



**DOWNTOWN
LONG BEACH
ALLIANCE**

**Executive Committee
Members**

Alan Pullman – Chair

Loara Cadavona – Chair Elect

Debra Fixen - Treasurer

Allison Kripp - Secretary

Silvano Merlo – Past Chair

Ryan Altoon

Sheva Hosseinzadeh

John Keisler

Tony Shooshani

Staff:

Kraig Kojian, President & CEO

EXECUTIVE COMMITTEE MEETING MINUTES

Thursday, January 7, 2021

8:00 AM

[Join Zoom Meeting](#)

Meeting ID: 825 3907 9904

Passcode: 666199

Voting Present: Alan Pullman, Loara Cadavona, Debra Fixen, Allison Kripp, Silvano Merlo, Ryan Altoon, Sheva Hosseinzadeh, John Keisler, Tony Shooshani

Voting Absent: None

DLBA Staff: Austin Metoyer, Broc Coward, Kraig Kojian, Kelsey Mader, David Hughes, Samantha Mehlinger

1. CALL TO ORDER and INTRODUCTIONS – Alan Pullman, Chair
[Meeting presentation](#). Meeting called to order at 8:02 AM.
2. SECRETARY REPORT- Allison Kripp
ACTION: Approve Minutes from [December 3, 2020 Meeting](#)
MOTION: 1st: Shooshani; 2nd: Altoon
VOTE: None opposed. Keisler not present to vote. Motion passes.
3. TREASURER’S REPORT – Debra Fixen, Treasurer and David Hughes, DLBA Finance Manager: [Year-to-Date Draft through Nov. 30, 2020](#)
 - Hughes presented slides 5-7.
 - Kojian added that DLBA has less personnel cost by design due by having two positions (Special Events Manager and Special Events Coordinator) vacant. Because there are no events permitted at this time, and the increase need for support across many departments, the Special Events Coordinator’s budgeted salary was allocated to hire Justine Nevarez as DLBA’s Special Projects Coordinator. There are no plans to fill the Special Events Manger position at this time.
4. CHAIRPERSON’S REPORT – Pullman
 - A. Update on DLBA Strategic Plan & PBID Renewal: Introduce Brad Segal, President, Progressive Urban Management Associates (PUMA) & Team
 - Pullman introduced Brad Segal to the Committee. He and his team at PUMA were awarded the contract to update the Strategic Plan followed by the renewal of the Property Based Improvement District (PBID).
 - Kojian added that the DLBA and PUMA have worked together in the past with PUMA leading the consulting teams in each of the past two PBID establishment/renewal projects. Segal and his team have also worked with DLBA on other strategic planning projects.
 - Unrelated, PUMA will also take on a project for the Business Improvement Districts (BIDs) Study throughout Long Beach to help understand the value of BIDs city-wide.
 - Segal shared that PUMA specializes in downtowns and has worked in states through the country with a focus in California. For this project, PUMA has built a team that is equipped to handle both components – the strategic planning and PBID renewal. PUMA will work with NBS who will help with the engineering and legal aspects of the PBID renewal.

