



**DOWNTOWN
LONG BEACH
ALLIANCE**

BOARD OF DIRECTORS MEETING MINUTES

**Wednesday, August 21, 2019
8:00 A.M.**

**SHANNON'S AT THE TOP
201 Pine Avenue, Long Beach, CA 90802**

Voting Present: Alan Pullman, Debra Fixen, Alan Burks, Todd Lemmis, Toliver Morris, Debra Johnson, Sam Pierzina, Ryan Altoon, Johanna Cunningham, Tony Shooshani, John Keisler, Bob Kelton, Denise Carter, Daniel Tapia (was not present to vote on any action items).

Voting Absent: Laurie Gray, Sheva Hosseinzadeh, Sara Hickman, Allison Kripp, Melissa Infusino

Non-Voting Present: Jeremy Harris, Nicole Hatley, Griselda Suarez, Jeremy Schott, Scott Apel, Don Darnauer

Non-Voting Absent: Diane Arnold, Nick Edwards, 1st Council District Representative, 2nd Council District Representative

Guests: Michael Lewis, LBPD

DLBA Staff: Kraig Kojian, Broc Coward, Austin Metoyer, Christine Haddeman, Steve Be Cotte, Mo Mills, Nalysia Tea, Cherisse Evans, Mariah Hoffman

1. CALL TO ORDER and INTRODUCTIONS – Tony Shooshani, Chair
Meeting called to order at 8:08 AM

[Meeting Presentation](#)

CONSENT CALENDAR (Items 2 and 3) Slide 2 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 June 19, 2019](#)** meeting
3. FINANCIAL REPORT: **[Year-To-Date Financials through June 30, 2019](#)**

ACTION ITEM: Approve Consent Calendar Items

MOTION: 1st: Morris. 2nd: Pullman.

VOTE: None opposed, Cadavona abstains. Cunningham was not present for the vote. Motion carries.

REGULAR AGENDA (Items 4 -9)

4. CHAIR REPORT – Shooshani

- Shooshani and Kojian recognized and thanked out-going Board Members: Toliver Morris, Daniel Tapia and Sara Hickman
- Shooshani and Kojian also recognized and thanked out-going City Manager Pat West.
- A. Governance Committee Report – Silvano Merlo, Chair
 - i. 2018-19 Slate Results (Slides 3-10 presented)
Metoyer shared the results of the slate returns.
 - DLBA switched to digital ballots three years ago, rather than paper.
 - Assessed value of PBID returned slates were reduced from last year, but had more slates returned due to more residential property owners voting than commercial property owners.
 - DPIA slates returned were slightly more than last year

ACTION ITEM: Ratify PBID slates results for 2019-20 Board

MOTION: 1st: Pullman. 2nd: Morris.

VOTE: None opposed, Keisler abstains. Motion carries.

ACTION ITEM: Ratify DPIA slates results for 2019-20 Board

MOTION: 1st: Carter 2nd: Morris.

VOTE: None opposed, Keisler abstains. Motion carries.

- ii. Amend [Bylaws](#) and [Election Procedures](#)
Kojian mentioned that in conjunction with this proposed Bylaw change, the Governance Committee will consider staggering the nine advisors' terms, so they do not all come up for renewal in the same year.

ACTION ITEM: Amend Bylaw Section 8.5 f. to change Advisors' term from one year to two years. (Slide 12 presented)

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

VOTE: None opposed, Keisler abstains. Motion carries.

ACTION ITEM: Amend Bylaw Section 8.5, adding item (i) to include an additional Past Chair Board seat for those years when a sitting Chair has served 3 two-year terms and needs to serve one more year as Past Chair. (Slide 13 presented)

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

VOTE: None opposed, Keisler abstains. Motion carries.

ACTION ITEM: Amend Election Procedures section 2.1 to clarify the language related to the southern boundaries of DPIA districts bordering the Waterfront: East Village, Pine, West Gateway. Redefine the north/south boundaries between West Gateway and Waterfront. (Slides 14-18 presented)

MOTION: 1st: Carter. 2nd: Burks.

VOTE: None opposed, Keisler abstains. Motion carries.

- B. Organizational and Transitional Task Force Report – Ryan Altoon, Chair (Slides 19-22 presented)
 - Current and past Board Members served on this task force to review DLBA's organizational structure as well as options for transitioning through up-coming initiatives over the next few years. Three working groups were formed, each with a specific focus.

5. PRESIDENT AND CEO REPORT – Kraig Kojian

- A. Present [2019-20 DLBA Budget](#) (Slides 23-36 presented)

- The budget 2019-20 process begin six months ago which includes being review by each programming committee as well as the Finance Committee. It was then presented to the Executive Committee in July with a month to review and then again in August for approval, having addressed the committee’s prior recommendations.
- Pierzina asked about the budget related to the Economic Development department’s small business grants. Kojian explained that the monetary support provided for these grants is through sponsorship dollars, not assessment dollars.

ACTION ITEM: Approve FY 2019-2020 Budget as presented and recommended by the Executive Committee.

