



**DOWNTOWN
LONG BEACH
ALLIANCE**

MEMBERS:

Alan Pullman – Co-Chair

Loara Cadavona- Co-Chair

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

100 West Broadway, Ste 120
Long Beach, CA 90802
T: 562.436.4259
F: 562.437.7850

**DLBA STRATEGIC PLAN STEERING COMMITTEE
AGENDA**

Wednesday, August 18, 2021

Start Time: 9:00 AM

End Time: 10:00 AM

[Join Zoom Meeting](#)

Meeting ID: 834 8973 3235

Password: 436541

1. Welcome & Introduction 5 min.
Alan Pullman, Co-Chair, Studio One Eleven
Loara Cadavona, Co-Chair, MemorialCare
2. Strategic Plan Update & Strategic Framework Prioritization Exercise 40 min.
Brad Segal, President, Progressive Urban Management Associates (P.U.M.A.)
Erin Laetz, Associate Vice President, Progressive Urban Management Associates (P.U.M.A.)
3. Q&A 10 min.
4. Next Steps 5 min.
5. Public Comment (Three minutes on all non-agenda items)
6. Adjournment

**NEXT DLBA STRATEGIC PLAN STEERING COMMITTEE MEETING
TBD**

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

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](tel:5624364259), by noon the day prior to the meeting.

