DLBA STRATEGIC PLAN STEERING COMMITTEE AGENDA
Wednesday, September 22, 2021
Start Time: 9:30 AM
End Time: 11:00 AM

Join Zoom Meeting
Meeting ID: 841 3004 5975
Password: 978397

1. Welcome & Introduction
   Alan Pullman, Co-Chair, Studio One Eleven
   Loara Cadavona, Co-Chair, MemorialCare
   5 min.

2. Review of Downtown Long Beach Retail Strategy Memo
   Michael J. Berne, President MJB Consulting
   40 min.

3. Review of the Final Draft Strategic Plan Framework
   Brad Segal, President, Progressive Urban Management Associates (P.U.M.A)
   Erin Laetz, Associate Vice President, Progressive Urban Management Associates (P.U.M.A.)
   60 min.

4. Q&A
   10 min.

5. Next Steps
   5 min.

6. Public Comment (Three minutes on all non-agenda items)

7. 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, by noon the day prior to the meeting.
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**Action Items**