



**DOWNTOWN  
LONG BEACH  
ALLIANCE**

## **EXECUTIVE COMMITTEE MEETING MINUTES**

Monday, January 14, 2019

9:00 am

DLBA Conference Room  
100 West Broadway, Suite 120  
Long Beach, CA 90802

**Voting Members Present:** Tony Shooshani, Silvano Merlo, John Keisler, Alan Pullman, Laurie Gray, Ryan Altoon, Allison Kripp, Debra Fixen (not present for vote)

**Voting Members Absent:**

**DLBA Staff:** Kraig Kojian, Broc Coward, Cherisse Evans

1. CALL TO ORDER and INTRODUCTIONS – Tony Shooshani, Chair  
Meeting called to order at
2. SECRETARY REPORT: Allison Kripp
  - A. **ACTION: Approve Minutes from [December 6, 2018 Meeting](#)**  
**1<sup>st</sup>: Kripp. 2<sup>nd</sup>: Morris. None opposed, no abstentions. Motion carries.**
3. FINANCIAL REPORT: [Year-To-Date Financials through November 30](#) – Debra Fixen, Treasurer  
Kojian mentioned that as a result of the audit conducted by City Auditor's office on improvement districts, the City is drafting new agreements standardizing the reports to be submitted by all organizations and along with new payment dates for assessment collection.
4. CHAIRPERSON'S REPORT- Shooshani
  - A. [Organizational Calendar and Action Items](#)
  - B. Organizational Transitional Planning [Presentation](#) – Ryan Altoon, Past Chair
    - This planning is in preparation for organizational milestones, Board and staff leadership changes, and transitions.
    - The PBID ends in 2022 so we need to begin tracking when the PBID renewal process would begin. There will be a strategic plan renewal for the organization, a six-month period, running concurrently with PBID renewals.
    - The CEO agreement concludes in 2020.
    - DDC 501(c)(3) – independently and with a separate Task Force, there is a need to develop an organizational structure including resolving who would comprise the DDC leadership, what projects/contract services they would take on and work towards that body becoming self-sustaining.
    - Altoon and Kojian will create a list of nine members for this task force to include past DLBA Board Chairs, Executive Committee members and potentially others. They will update the committee once the list is completed. Create roles and responsibilities and report progress back to the Executive Committee as a standing agenda item.

5. PRESIDENT AND CEO REPORT – Kraig Kojian

A. Downtown Development Corporation (DDC) Task Force Update

- A DDC task force will be created, working concurrently with the DLBA Organization and Transitional Task Force. This will be a city-wide endeavor and team of consultants will be hired with the funding that the DLBA borrowed to the DDC. Consultants Dr. Steven Goodwin of Turning West will be joined by MIG's Kate Joncas and Chris Beynon with the kick-off meeting slated for February.

B. DLBA Endorsement Process on Proposed Development Projects

- DLBA seeks to codify the process where its endorsement is provided to developers seeking support at city approval process. The developers will be asked to present their project to one of three organizational bodies: the Economic Development Committee, the Executive Committee or the Board of Directors, depending on the type of project and the timelines required. This process offers greater transparency and elevates the profile of the organization, professionalizing the process. Board members receive invitations to attend all committee meetings and DLBA staff will highlight these presentations when on a committee agenda in the email invitations that go out to all Directors. Shooshani would also like to receive a report from the committee that approves an endorsement either via email or as an Executive Committee agenda item, depending on the timing of this endorsement.

6. OLD BUSINESS

7. NEW BUSINESS

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

9. ADJOURNMENT

Meeting adjourned at 10:08 am.

**NEXT SCHEDULED EXECUTIVE COMMITTEE MEETING:**

Thursday, February 7, 2019

8 AM

Downtown Long Beach Alliance Conference Room

100 West Broadway, Suite 120

Long Beach, CA 90802

***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. 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.