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New Executive Committee Set for DLBA Board, 2021-22

Board Chair Loara Cadavona Begins Role; Debra Fixen, GM, Shoreline Village, named Chair-Elect

(LONG BEACH, CA – October 8, 2021) The Downtown Long Beach Alliance (DLBA) today announced a new Executive Committee has been appointed by its Board of Directors to serve during the 2021-22 fiscal year. The committee is led by new DLBA Board Chair Loara Cadavona, a Downtown Long Beach resident who previously served as Chair-elect.

The Executive Committee was named yesterday as part of the organization's Annual Board Meeting to start the new term. The following Board members are serving in executive roles for the fiscal year that runs from October 1, 2021, through September 30, 2022:

- Chair: Loara Cadavona
- Chair-Elect: Debra Fixen
- Past Chair: Alan Pullman
- Secretary: Allison Kripp
- Treasurer: Sheva Hosseinzadeh
- City Representative: John Keisler
- Alan Burks
- Denise Carter
- Sam Pierzina

"I'm very excited to have the opportunity to connect with such a highly energized group of fellow board members, committee volunteers and staff through this unique period in the history of Downtown Long Beach," said Cadavona. "DLBA continues to deliver enhanced value to businesses, residents and Downtown stakeholders. We remain focused on responding to and advocating for our community needs. This includes implementing a new strategic plan, fueling economic recovery efforts, increasing diversity and inclusion, and preparing for a key PBID renewal."

As Chair-Elect, Debra Fixen, General Manager of Shoreline Village, was appointed by the Board to serve as Chair for the 2022-23 fiscal year. She was DLBA Board treasurer last year. "I'm truly honored to have been selected to become Chair of the DLBA Board in the following fiscal year," said Fixen. "I look forward to further supporting the organization's efforts to contribute to the long-term vitality of our Downtown."

In July, stakeholders ratified an approved slate of proposed directors after the DLBA Governance Committee previously reached out to the Downtown community and solicited nominations for elected positions. This includes members representing the Property Based Improvement District (PBID) and Downtown Parking Improvement District (DPIA).

The DLBA Board meets on the third Wednesday in even numbered months, while the Executive Committee meets monthly on the first Thursday. In compliance with the Brown Act, all DLBA Board and Committee meetings are open to the public and members of the community are encouraged to attend and participate.

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The DLBA Board listed below also includes appointed directors, advisors and honorary members:

PBID Representatives (excludes vacancies for one Premium and two Standard Area representatives):

- Premium: Graham Gill, Lee & Associates
- Premium: Michael Gold, Long Beach Transit
- Premium: Michael Vitug, Intertrend Communications
- Standard: Sheva Hosseinzadeh, Coldwell Banker Commercial
- Standard: Sam Pierzina, Ensemble Investments
- Residential Representative: Bob Kelton

DPIA Representatives:

- East Village: Rhonda Love, Dreamcreator Studio
- North Pine: Laurie Gray, The Pie Bar
- Pine Avenue: Alan Pullman, Studio One Eleven
- Waterfront: Debra Fixen, Shoreline Village
- West Gateway: Alan Burks, Environ Architecture, Inc.

Appointed Directors

- Denise Carter, Resident
- Allison Kripp, The Den Salon
- Isidro Panuco, Resident (*New member*)
- Sean Rawson, Waterford Property Company
- City of Long Beach: John Keisler, Director, Economic Development
- Residential Representative, Council District 1: Loara Cadavona
- Residential Representative, Council District 2: Pat Welch

Advisors (Non-Voting Appointments; excludes one vacancy)

- Cameron Andrews, Pier Communications
- Scott Apel, Cal State University Long Beach
- Amy Chambers, Resident (*New member*)
- Monica Garrett, Margaux Agency (*New member*)
- Jeremy Harris, Long Beach Area Chamber of Commerce
- Griselda Suarez, Arts Council for Long Beach
- Council District 1: Mary Zendejas
- Council District 2: Cindy Allen

Honorary (Non-Voting)

- Diane Arnold
- Don Darnauer

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About the Downtown Long Beach Alliance: DLBA is a non-profit, community-based organization whose mission is to cultivate, preserve and promote a healthy, safe, and prosperous Downtown. By balancing the interests of the residents, as well as businesses, the DLBA creates tangible progress by way of vested interest and solidified partnerships across local, municipal, and commercial lines. For additional information, visit www.downtownlongbeach.org, or follow on Facebook @downtownlongbeach, and on Twitter and Instagram @DLBA.