



**DOWNTOWN  
LONG BEACH  
ALLIANCE**

## **BOARD OF DIRECTORS MEETING MINUTES**

**Wednesday, June 19, 2019**

**8 AM**

**Studio One Eleven**

**235 East Third Street Long Beach, CA 90802**

**Voting Present:** Alan Pullman, Debra Fixen, Alan Burks, Debra Johnson, Sam Pierzina, Johanna Cunningham, Silvano Merlo, Sheva Hosseinzadeh, Allison Kripp, John Keisler, Bob Kelton

**Voting Absent:** Daniel Tapia, Laurie Gray, Todd Lemmis, Toliver Morris, Ryan Altoon, Sara Hickman, Loara Cadavona, Melissa Infusino, Tony Shooshani (Chair)

**Non-Voting Present:** Denise Carter, Nicole Hatley

**Non-Voting Absent:** Jeremy Harris, Griselda Suarez, Jeremy Schott, Scott Apel, Diane Arnold, Don Darnauer, Nick Edwards, Councilwoman Lena Gonzalez CDI, Pearce CD2

**DLBA Staff:** Kraig Kojian, Broc Coward, Austin Metoyer, Jennifer Arenas, Steve Be Cotte, Mo Mills, Cherisse Evans, Nalysia Tea

**Guests:** Tokotah Ashcraft- interTrend and POW!WOW! Long Beach, Anita Rao Keech - KCRW, Rand Foster- Fingerprints and SAM, Deputy Chief Wally Hebeish- LBPD, Commander Michael Lewis- LBPD

### **I. CALL TO ORDER and INTRODUCTIONS – Silvano Merlo, Chair-Elect**

Meeting called to order at 8:16 AM. [Presentation](#)

Merlo introduced the following guests:

- LBPD Commander Lewis and Deputy Hebeish
  - Dept. Hebeish: Currently serving as the Patrol Bureau Deputy Chief overseeing all patrol divisions, he has served with the LBPD for 25 years. He thanked the Board for making the Downtown what it is today and encouraged members to reach out with any needs they may have.
  - Commander Lewis: The LBPD is planning how to deploy their resources for Pride and Independence Day as well the busy summer ahead in Downtown.

Kojian shared information about a partnership that was formed with DLBA, POW! WOW! Long Beach, KCRW (89.9 FM) and Summer and Music (SAM) for two summer music events this year- POW! WOW! Closing Party and Buskerfest, introducing the following guests: **(Slides 2-5 presented)**

- KCRW- Anita Rao Keech  
This is the first time KCRW has brought their Summer Nights program to Long Beach. They will bring their own DJs and events team and expect to draw in a larger audience from the LA area. POW! WOW! Closing Party is being held July 27 and Buskerfest on September 7.
- POW!WOW!-Tokotah Ashcraft  
POW! WOW! brings together local artists as well as artists from all over the world. There will be a spray paint battle, music, food and drinks. Long Beach Transit is a sponsor for this event as well.
- SAM-Rand Foster  
Foster thanked the Board for their years of support. He explained that Fingerprints was inspired by KCRW, so having the opportunity to partner with them now is very meaningful.

- The challenge was to determine how to incorporate something new into Buskerfest and felt that KCRW would provide an opportunity to include people from outside our community. Currently, they are booking artists and looking for sponsorship opportunities as well as word of mouth promotion. Cunningham offered to post the event on her rental property website. KCRW will be promoting the event on the radio two weeks prior.

## **CONSENT CALENDAR (Items 2 and 3)**

**(Slide 6 presented)**

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 17, 2019 Meeting](#)
3. FINANCIAL REPORT: [Year-To-Date Financials through April 30, 2019](#)

Kojian explained that based on projections, parking meter revenue is under budget by \$125,000 due to the removal of parking meters during the construction on Broadway and 3<sup>rd</sup> Streets. The multi-space meters should be installed later this month. DLBA is making adjustments to its programming budgets to accommodate for this lost revenue.