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

VOTE: None opposed, Keisler abstains. Motion carries.

- B. Inclusionary Housing Policy Update-Austin Metoyer, DLBA Economic Development and Policy Manager
- Approximately 18 months ago the City Council approved 28 recommendations to address affordable housing in the city. The city has held various community workshops which included builders, developers and housing advocates. The City has since hired a consultant, KMA, to develop a report with recommendations about what an Inclusionary Housing Policy should include in Long Beach. This report was released last Friday.
 - The KMA study divided the city into to submarkets that would be included in such a policy: Zone #1 focused on downtown and mid-town up to the Blueline Metro/405 freeway. It has had the most development in housing in the last 10 years. The recommendation is to have 11%-19% of new housing be affordable in buildings with over ten units, depending on many other factors.
 - Zone #2 includes the remaining areas of Long Beach where very little housing development has occurred. The city is looking at incentive measures to encourage housing development in this submarket.
 - DLBA will gather feedback from stakeholders to bring to Planning Commission in October before it goes back to City Council at the end of the year.
 - At the next study session, the focus will be to review the recommendations from the consulting group, specifically at the two submarkets and what programs are included in each, what are the requirements for the incentive programs, the criteria for number of units as well as looking at the research that informs these decisions. They will be encouraging input from the community. This will not include staff reporting.
 - DLBA has been benchmarking information from other cities that have an Inclusionary Housing Policies, but not specifically ones that have included reporting from KMA.
 - There are not currently any state-wide mandated Inclusionary Housing Policies
 - Keisler mentioned that there is no “city” stance on this issue, but rather a collective of representatives from across the city from different sectors and offer different perspectives. He suggested that DLBA has an opportunity to bring recommendations to the City Council.
 - Kojian added that DLBA has done in the past and will continue the practice of bringing constructive solutions, providing research and utilizing examples, rather than just supporting or opposing an item.
- C. Commercial Vacant Property Fee Policy- Metoyer
- Councilmembers from districts 6, 7, 8 and 9 brought concerns addressing long-standing vacant store front in their districts. They asked City Staff and the Economic Development Commission to look at the feasibility of establishing a vacant property fee.

- Metoyer along with representatives from the Chamber and Long Beach Commercial Real Estate Council along with local brokers and developers. attended a meeting to voice some concerns about such a policy. They decided to continue the discussion in more detail at the next meeting on August 27. Currently there is no recommendation or policy, just in the discussion phase. They may ask council for more time to assess the impacts of such a policy and what specifically a policy should include.
 - DLBA with partners at COBA and the Chamber of Commerce, has sent out a survey out to the brokerage community, property owners, Long Beach Real Estate Council and all downtown stakeholders. We encourage Board Members to share the survey with others to gather as much community feedback as possible.
 - Keisler mentioned that there may end up being different solutions for different types of situations. The purpose is to support landlords to activate their property and make a more positive impact on surrounding businesses and neighborhoods.
- D. Kojian talked about the success of the KCRW/SAM Pow!Pow! LB closing event, thanking sponsors such as Long Beach Transit. He also mentioned that KCRW will take part in the upcoming Buskerfest event on Sept.7 as part of their Summer Night series. August 28-29 are the final two-nights of the Taste of Downtown (at the Waterfront) series where Shoreline Village and Gladstone's have co-sponsored a firework show.

6. NEW BUSINESS

Commander Lewis:

- LBPD South Division Commander Lewis discussed the preparation for the California Democratic Presidential Forum being held at the Long Beach Convention Center in November. The week preceding and the week after are expected to be very busy in the city. The convention will hold 4,000 people but with the anticipation of rallies, speeches, protestors and media, there will be many more people throughout the city. The LBPD is actively preparing for this event.
- Crime statistics throughout the city are down and have been continuing in a downward trend over the last 45 years.

Griselda Suarez:

- Long Beach Gives- Sept. 19 is the first city-wide 24-hour giving campaign. The Josephine S. Gumbiner Foundation has brought 75 non-profits together for this event. Most participants are small non-profit organizations and do not have donor programs. The Gumbiner Foundation offers marketing support and training for the non-profits to launch their campaigns. Suarez explained there are different ways to get involved: as a Business sponsor, peer fund-raiser, in-kind donations and even putting up posters to raise awareness.
- Kojian mentioned that as DLBA is putting on Live After 5 that day, we can look at incorporating some awareness of this giving event into it.

Kraig Kojian:

- The Mayor has asked Austin Metoyer to join the Long Beach Economic Development Commission. Kojian congratulated Metoyer on this appointment .

Toliver Morris:

- Successfully completed a lease in Landmark Square- one of the largest creative office space 60,000 square feet. Trying to curate more of this type of office space to bring large employers from outside the area to Long Beach.

7. **ADJOURNMENT**

Meeting adjourned at 9:48 AM.

NEXT SCHEDULED BOARD MEETING:

Annual Board meeting to install new Directors and elect officers for FY 2019-20 will be held during the first week of October at a date, time and location TBD.

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.

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