



**DOWNTOWN
LONG BEACH
ALLIANCE**

BOARD OF DIRECTORS MEETING MINUTES
Wednesday, August 19, 2020
Begins 8 AM

[Join Zoom Meeting](#)

Meeting ID: 892 8095 4359

Passcode: 292694

Voting Present: Silvano Merlo, Alan Pullman, Laurie Gray, Alan Burks, Todd Lemmis, Graham Gill, Sam Pierzina, Ryan Altoon, Johanna Cunningham, Sheva Hosseinzadeh, Bob Kelton, Allison Kripp, Tony Shooshani, Loara Cadavona, Denise Carter, John Keisler, Pat Welch, Liz Simmons

Voting Absent: Debra Fixen, Debra Johnson

Non-Voting Present: Alishia Holmes-Watson, Cameron Andrews, Griselda Suarez, Scott Apel

Non-Voting Absent: Councilmember Zendejas, Councilmember Pearce, Don Darnauer, Diane Arnold, Jeremy Harris, Mohammad Hassanpour, Patty Wirth

DLBA Staff: Kraig Kojian, Broc Coward, Austin Metoyer, Cherisse Evans, Mo Mills, Monica Morrill, Sam Mehlinger, Mariah Hoffman, Steve Be Cotte

Guests: LBPB South Division Commander Jeffrey Liberman

I. **CALL TO ORDER and INTRODUCTIONS** – Silvano Merlo, Chair
[MEETING PRESENTATION.](#) Meeting called to order at 8:06 AM

Commander Liberman gave a brief report and took questions from the Board:

- 40 crimes reported since July 1, the majority being classified as residential burglary. These are mostly car break-ins occurring in parking garages Also some reports of parked vehicles being broken into on street and auto theft.
- In response to the Open Streets - Pine Avenue closures, LBPB has enhanced staffing in entertainment district, focused on providing a safe environment to make the public feel comfortable shopping and dining. Also assisting individuals experiencing homeless and working with local partners to offer services.
- Cadavona asked how these crime statistics compare to this time last year. Liberman answered that the events of May 31 skew these statistics, with a large number of businesses in Downtown sustaining damage, resulting in a 124.5% increase in reported crimes. Other statics:
 - Homicide down 33%
 - Assault with a deadly weapon up 15% (due to 5 additional instances, outside Downtown)
 - Robbery is down 30%
 - Residential burglary down 8.4%
 - Garage burglary up 137%
 - Car Burglary up 25%
 - Grand theft auto up 28%
- The increases in property theft can be attributed to the current COVID environment. With people staying home, it is much easier for burglars to gain access to cars. Also, there is a lack of consequences for property theft and therefore an increase in repeat offenses.
- Hosseinzadeh asked about the number of arrests for looting since May 31. Liberman offered to provide statics after the meeting but did discuss a task force that has been established to continue to search for people that participated in the looting that occurred. Cases are still being filed and suspects being identified from video that was captured. Those arrested will be held accountable to fullest extent of the law.

- Gill asked if there is a plan in place to resolve the concern about letting people out of jail who may be repeat offenders. Liberman answered that this problem is a legislative issue. These laws are well-intentioned but result in the unintended consequences we see now.
- Kripp asked if there are any statics of how many calls are made to the quality of life department daily Liberman offered to provide statics after the meeting, but explained that all officers in the field support division work closely with the mental health evaluation team, who takes the lead in these situations. The quality of life officers are there to support, as often health care workers feel safer having officers present. It requires an average of 12 interactions for people experiencing homelessness to accept services. The scope of the problem has increased and therefore all officers are considered quality of life officers.
- Recommended watching Seattle is Dying. <https://www.youtube.com/watch?v=bpAi70WWBlw>
- **After the meeting, Commander Liberman provided the following information in response to some of the questions that arose regarding the looting that occurred Downtown during the protests on May 31, 2020:**
 - Arrest warrants: 32
 - Cases presented and under review by District Attorney and City Prosecutor: 39
 - Vehicles impounded: 22
 - Search warrants obtained: 23
 - Task Force is still very active and pursuing all leads. We expect many more arrests. Final numbers are still being quantified.

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.

Kojian asked to have a separate discussion of the Financial Report, requiring a separate action to be taken to approve items 2 and item 3.

2. SECRETARY REPORT

ACTION ITEM: Approve the [Minutes from June 17, 2020 Meeting](#)

MOTION: 1st: Altoon. 2nd: Kripp.

VOTE: None opposed. Keisler abstained. Cunningham not present to vote. Motion carries.

