



**DOWNTOWN  
LONG BEACH  
ALLIANCE**

**DLBA Staff:**

**Kraig Kojian**, President & CEO  
**Broc Coward**, Chief Operating Officer

**Austin Metoyer**, Economic Development & Policy Manager

**Kelsey Mader**, Executive Assistant

**PUMA Staff:**

**Brad Segal**, President  
**Erin Laetz**, Associate Vice President  
**Yvette Freeman**, Senior Strategist

**MJB Consulting Staff:**

**Michael J. Berne**, Principal

**DLBA STRATEGIC PLAN STEERING COMMITTEE  
AGENDA**

**Wednesday, March 17, 2021**

**Start Time: 9:30 A.M.**

**End Time: 11:00 A.M.**

<https://us02web.zoom.us/j/89789941459>

**Meeting ID: 897 8994 1459**

**Passcode: 360847**

**Instructions:**

1. Please click link above to join the meeting
2. Once there, you may be in the "waiting room" until the Host joins and invites you in
3. Once invited in, you will be prompted to choose phone or computer audio
  - a. if you select phone audio:
    - i. you will see a window that offers call -in numbers. Any one of them will work.
    - ii. you will then be prompted to enter both the meeting ID # and your personal ID# which will be displayed on your computer screen
  - b. If you select computer audio, you will automatically be entered into the meeting

**1. Welcoming Remarks**

**2. Introductions**

Kraig Kojian, President & CEO, DLBA  
Alan Pullman, Chair, Studio One Eleven  
Loara Cadavona, Chair-Elect, MemorialCare

**20 min.**

**3. Strategic Plan Overview, Timetable, and Progress to Date**

Erin Laetz, Associate Vice President, Progressive Urban Management Associates (P.U.M.A.)

**15 min.**

**4. Discussion: Steering Committee Role & Plan Expectations**

Brad Segal, President, P.U.M.A.

**45 min.**

**5. Next Steps**

**10 min.**

*Mission: Cultivate, preserve and promote a healthy, safe and prosperous Downtown*

**NEXT ECONOMIC DEVELOPMENT COMMITTEE MEETING**

Wednesday, April 14, 2021

9:00 AM via Zoom



**DOWNTOWN  
LONG BEACH  
ALLIANCE**

**Key Points**

**Details**

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**Action Items**

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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. The agenda and supporting documents are available on the Internet at <http://downtownlongbeach.org>. E-Mail correspondence regarding agenda items can be directed to [info@dlba.org](mailto: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.

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