**ACTION: Approve Consent Calendar Items**

**MOTION: 1<sup>st</sup>: Pullman. 2<sup>nd</sup>: Keisler.**

**VOTE: None opposed, no abstentions. Motion carries.**

## **REGULAR AGENDA (Items 4 - 9)**

4. CHAIRPERSON'S REPORT- Merlo

- A. Organizational/Transitional Planning Task Force Update- **TABLED**

The Executive Committee has previously approved the recommendations from a special Task Force, created to review the PBID renewal process, the strategic 3-5-year plan and the CEO agreement. Altoon, Chair of the Task Force, was not in attendance to present these recommendations to the Board for their consideration. This will be added to the August Board Meeting agenda.

- B. Update on Development Corporation – Alan Pullman

**(Slides 13-14 presented)**

In 2012, the DLBA set up a 501c3 (DDC) and its Board has been made up of DLBA Executive Committee members. This organization is now in transition from a Downtown focus to a city-wide focus in support of the City's Blueprint. A Task Force was formed along with two consultants to help create a strategic plan for this transition as well as develop its goals and vision. The new name of this organization is the Long Beach Economic Partnership and a Board has been named. The first Board meeting was June 17 and they will also hold a Board Orientation in July. The DLBA Board will be represented on the LBEP Board by one voting member and DLBA staff will hold one non-voting seat. The goals of this new organization are corridor revitalization, Long Beach-centric marketing, business development and inclusive entrepreneurship. The DDC Board will continue to manage all fiscal responsibilities until the LBEP Board officers have been elected and the transfer of authority takes place. DLBA may need to file a combined tax forms for this fiscal year.

- C. Governance Committee Report- Silvano Merlo, Chair ([action report](#))

- i. **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, 2019 as recommended by the Governance Committee:**

**MOTION: 1<sup>st</sup>: Johnson. 2<sup>nd</sup>: Cunningham.**

**VOTE: None opposed, Hosseinzadeh and Keisler abstain. Motion carries.**

Premium Area: Graham Gill, Lee & Associates

Standard Area: [Sheva Hosseinzadeh](#), Coldwell Banker Commercial BLAIR WESTMAC\*

Residential Representative: [Bob Kelton, Resident\\*\\*](#)

- ii. **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, 2019 as recommended by the Governance Committee:  
**MOTION:** 1st: Kelton. 2nd: Cunningham.  
**VOTE:** None opposed, Pullman, Fixen and Keisler abstain. Motion carries.  
 East Village: [Jeremy Schott](#), The Dark Art Emporium\*\*  
 Pine/Promenade: [Alan Pullman](#), Studio One Eleven\*  
 Waterfront: [Debra Fixen](#), Shoreline Village\*
- iii. **ACTION:** In accordance with DLBA Bylaws, recommend the Board of Directors approve the following two candidates to serve as At-Large voting Directors for a two-year term effective, October 1, 2019:  
**MOTION:** 1st: Johnson. 2nd: Pullman.  
**VOTE:** None opposed, Kripp and Keisler abstain. Motion carries.  
[Allison Kripp](#), The Den Salon\*  
[Nicole Hatley](#), vox.magneta\*\*
- iv. **ACTION:** In accordance with DLBA Bylaws, recommend the Board of Directors approve the following candidate to serve as Downtown Residential Representative, Second Council District voting Director for a two-year term effective, October 1, 2019:  
**MOTION:** 1st: Pullman. 2nd: Kelton.  
**VOTE:** None opposed, Keisler abstains. Motion carries.  
[Pat Welch](#), Resident
- v. **ACTION:** Recommend the Board of Directors approve the following five candidates to serve as non-voting Advisors for a one-year term effective October 1, 2019 as recommended by the Governance Committee:  
**MOTION:** 1st: Burks. 2nd: Pullman.  
**VOTE:** None opposed, Keisler abstains. Motion carries.  
[Jeremy Harris](#), Long Beach Area Chamber of Commerce\*  
[Griselda Suarez](#), Arts Council for Long Beach\*  
[Alishia Holmes-Watson](#), Resident  
[Patty Wirth](#), The Funnel House and Ice Cream & Yogurt on the Boardwalk  
[Cameron Andrews](#), Pier Communications
- vi. **ACTION:** In accordance with DLBA Bylaws, recommend the Board of Directors approve the following candidate to fill an At-Large vacancy as a voting Director effective immediately and serve the remaining term expiring September 30, 2020:  
**MOTION:** 1st: Johnson. 2nd: Cunningham.  
**VOTE:** Non opposed, Keisler abstains. Motion carries.  
[Denise Carter](#), Resident\*\*