3. FINANCIAL REPORT

- Kojian reminded the Board of the emergency budget that was established in April for the remainder of the fiscal year, at which time projected revenues were reduced: both PBID and DPIA revenues by 25%, parking meter revenue by 75% and special event revenue by 100%. The City put a moratorium on late fees related to business license renewals through August 31 which would affect assessment collections. In conjunction with those revenue adjustments, programming and services were reduced accordingly.
- Dickson reported that as of July 31, 2020 we are \$147,000 ahead of budget on revenues, based on the revised emergency budget. Expenses are under budget by approximately \$343,000 resulting in a net of nearly \$500,000.
- Kojian says that we may not have seen the entire COVID impact on our revenue. As businesses continue to deal with economic challenges, business license fees/assessment collections may go down further.

ACTION ITEM: Approve the [Year-To-Date Financials through June 30, 2020](#)

MOTION: 1st: Altoon 2nd Shooshani.

VOTE: None opposed. Cunningham and Keisler not present to vote. Motion carries.

[As an addendum to the approved Financial Report, Kojian requested Keisler to present the CARES ACT funding being awarded to LB Business Improvement Districts \(BIDs\):](#)

- Mayor Garcia and City Council allocated \$1 million of these funds to distribute amongst the nine BIDS city-wide to support businesses adversely affected by COVID. DLBA will get two allocations based on managing two districts and a per stakeholder pro rata portion. The City Manager is finalizing the

recommendation this week. The federal CARES Act funds are granted from Congress must be spent by the end of the year and are to be used specifically for COVID-19 relief, including offsetting COVID-related costs the BIDS have incurred, as well as direct economic support to businesses and residents beginning March 1 to date.

- **Pullman inquired about the amount of grant money DLBA will be receiving. Keisler says there should be more information by the end of the week. Below is what was learned AFTER the meeting:**

- City allocates \$1M to approximately 10 BIDS for reimbursable COVID-related projects from March - December
- \$70,000 base payment for each improvement district, plus
- \$89.39 for each business up to 500 businesses (maximum is \$44,695)
- Maximum distribution to any BID is \$114,695
- DLBA will receive maximum payment for each of the two BIDs
- Total distribution to DLBA is \$229,390

REGULAR AGENDA (Items 4 - 9)

4. CHAIRPERSON'S REPORT- Merlo (Slides 5-19 presented)

A. Executive Committee Report

i. Present [FY 2020-21 DLBA Draft Budget](#)

- Kojian explained that the budget process was delayed in order to see what impacts COVID-19 would have on our organization and our community. We have now drafted with a balanced budget for fiscal year 2020-21, based on the trends we have observed, and with the additional revenue provided by the Board's approval of a 3% increase in both DPIA and PBID assessments. All programming and services are in alignment with our Strategic Plan. Our committees have been crucial in achieving the organization's objectives.
- Advocacy has now added a pro-rate portion of personnel, due to the amount of staff time spent within this department
- Placemaking is planning projects to help activate public space during COVID, specifically related to outdoor dining (Open Streets/Pine Avenue closures) as well as landscaping and beautification projects.
- Economic Development gained a financial commitment in FY 2019-20 from Farmers & Merchant (F&M) Bank of \$30,000 each year for three years, to be used for funding the Women Owned Business Accelerator (WOBA). Entrepreneur/ Education programs and other small business grants. Because of COVID, F&M Bank agreed to reposition the funding this year to allow 30 businesses to receive \$1,000 grants. The PACE program will continue, which has been a very helpful coaching tool for businesses during the challenges of COVID. Expansion of the pedestrian sensor program further West and North, to gain a better understanding of movement throughout Downtown which provides more accurate information for the Economic Profile and Snapshot reports. There will also be a focus on recovery and recruitment, establishing a strategy to address upcoming vacancies, partnering with local property owners, brokers and our own marketing department. Based on discussions related to economic inclusion and equity, Economic Development committee is creating a grant or accelerator program for a minority-owned business.
- Marketing and Communications launched the Downtown recovery campaign to support businesses by providing needed promotion through digital ads and video, letting residents and visitors know what is open and what is happening. Will be adding a retail-focused version of this campaign soon. Continuing with the DLBA webinar series. The first iteration had a COVID-related theme. The next series will be incorporate a broader scope of topics, including economics, public safety, and racial equity. Continuing the daily gift card giveaway. Working on our website functionality.
 - Welch asked how we determine which businesses to promote, specifically with the gift card give away. Mehlinger explained that we go reach out to a wide range of business sectors found in our database.

