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DLBA Board Sets New Executive Committee For 2022-23

Debra Fixen begins term as Chair; Denise Carter appointed Chair-Elect

(LONG BEACH, CA – October 12, 2022) The Downtown Long Beach Alliance (DLBA) today announced that its Board of Directors appointed a new Executive Committee to serve for the 2022-23 fiscal year which runs from October 1, 2022 through September 30, 2023.

The Executive Committee is led by new DLBA Board Chair Debra Fixen, Pacific Ocean Management, Director of Property Management overseeing Shoreline Village. She previously served as Chair-elect. The Board also appointed Denise Carter, Downtown resident, to serve as Chair-Elect.

"I'm honored and excited to serve the organization which includes working with more than 70 community-based members who volunteer to support the team in their efforts to deliver great value to businesses, property owners and stakeholders in Downtown," said Fixen, DLBA Board Chair. "We remain optimistic about the future of DTLB which includes supporting Austin Metoyer in his role as our newly appointed president and CEO."

The following members of the Executive Committee (full Board details below) were named as part of the organization's Annual Board Meeting to start the new term:

- Chair: Debra Fixen
- Chair-Elect: Denise Carter
- Past Chair: Loara Cadavona
- Secretary: Alan Burks
- Treasurer: Sam Pierzina
- City Representative: Eric Lopez
- Mike Gold
- Rhonda Love
- Sheva Hosseinzadeh

"On behalf of DLBA, thanks to Loara Cadavona for her outstanding leadership and energy as Chair over the past 12 months to ensure our organization's strong foundation," said Austin Metoyer, DLBA President and CEO. "We are fortunate to work with a diverse set of Board members to help us accomplish the strategies to fuel the development and growth of Downtown for years to come. This includes collaborating with several strong women leaders including Loara, Debra Fixen and Denise Carter, our Chair-Elect."

According to Carter, "As a resident of Downtown Long Beach for over 20 years, every day I see first-hand the positive impact of the DLBA programs and services making our community a great place to work, live and enjoy. Thank you to the Board for the vote of confidence. As Chair-Elect, I look forward to being an advocate for all stakeholders as we continue to shape the future of DTLB," she said.

In July, stakeholders voted for a slate of proposed directors after the DLBA Governance Committee reached out to the Downtown community and solicited nominations for elected positions. This included members representing the Property Based Improvement District (PBID) and Downtown Parking Improvement District (DPIA). The Board plans to meet 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. The DLBA Board listed below includes appointed directors, advisors and honorary members:

PBID Representatives:

- Premium: Graham Gill, Lee & Associates
- Premium: Michael Gold, Long Beach Transit
- Premium: Sean Rawson, Waterford Property Company
- Premium: Michael Vitug, Intertrend Communications
- Standard: Sheva Hosseinzadeh, Coldwell Banker Commercial
- Standard: Cheryl Roberts, Site Centers (Pike Outlets)
- Standard: Sam Pierzina, Ensemble Investments
- Standard: Shane Young, Young Lewin Advisors*
- Residential Representative: Amy Chambers

DPIA Representatives:

- East Village: Rhonda Love, Dreamkreator Studio
- North Pine: Laurie Gray, The Pie Bar
- Pine Avenue: Monica Garrett, Margaux Agency
- Waterfront: Debra Fixen
- West Gateway: Alan Burks, Environ Architecture, Inc.

Appointed Directors

- Denise Carter, Resident
- Isidro Panuco, Resident
- Jimmy Spicer, Daily Dose*
- John Tully, Pedal Movement*
- City of Long Beach: Eric Lopez, Director of Public Works
- Residential Representative, Area A: Loara Cadavona
- Residential Representative, Area B: Ashley Chiddick*

Advisors (Non-Voting Appointments; excludes one vacancy)

- Cameron Andrews, Pier Communications
- Scott Apel, Cal State University Long Beach
- Jane Gould, St. Luke's/ San Lucas Episcopal Church*
- Jeremy Harris, Long Beach Area Chamber of Commerce
- Griselda Suarez, Arts Council for Long Beach
- Council District 1: Councilwoman Mary Zendejas
- Council District 2: Councilwoman Cindy Allen

Honorary (Non-Voting): Diane Arnold; Don Darnauer.

* Denotes new member effective Oct. 1, 2022

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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](#).