



**DOWNTOWN
LONG BEACH
ALLIANCE**

BOARD OF DIRECTORS MEETING MINUTES

August 17, 2022

8 AM

In-Person:

Studio One Eleven Conference Room
245 E Third St
Long Beach, CA 90802
OR

Join Zoom Meeting

Meeting ID: 826 4585 3565
Passcode: 630597

Voting Present: Loara Cadavona, Debra Fixen, Alan Pullman, Allison Kripp, Sheva Hosseinzadeh, Eric Lopez, Alan Burks, Denise Carter, Graham Gill, Mike Gold, Laurie Gray, Bob Kelton, Rhonda Love, Isidro Panuco, Sam Pierzina, Cheryl Roberts, Pat Welch

Voting Absent: Monica Garrett, Sean Rawson

Non-Voting Present: Cameron Andrews, Amy Chambers, Jeremy Harris, David Bright (Council District 1), Ebonee Pearson (Council District 1)

Non-Voting Absent: Scott Apel, Griselda Suarez, Council District 2, Don Darnauer, Diane Arnold

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

Guests: Ishmael Nuñez, BDS Planning; Mike McCrossin, Block by Block

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 [June 15, 2022](#), Meeting
3. FINANCIAL REPORT: [Year-To-Date Financials through June 2022](#)

ACTION: Approve Consent Calendar Items

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

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

REGULAR AGENDA (Items 4-9)

4. CHAIRPERSON'S REPORT - Cadavona
 - A. Executive Committee Report
 - Cadavona announced that a special closed session Board meeting will be scheduled at the end of this month regarding the President & CEO search.
 - Cadavona shared that a Search Committee member has been contacting Board and community members about the candidates for the President & CEO position. Cadavona reminded the Board of the importance of confidentiality in this matter.
 - i. President/CEO Search Update – Debra Fixen
 - Fixen thanked the Search Committee for its hard work in this process.

- There were over 285 sources and persons contacted. Out of that 285, 58 were interested in the position. The Committee narrowed this down to 16, then to 9, each with their own 1-hour interview. Lastly 3 in-person interviews took place with the finalists. These are the same individuals who the Board will review at its closed session meeting later this month.
- ii. Final President/CEO Candidate Negotiations
- Cadavona and Welch reviewed the closed session and what that format looks like. Cadavona clarified that the Board will review the recommendations of the Executive and Search Committees before making the final decision.
 - Gill noted that there are obstacles with explaining in detail what this process was with each interviewee. He proposed creating an outline that can help illustrate this.
 - Pullman reminded the group that this is a process the Board already approved.

ACTION: Recommendation by the Executive Committee to approve the current Chair, Chair-Elect, and immediate Past Chair to negotiate additional terms (at-will employment and, if needed, employment terms and benefits such as vacation, sick, medical, and a onetime contingency up to \$12,000) with guidance from a Human Resources Consultant to ensure alignment with industry standard.

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

VOTE: None opposed. No abstentions. Motion passes.

iii. President/CEO Transition & Onboarding

- Organizational/Staff Bonus Structure
- Overview
 - Welch asked if the Executive Committee has considered incorporating a emotional health metric when evaluating the President & CEO annually. Cadavona said there will be a human resource component that will contribute to this evaluation. This will allow for some staff input.
 - Gold asked for clarification on the evaluation process to understand how the decision is made. Cadavona referenced DLBA Bylaws, noting the Executive Committee is responsible for this but the approval process will be transparent to the extent allowed by the Brown Act.
 - Pullman encouraged a modified assessment tool that includes more discussion rather than a checklist.

ACTION: Recommendation by the Executive Committee to approve the President/CEO annual base pay and bonus range based off the following evaluation process:

- Executive shall be eligible to receive an annual increase on their base pay ranging generally from 0-5% on their overall performance scores from evaluation, financial strength of the organization, and CPI/cost of living.
- Executive shall be eligible to receive an annual bonus based on their performance scores related to the Company's accomplishment of certain strategic plan milestones by Executive, financial strength of the organization, and CPI/cost of living.

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

VOTE: No abstentions. Welch opposed. Vitug not present for vote. Motion passes.

B. Governance Committee Report – Debra Fixen

i. Executive Committee Election Process

- Mader informed the Board that they will receive an email from staff announcing the new Board of Directors and Advisors, and those who are eligible for the Executive Committee. Additionally, Cadavona and Fixen will be contacting the individuals who are eligible to serve as Chair-Elect to gauge interest and inform them of next steps.

ii. Slate Results

ACTION: Ratify slate results for DPIA & PBID representatives for 2022-2023 Board

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

VOTE: None opposed. Gill abstained. Pullman not present for vote. Motion passes.

iii. Board Appointments

ACTION: In accordance with DLBA Bylaws, approve the following two candidates to serve as At-Large voting Directors, appointed for a two-year term, effective October 1, 2022

- [John Tully](#), Pedal Movement
- [Jimmy Spicer](#), Daily Dose

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

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

ACTION: In accordance with DLBA Bylaws, approve the following candidate to serve as a voting Director representing PBID – Standard, appointed for a two-year term, effective October 1, 2022 (Contingent upon the sale closing on the property at 4th & Linden).