- **Cadavona asked how many participants we have in the gift card giveaway. This information was not available during the meeting but was later provided to the Board:** Currently 77 entries per giveaway event. Since the program's inception, approximately 3,200 people have participated.
- **Special Events:** There are no expected events therefore no projected revenue, but money is being reserved in this department's budget should the opportunity arise to put on events. The personnel budget also includes two staff positions that are currently vacant, so the money is available if there is a need to fill them.
- **Operations:** The Clean & Safe teams have been out on the streets continually throughout COVID. Minor changes have been made in scheduling and automation has been implemented to some services, improving efficiencies and saving on costs. A Quality of Life Ambassador will be working four days a week, plus all Safety Ambassadors have been cross-trained for further homeless outreach in our districts.
- Kojian explained the budget timeline. Once the Board approves the draft budget, with or without amendments, it will then be presented to the City in early to mid-October, seeking its approval.
- (Slide 20 presented) Kojian mentioned the Prop A contract related to transit corridor maintenance provided the Clean Team. It expires at the end of September and is currently being renegotiated for a 90-day extension to extend through December 31. If this contract is not renewed as of January 1, 2021, it will require a reduction of \$177,000 in revenue as well as reduced expenses and services for this fiscal year.
 - Pullman asked if the anticipated CARES Act money appears anywhere in this budget. Kojian answered that this money has not been factored in for a few reasons. The amount of grant money is still unknown. Also, these funds may be used towards COVID-related reimbursement of money already spent.
 - Pullman also asked about DPIA revenue and a previous discussion with the City about reducing some City fees. Metoyer reported that recently an action item passed in City Council waiving fees for restaurants specifically related to health, fire and safety issues, but not including business licenses or BID assessments.

ACTION ITEM: Approve FY 2020-21 Budget as presented and recommended by the Executive Committee.

MOTION: 1st: Kelton. 2nd: Cunningham.

VOTE: Before Kripp voted, she asked if the uses of the CARES Act funds will be transparent to the Board once they are available. Kojian explained that these funds will go towards COVID-related expenses already incurred. Kripp voted in favor of approving the budget as presented. None were opposed. Keisler abstained. Motion carries.

B. Governance Committee Report - Alan Pullman, Chair

- Pullman reported that there is still seeking a candidate for the vacant DPIA Board seat. The committee is taking a more proactive approach, expanding its outreach to include neighborhood associations.
- There have been recent conversations about inclusion and diversity and how to turn this into action by incorporating them into our updated strategic plan in 2021. The committee is also reviewing options for a Board inventory form, which would compile data on skills as well as demographics, similar to what the Arts Council currently uses. The committee will be presenting progress on this topic to Executive Committee and Board in the coming months.

5. PRESIDENT AND CEO REPORT – Kraig Kojian

A. Open Streets Initiative Update – Mariah Hoffman, DLBA Placemaking Manager (Slides 25-30)

- Hoffman shared the [DLBA webpage](#) in her presentation and reported that DLBA will be submitting an application for grant funds being provided by the Long Beach Community Foundation, to help with the expenses related to Pine Avenue closures.

- Holmes-Watson asked why it appears (on Slide 30) that residents were not in favor of the Pine Avenue closures. Mills explained that that particular question was regarding closures from First and Third Streets and that there was only one residential response. 91% of total residential responses were in favor of some closures.
 - Holmes-Watson also asked if parking was a concern. Kojian answered that the few spaces in that section of Pine are most/all parking is limited to 24-minute and red zones. Valet parking will be stationed on First Street between Pine and Pacific. Loading zones will be available on Broadway and Third Street for delivery and curbside pick-up.
 - Pullman asked how this program is being promoted and how to measure the impacts of this project. Hoffman answered that a survey is being created to gain measurable results. Mehlinger shared a couple of related links (see links below) and talked about the marketing campaign “Dine Out DTLB” which includes an interactive map showing the outdoor dining, pick-up and delivery operations of Downtown restaurants. Ads will also appear in the Gazettes and the Press Telegraph as well as being promoted on our social media channels. The Long Beach Post is producing videos to also help promote.
 - <https://downtownlongbeach.org/wp-content/uploads/Pine-Ave-Closure-Fact-Sheet.pdf>
 - <https://downtownlongbeach.org/dine/>
- Several Board members expressed support of this program: Welch, Pullman, Cadavona amongst them.
 - The CSULB Economic Forum will be virtually held tomorrow from 10 AM - Noon. It had previously been an annual event in April but will now be held on a quarterly based on business sectors. Kojian encouraged the Board members to attend.

B. **Organizational Dashboards**

6. OLD BUSINESS
 7. NEW BUSINESS
 8. PUBLIC COMMENTS (three minutes on all non-agenda items)
 9. ADJOURNMENT
- Meeting adjourned at 9:51 AM.

ANNUAL BOARD MEETING 2020-21

Wednesday, October 7, 2020

8 AM

Zoom Meeting: Information to be provided

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 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.