



**DOWNTOWN
LONG BEACH
ALLIANCE**

COMMITTEE CO-CHAIRS

**Loara Cadavona
Alan Pullman**

DLBA TEAM

Kraig Kojian
President & CEO

Broc Coward
Chief Operating Officer

Austin Metoyer
Economic Development &
Policy Manager

Kelsey Mader
Executive Assistant

P.U.M.A. TEAM

Brad Segal
President

Erin Laetz
Associate Vice President

Yvette Freeman
Senior Strategist

MJB CONSULTING

Michael J. Berne
Principal

**DLBA STRATEGIC PLAN STEERING COMMITTEE
AGENDA**

Wednesday, May 19, 2021

Start Time: 9:30 AM

End Time: 11:00 AM

[Join Zoom Meeting](#)

Meeting ID: 856 3116 7457

Password: 985024

1. Welcome & Introductions – Co-Chairs Loara Cadavona and Alan Pullman
2. Strategic Plan Updates – P.U.M.A. 20 mins
A, What We've Heard: emerging themes from stakeholder outreach
3. Break Out Session Facilitated by P.U.M.A. Team 45 mins.
Brainstorming session followed by priority setting:
 - *Topic: To improve Downtown Long Beach, what should DLBA focus on in the near term [next 18 mo.] and long term [5-to-10 years]?*
4. Feedback From Break Out Session 15 mins.
5. Next Steps 5 mins.
6. Public Comment (Three minutes on all non-agenda items)
7. Adjournment

MISSION: Cultivate, preserve and promote a healthy, safe and prosperous Downtown

NEXT DLBA STRATEGIC PLAN STEERING COMMITTEE MEETING

Wednesday, July 21, 2021

9:30 AM via Zoom

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. 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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Key Points

Details

Action Items