- Segal shared that the Strategic Plan will be largely focused on business planning in terms of goals and objectives. COVID has provided an opportunity to reevaluate business models to seek new opportunities and to do things in different ways.
- PUMAs Yvette Freeman introduced herself to the committee. Freeman began at the Downtown Denver Partnership in Economic Development but eventually became the operations manager for the BID which set her career in motion. In this project, Freeman will evaluate operations and be actively involved in outreach.
- Erin Laetz, Associate Vice President at PUMA, will act as the Project Manager for this assignment. Laetz switched from marketing & communications to urban planning when she discovered PUMA. She has worked all over the country, but of late has focused her efforts in California.
- Hosseinzadeh asked what the next steps are and what the timeline is. Segal replied that the next step is to simply begin the project and come up to speed on what has already been done in Long Beach. Over the next 60-90 days the bulk of the work will consist of interviews with various Board members and leaders in the organization/community. In addition, PUMA will begin to integrate all DLBA staff into the process and look at the strengths and weaknesses of the organization. Laetz added that the establishment of a Strategic Plan Steering Committee should be addressed early on.
- Kripp asked Segal if his team predicts that COVID practices turn into regular practices, or if he anticipates practices returning to as they were before the pandemic. Segal answered that since PUMA tracks different trends that shape cities, they see the pandemic acting as an accelerator of sorts that are already in place. Outdated businesses generally seem to be the ones hit the hardest and a surge of entrepreneurship is expected once recovery is underway. In short, Segal thinks there will be a return to what operations looked like pre-COVID, while utilizing some new ideas learned during the pandemic. He used the example of the use of outdoor space as a new aspect to be incorporated into the recovery process.
- Merlo asked Kojian if DLBA plans to use Kena Fuller, Fuller Management Co., alongside PUMA for this project. Kojian said that all information DLBA has gathered (studies, surveys, etc.) will be provided to PUMA so they have a better understanding of the organization, including Fuller's assessments of staff and the Executive Committee.
- Kripp asked who is facilitating the BID study. Kojian answered that it is a private study that is being conducted by the Council of Business Associations (COBA).
- Hosseinzadeh asked about a survey within the next 60-90 days and if it will be filtered through the DLBA or if PUMA will handle it directly. Segal answered that all work will be facilitated through the DLBA and at times, its Board.
- Keisler emphasized the importance of this project, and thinks it aligns well for the City's Economic Development department to prepare a recovery strategy. He reiterated that the City is a resource for the DLBA and PUMA during this project.

B. Governance Committee Report – Loara Cadavona, Chair

i. **Board & Committee Vacancies**

- Currently seeking a candidate for the DPIA East Village seat with a new additional focus to fill a PBID Standard seat that became vacant in December.
- There is one vacancy on Public Safety, and three on Marketing & Communications. Mike Gold, LB Transit and DLBA's newest Board member is being recommended to the Governance for appointment to the Marketing & Communications Committee. The Special Events & Sponsorships has one vacancy.

ii. **2020-21 Election Procedure Timeline**

- Cadavona reviewed the upcoming events over the next few months, moving towards a June Board meeting to approve a new Board slate.

- Kojian reminded the Committee that we did not move through this process last year because of COVID. Keeping leadership in place was vital in taking us through the pandemic. This year the election procedure will pick back up as usual. This process will include reaching out to existing, eligible Board members to gauge interest in continuing to serve for another term.

5. PRESIDENT AND CEO REPORT – Kraig Kojian

A. [Present 2020-21 Supplemental Budget](#)

ACTION: Approve or amend FY 2020-21 Supplemental Budget as presented.

MOTION: 1st: Altoon. 2nd: Kripp

VOTE: None opposed. Merlo, Keisler and Shooshani not present to vote. Motion passes.

- The supplemental budget is composed of about \$800,000 in total revenues to be added to the original approved annual 2020-21 budget. This is made up of a combination of audited unexpected revenues and unexpended expenses from FY 2019-20 DPIA and PBID budgets, CARES ACT grants and secured third-party contracts, all which have all been secured since the beginning of October.
- Kojian presented the breakdown of Sources & Uses of these monies on slides 14-16.
- The only department not asking for additional funding is Administration. All funding will go to existing and new programming/services, and none in personnel.
- One of DLBA's goals is to build consumer confidence through Marketing & Communications as well as use campaigns to help boost businesses throughout Downtown.
- Kripp asked if any of the funds presented will change once PUMA begins their work. Metoyer answered that no, none of these programs will change in the next several months. Kojian elaborated that by the time PUMA may suggest new programs, the DLBA will be entering a new fiscal year and will be working off a new budget.

B. [Organizational Dashboards](#)

C. Miscellaneous Updates

6. OLD BUSINESS

7. NEW BUSINESS

8. PUBLIC COMMENTS (three minutes on all non-agenda items)

9. ADJOURNMENT

Meeting adjourned at 9:14 AM.

NEXT SCHEDULED EXECUTIVE COMMITTEE MEETING:

Thursday, February 4, 2021

8 AM

Location: Zoom teleconferencing

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

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