



**DOWNTOWN  
LONG BEACH  
ALLIANCE**

**MEMBERS:**

Alan Pullman – Co-Chair

Loara Cadavona- Co-Chair

**DLBA Staff:**

**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, September 22, 2021**

**Start Time: 9:30 AM**

**End Time: 11:00 AM**

[Join Zoom Meeting](#)

**Meeting ID: 841 3004 5975**

**Password: 978397**

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|--|---------|
| 1. Welcome & Introduction<br>Alan Pullman, Co-Chair, Studio One Eleven<br>Loara Cadavona, Co-Chair, MemorialCare   | 5 min.  |
| 2. Review of <a href="#">Downtown Long Beach Retail Strategy Memo</a><br>Michael J. Berne, President MJB Consulting  | 40 min. |
| 3. Review of the Final Draft Strategic Plan Framework<br>Brad Segal, President, Progressive Urban Management Associates (P.U.M.A.)<br>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](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.

