



**DOWNTOWN
LONG BEACH
ALLIANCE**

**Executive Committee
Members**

Loara Cadavona – Chair

Debra Fixen – Chair-Elect

Allison Kripp – Secretary

Sheva Hosseinzadeh -
Treasurer

Alan Pullman – Past Chair

John Keisler – City
Representative

Alan Burks

Denise Carter

Sam Pierzina

DLBA Staff

Broc Coward, COO

Jeremy Ancalade, CFO

Kelsey Mader, Executive
Assistant

EXECUTIVE COMMITTEE MEETING MINUTES
Thursday, November 4, 2021
8 AM

This meeting is being held via Zoom teleconferencing, pursuant to Assembly Bill 361.

[Join Meeting](#)

Meeting ID: 845 6601 8062

Passcode: 320427

VOTING PRESENT: Loara Cadavona, Debra Fixen, Allison Kripp, Sheva Hosseinzadeh, Alan Pullman, John Keisler, Alan Burks, Denise Carter, Sam Pierzina

VOTING ABSENT: None

DLBA STAFF: Broc Coward, Kelsey Mader, Jeremy Ancalade, Austin Metoyer, Morris Mills

1. CALL TO ORDER and INTRODUCTIONS – Loara Cadavona, Chair
Meeting presentation. Called to order at 8:03 AM.

2. SECRETARY REPORT

ACTION: Approve Minutes from [October 7, 2021, Meeting](#)

MOTION: 1st: Carter; 2nd: Burks.

VOTE: None opposed. Keisler abstained. Motion passes.

3. TREASURER’S REPORT – Jeremy Ancalade, DLBA CFO and Sheva Hosseinzadeh,
Treasurer: [Year-to-Date Draft Financials through Sep 2021](#)

- Ancalade reported on financials for fiscal year 2020-21 on slides 4-12. Consistent with previous months, both revenues and expenses are underperforming.
- Fixen and Ancalade clarified the classification “Allowance for Delinquencies” which essentially is a category created for invoices the organization believes to be uncollectable.
- Cadavona asked about parking meter revenue and if it still is trending at approximately 45% less than budgeted. Ancalade confirmed this to be correct, stating this has been observed since start of pandemic. Because of this, DLBA budgeted less for this revenue source in fiscal year 2021-22.
- Cadavona asked Coward if improvements have been noticed in recruitment and retention for Block-by-Block staff since increasing the positions’ payrates. Coward said not enough time has passed to observe increased retention, though interest has certainly spiked. This is the trend industry-wide.

4. CHAIRPERSON’S REPORT - Cadavona

A. Governance Committee Report – Debra Fixen, Chair

i. Board Vacancies

a. PBID Standard (2)

- Fixen reported that candidates have been reviewed, and a recommendation will soon be made to fill one of these vacancies.

- b. PBID Premium (1)
- c. Advisory (1)
- ii. Administrative Committees
 - Cadavona, Carter, Kripp, and Fixen reviewed the composition of the proposed Administrative Committees, specifying that Graham Gill is the only new recommendation. The other recommended candidates all served in the previous fiscal year.
 - a. Finance Committee

ACTION: Approve [Bob Kelton](#), [Hilda Sanchez](#), [Jill Harris](#), and [Graham Gill](#) to serve on the FY21-22 DLBA Finance Committee as recommended by DLBA Governance Committee, effective immediately and expiring September 30, 2022.

MOTION: 1st: Fixen; 2nd: Pierzina

VOTE: None opposed. Keisler abstained. Motion passes.

- b. Audit Committee

ACTION: Approve [Hilda Sanchez](#), [Richard Lewis](#), [John Sangmeister](#), and [Bob Kelton](#) to serve on the FY21-22 DLBA Audit Committee as recommended by DLBA Governance Committee, effective immediately and expiring September 30, 2022.

MOTION: 1st: Pullman; 2nd: Pierzina.

VOTE: None opposed. Keisler abstained. Motion passes.

5. STAFF REPORT – Broc Coward, COO

A. Assembly Bill 361 (AB 361) Compliance

ACTION: Vote to authorize DLBA Board and its committees to conduct business via teleconferencing in compliance with AB 361

MOTION: 1st: Hosseinzadeh; 2nd: Cadavona.

VOTE: None opposed. Keisler abstained. Motion passes.

B. DEIA Update – Morris Mills, Research & Public Policy Analyst

- Mills updated the Committee on the status of the Diversity Equity Inclusion and Access (DEIA) initiative led by BDS Planning & Urban Design based out of Seattle. Mills reviewed the timeline on slide 19 and thanked the Committee for their involvement with the training process.
- The DEIA equity commitment statement will be presented at the December Board of Directors meeting alongside the Strategic Plan recently completed by Progressive Urban Management Associates (PUMA).
- Carter inquired about the deliverables which Mills mentioned were presented to the Board and Executive Committee when BDS first met with the group.
- Cadavona, Fixen, and Mills discussed the significance of the 3-part training series, encouraging the group to attend as many trainings as possible to help illustrate DLBA’s commitment to the initiative.

C. PBID Renewal – Austin Metoyer, Economic Development & Policy Manager

- Metoyer overviewed the timeline for this project on slide 20.
- Metoyer reminded the Committee that the Strategic Plan was the first step in the PBID renewal process and will act as a guideline for this project over the next several months.
- In the coming weeks, Metoyer and PUMA will coordinate and develop a campaign focused at gaining support from both commercial and residential property owners. Next month the project’s Steering Committee will be formed.
- This project should wrap by June 2022 where there will be a public hearing to count ballots and approve the ordinance to renew the district.

6. OLD BUSINESS
7. NEW BUSINESS
8. PUBLIC COMMENTS (three minutes on all non-agenda items)
9. ADJOURNMENT
Adjourned at 9:01 AM.

NEXT SCHEDULED EXECUTIVE COMMITTEE MEETING:

Thursday, December 2, 2021

8 AM

Location: 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, and in compliance with AB 361. 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.