- [Shane Young](#), Young Lewin Advisors, Inc.

MOTION: 1st: Pierzina; 2nd: Cadavona.

VOTE: None opposed. Carter abstained. Motion passes.

ACTION: In accordance with DLBA Bylaws, approve the following candidate to serve as Downtown Residential Representative for Area B, voting Director for a two-year term, effective October 1, 2022.

- Pat Welch, Downtown Resident

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

VOTE: Receive and file; No action taken.

ACTION: In accordance with DLBA Bylaws, approve the following three candidates to serve as non-voting Advisors, appointed for a two-year term, effective October 1, 2022.

- [Jane Gould](#), St. Luke's/San Lucas Episcopal Church
- Cameron Andrews, Pier Communications
- Jeremy Harris, Long Beach Area Chamber of Commerce

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

VOTE: None opposed. No abstentions. Motion passes.

5. PRESENTATION OF [DIVERSITY, EQUITY, INCLUSION & ACCESS INITIATIVE – EQUITY FRAMEWORK WORK PLAN](#) – Co-Chairs, BDS Planning, & Staff

- Co-Chairs Carter and Vitug spoke to the Board about the process of this initiative over the last several months. The DEIA Steering Committee (guided by BDS Planning) met in person 3 times to help keep this project on track and true to the Downtown community. The Committee was made up of various community members from different industries and backgrounds. Some key discussion items included:
 - DLBA's Impact
 - DLBA's Accountability
 - DLBA's Role
 - DLBA's Credibility
 - Downtown Long Beach – Sense of Community
- The Committee also reviewed the plan for the coming year and months and expected milestones to ensure this initiative stays on track. Vitug reminded the Board that this is a job not just for the Steering Committee but for the Board, committees, and staff as well.
- Nuñez reminded the group of the timeline starting in October 2021.
- Nuñez reviewed aspects of the plan, specifically the Work Plan which maps out key checkpoints beginning now and ending around 2024. Though the Work Plan ends in 2024, the efforts behind DEIA will continue. This was compiled from a brainstorming session of the committee.
- Coward thanked Nuñez and the BDS team for their assistance in this important initiative. He extended his thanks to Co-Chairs Carter, Vitug, Suarez, and the entire Steering Committee for the time they've dedicated.
- Mills added that DLBA is the first BID to undertake DEIA as a significant focal point of the organization.

ACTION: Approve recommendation to adopt the Diversity, Equity, Inclusion, & Access Initiative – Equity Framework Work Plan and its incorporation into the Strategic Plan.

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

VOTE: None opposed. No abstentions. Kripp, Lopez, Panuco, and Pierzina not present for vote. Motion passes.

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: 1st: Hosseinzadeh; 2nd: Carter.

VOTE: None opposed. No abstentions. Kripp, Lopez, and Panuco not present for vote. Motion passes.

B. [FY 2022-23 Draft DLBA Budget](#)

- Coward and Ancalade introduced the draft budget and narrative which was provided to the Board alongside the agenda. Because of the various anticipated changes in the upcoming year (appointment of President & CEO, relocating offices, etc.) it is likely a revised budget will come before the Board again early in the new fiscal year.
- Each manager reviewed their respective department budget on slides 31-44. Each slide reflects the general description for each department but also includes a detailed breakdown of how much funding is allotted for each expense.

ACTION: Approve or amend FY 2022-23 Budget as presented and recommended by the Executive Committee.

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

VOTE: None opposed. No abstentions. Kripp, Lopez, Burks, and Panuco not present for vote. Motion passes.

C. PBID Renewal Update – Austin Metoyer

- Metoyer thanked Cadavona and the other Board members for their hard work in helping get the district renewed. 78% of property owners who returned their ballots voted in favor of the renewal. City Council passed this, 8-0 with one recusal. Councilmember Allen recused herself due to owning property in the district.
- Currently Metoyer is working with the City and NBS on parcel adjustments.
- Even though the PBID has been extended for another 10 years, the work isn’t done. The Marketing Department is working on a campaign to show the PBID at work and the benefits of this district.

D. Misc. Updates

- Coward announced plans for the activation of Lincoln Park through work with community partners such as the City, Studio One Eleven, City Fabrick, Long Beach Community Foundation, and more.
- Additionally, Coward reminded the Board of the conversation around food trucks in Downtown, particularly at the Waterfront. DLBA will be participating at an upcoming City Council meeting to advocate for proper enforcement and regulation of these businesses.

6. OLD BUSINESS

7. NEW BUSINESS

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

9. ADJOURNMENT

Adjourned at 9:39 AM.

NEXT SCHEDULED BOARD MEETING:

October TBD

8AM

Location: TBD

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

All meetings held by the Downtown Long Beach Alliance shall be conducted in compliance with the Brown Act, California Government Code Section 54950 et seq., and its requirement that public commissions, boards, councils, and public agencies conduct business openly. E-Mail correspondence regarding agenda items can be directed to info@dlba.org. Agenda items may also be reviewed as posted in public view at the DLBA offices or at City Hall. If special accommodation is desired pursuant to the Americans with Disabilities Act, please make your request by phone to (562) 436-4259, by noon the day prior to the meeting.