: Kripp

VOTE: None opposed. No abstentions. Keisler 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. Board/Committee Vacancies

ACTION: Approve Sam Pierzina, current DLBA Board Director representing PBID Premium, to finish the 2020-21 Fiscal Year representing PBID Standard, expiring September 30, 2021.

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

VOTE: None opposed. Pierzina abstained. Motion passes.

ACTION: Approve Michael Vitug to serve on the DLBA 2020-21 Board of Directors representing PBID Premium, effective immediately and expiring September 30, 2021.

MOTION: 1st: Kripp; 2nd: Burks.

VOTE: None opposed. No abstentions. Motion passes.

- ii. **ACTION:** In accordance with DLBA Bylaws, recommend the Board of Directors approve the following slate of candidates as voting Directors representing PBID for a two-year term, effective October 1, 2021

MOTION: 1st: Merlo; 2nd: Burks

VOTE: None opposed. No abstentions. Motion passes.

- Premium: Michael Gold, Long Beach Transit
- Premium: Todd Lemmis, Pacific 6
- Premium: Michael Vitug, Intertrend
- Standard: Sam Pierzina, Ensemble Real Estate

- iii. **ACTION:** In accordance with DLBA Bylaws, recommend the Board of Directors approve the following slate of candidates as voting Directors representing DPIA for a two-year term, effective October 1, 2021

MOTION: 1st: Fixen; 2nd: Pierzina

VOTE: None opposed. Burks abstained. Motion passes.

- North Pine: Laurie Gray, The Pie Bar
- West Gateway: Alan Burks, Environ

- iv. **ACTION:** In accordance with DLBA Bylaws, recommend the Board of Directors approve the following two candidates to serve as At-Large voting Directors appointed for a two-year term, effective October 1, 2021

MOTION: 1st: Kripp; 2nd: Fixen

VOTE: None opposed. No abstentions. Motion passes.

- Denise Carter, DT Resident
- [Isidro Panuco, DT Resident](#)

- v. **ACTION:** In accordance with the DLBA Bylaws, recommend the Board of Directors approve the following candidate to serve as Downtown Residential Rep., First Council District voting Director appointed for a two-year term, effective October 1, 2021

MOTION: 1st: Fixen; 2nd: Pierzina

VOTE: None opposed. Cadavona abstained. Motion passes.

- Loara Cadavona, DT Resident

- vi. **ACTION:** Recommend the Board of Directors approve the following two candidates to serve as non-voting Advisors appointed for a two-year term effective October 1, 2021

MOTION: 1st: Burks; 2nd: Kripp

VOTE: None opposed. No abstentions. Motion passes.

- [Amy Chambers](#)
- [Monica Garrett](#)

B. Executive Committee Report

5. PRESIDENT AND CEO REPORT – Kraig Kojian

A. Update on Strategic Plan and PBID Renewal Process – Progressive Urban Management Associates (PUMA)

- Segal reintroduced the PUMA team and their goals when updating DLBA's Strategic Plan. After updates from his from Erin Laetz and a presentation from Michael Berne, the Board will split into two groups to discuss how DLBA can:
 - Help the storefront economy (filling vacancies while increasing vibrancy and vitality).
 - Support property owners, tenants, and businesses as a new normal for office spaces emerges post-pandemic.
- Laetz updated the Board with where PUMA is in the strategic planning process. External and internal assessments will be completed by the end of PUMA's Long Beach visit. Approximately 40 virtual interviews have been completed with various community members including but not limited to DLBA staff, DLBA Programming Committees, City of Long Beach elected officials, and the DLBA Strategic Plan Steering Committee. While in Long Beach, PUMA is hosting multiple focus groups and other miscellaneous workshops. PUMA's final outreach is an online survey which launches today, June 16. This is the broadest form of outreach for anyone/everyone who has a relationship to Downtown.
- Berne presented on ideas for improving retail space in Downtown. For the purposes of this presentation, he defined retail as including more than just traditional shopping, but also food and beverage, entertainment, personal services, and anything else that has a walk-in, consumer facing component. While local residents are the most reliable and consistent consumers for retail in the area, Downtown needs to build its presence on a city-wide and regionally to be as successful as possible. With more retail inventory becoming available in the next 3-5 years, there are risks and opportunities to be mindful of. Over supply of retail is dangerous, and clustering is important. Consumers enjoy a lot of choices near each other, and businesses like that same because it allows them to maximize synergies and minimize risk. Retail is more than just a profit-driver but also acts as an amenity that supports other goals for the City and as well as developers.
- The Board split into two to discuss near-term intentions for storefront/office spaces:
 - The in-person group's top priorities included:
 - Identifying new market opportunities
 - Developing a storefront recovery center
 - Identify different service needs among residents
 - Multi-cultural approach to replenish retail in DT moving forward.
 - The virtual group's top priorities:
 - Utilize DLBA's existing relationship with lenders to help small business who are facing financial hardship
 - Support businesses through an equitable lens, including transportation equity.
 - Help businesses with city permitting processes
 - Storefront activation
 - Expanding communication and education to current and prospective business and property owners who are not currently involved/familiar with DLBA

B. Public Safety Survey Results – Austin Metoyer, DLBA Economic Development & Policy Manager

- Presented slides 15 – 40.
- Metoyer reminded the Board that this is a perception survey to get a better understanding of Downtown users and how they view the cleanliness and safety of Downtown. This information is used (along with other data) to see where perception and reality lies.
- This survey has been going on the last five years (one per year). The 2019-20 survey was cancelled due to the drastically different Downtown scene because of COVID.
- Mills reviews all comments (over 800 this year) and looks at key words and themes. He then consolidates this into information that can be consumed. This year's top focal point was homelessness and issues surrounding it.

- C. Open Streets Survey – Austin Metoyer, DLBA Economic Development & Policy Manager
- Presented slides 42 – 53.
 - Two surveys have run for Open Streets. The most recent survey received 606 responses.
 - The intention behind this survey was to inform City Council before June 30th on recommendations for Open Streets. During that time City Council took action to extend this to the end of September, giving DLBA more time to develop recommendations. However, the survey gave the impression that perhaps the program was going to end earlier than it was.
 - The survey results are broken down between participating businesses (parklet, sidewalk dining permit within the closed section of Pine Ave), those business that aren't participating, and residents/commercial property owners.
- D. [Organizational Dashboards](#)
- E. Miscellaneous Updates
- Juneteenth Celebration on Pine and 4th Street on Saturday, June 19th.

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

Adjourned at 10:04 AM.

**NEXT BOARD OF DIRECTORS MEETING:
AUGUST 18, 2021
8AM
Location: TBD & Zoom (Hybrid Meeting)**

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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