\* Returning Board Member, Incumbent

\*\* Returning Board Member, new seat

- Kojian explained the election process now that the two slates have been approved today by the Board. A postcard ballot will be mailed to all stakeholders (approximately 5,000), providing unique voter identification codes to allow for on-line voting through the DLBA website. The deadline for submitted ballots in July 17 and the votes will be tallied on July 18. Once confirmed by the Governance Committee, the new Board members will be notified. All Board members for 2019-20 will be asked to serve on at least one committee and may be appointed to a

committee Chair or Vice-Chair along with individuals from the community to serve as committee members. Recruitment for the 2020-21 Board will become a year-round endeavor.

5. PRESIDENT AND CEO REPORT – Kraig Kojian

A. Public Safety Annual Survey Results-Broc Coward, DLBA COO and Mo Mills, DLBA Research Analyst  
**(Slides 25-42 presented)**

- Mills presented the survey (taken over a two week period in April), the its results which reflect stakeholder’s perceptions of public safety in the downtown area.
- Coward answered questions from the Board:
  - Regarding our homeless community and their use of private property for shelter: There are resources available to property owners. City prosecutors and LBPD have established a “no trespassing” policy, allowing property owners to authorize the Police Department to represent them in their absence. To date, there are over 120 properties in the south division utilizing this policy. Commander Lewis added that PD has staff focused on securing property, looking at safety issues such as lighting, alcoves, shrubs. Coward is happy to take inquiries related to the no trespassing program.
  - Regarding sidewalk occupancy: Commander Lewis explained that sidewalks are public property and the only requirement is that there is clearance for a wheelchair to pass. In such incidents, Coward encourages the public to call Safety Ambassadors/Homeless Outreach Specialist, who will pay a visit and offer resources. DLBA homeless outreach (increased hours for summer) offers the next level beyond what the safety ambassadors can do. They will follow up with logistics whether related to employment or medical issues. Steve Be Cotte, DLBA Community Outreach Manager added that DLBA coordinates efforts with Health Services. Some individuals experiencing homelessness are service resistant. The DLBA Outreach Specialist develops relationships and earn individuals’ trust over time. Once we have learned about the individual and their specific problems, DLBA works as part of a coordinated entry system which assesses individuals’ needs and helps get them to the proper agency either the multi-service center (MSC) or mental health association (MHA). The city’s Quality of Life officers and HEART team count on DLBA to provide information which helps serve those in need of their services.
  - Kripp, a former member of the Public Safety Committee, encouraged Board members to attend the Public Safety committee meetings where much information is provided by the committee, LBPD, the city prosecutor and HHS.
  - Kojian mentioned that June is Public Safety month.

B. Staff Updates

**Dashboards (Slides 44-48 presented)**

- The dashboards are a public facing tool to track the progress being made from each DLBA department including their committees. The Executive Committee reviews the dashboard results monthly and are also made available on the DLBA website.
- Advocacy-There was an article published this week in the Long Beach Business Journal regarding Inclusionary Housing—DLBA staff anticipates that they will be recommending to the City Council, a 15% fee on new housing development as part of our housing advocacy plan.
- Events-Live after 5 is tomorrow night. Taste of Downtown-Pine Avenue (June 26-27) has 30 restaurants participating and has expanded its footprint to include the promenade. Board members are encouraged to volunteer at ticket sales booths for upcoming events.

6. OLD BUSINESS

7. NEW BUSINESS

8. PUBLIC COMMENTS

9. ADJOURNMENT Meeting adjourned at 9:39 AM.