



**DOWNTOWN  
LONG BEACH  
ALLIANCE**

**Executive Committee  
Members**

Alan Pullman – Chair

Loara Cadavona – Chair Elect

Silvano Merlo – Past Chair

Debra Fixen - Treasurer

Allison Kripp - Secretary

John Keisler – City  
Representative

Ryan Altoon

Tony Shooshani

## EXECUTIVE COMMITTEE MEETING MINUTES Thursday, November 5, 2020

[Join Zoom Meeting](#)  
Meeting ID: 817 9883 9336  
Passcode: 742388

**Voting Present:** Silvano Merlo, Alan Pullman, Allison Kripp, Debra Fixen, Ryan Altoon, Loara Cadavona

**Voting Absent:** Tony Shooshani, John Keisler

**DLBA Staff:** Kraig Kojian, Broc Coward, Kelsey Mader, Erica Beighley, Austin Metoyer, Mo Mills, 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 [October 7, 2020 Meeting](#)  
**MOTION:** 1<sup>st</sup>: Kripp. 2<sup>nd</sup>: Merlo.  
**VOTE:** None opposed, no abstentions. Motion carries.
3. TREASURER’S REPORT – Debra Fixen, Treasurer and David Hughes, DLBA Finance Manager: [Year-to-Date through September 30, 2020](#)
  - Kojian introduced David Hughes, DLBA Finance Manager, to the committee.
  - Kevin Dickson, Dickson & Vanzant LLP, presented slides 5-7.
  - There is \$658,000 in excess revenue from fiscal year 2019-20 which will be deferred to fiscal year 2020-21.
4. CHAIRPERSON’S REPORT- Pullman
  - A. Governance Committee Report – Cadavona, Chair
    - i. Executive Committee Vacancy  
**ACTION:** Approve [Sheva Hosseinzadeh](#) to serve on the DLBA 2020-21 Executive Committee, effective immediately and expiring September 30, 2021  
**MOTION:** 1<sup>st</sup>: Cadavona. 2<sup>nd</sup>: Kripp.  
**VOTE:** None opposed, no abstentions. Motion carries.
      - Kojian thanked Hosseinzadeh for her willingness to join the Executive Committee, acknowledging her work and dedication to the Board and the Economic Development and Governance Committee.
    - ii. Governance Committee Vacancy  
**ACTION:** Approve [Todd Lemmis](#) to serve on the DLBA 2020-21 Governance Committee, effective immediately and expiring September 30, 2021.  
**MOTION:** 1<sup>st</sup>: Cadavona. 2<sup>nd</sup>: Altoon.  
**VOTE:** None opposed, no abstentions. Motion carries.
  - B. Update on Executive Committee and Staff Assessment Projects – Kena Fuller, Fuller Management
    - Kojian reintroduced Kena Fuller to the committee.

- DLBA was working with Fuller Management on two organizational projects prior to COVID (a Board Assessment and a Staff Assessment). These were put on hold until DLBA had a better understanding of where it was financially after revising the budget. These projects are being rekindled because they are important to the Strategic Plan.
- Fuller reminded the committee that she has already conducted several individual assessments with Executive Committee members and DLBA staff. Prior to pausing these projects, Fuller completed her individual assessments, but new members have joined the DLBA team, so she will schedule meetings with the newcomers. Her objective is to identify commonalities and determine needs within the organization.
- Fuller plans to work through November to complete the remaining individual assessments. Reporting will be submitted at the beginning of December 2020.

5. PRESIDENT AND CEO REPORT – Kraig Kojian

A. [Principle Guidelines for Diversity, Equity, Inclusion and Access \(DEIA\)](#)

- *Presented slide 14.*
- The Governance Committee has been discussing DEIA for some time. Since the unrest in May, it is especially important for the DLBA to identify any guiding principles the organization can adopt to address this.
- Jeffery Wilcox, Third Sector Company, is strong advocate for DEIA and has outlined some phases and focus areas to adopt these practices as an organization.
- Kojian hopes to have some guiding principles to give to the consultant who is selected to update the Strategic Plan which will begin in February. Wilcox is willing to help with this but thinks it best if someone local who has a better understanding of the community takes the lead.
- Metoyer explained that guiding principles will be developed by February, and as the Strategic Plan and PBID renewal process begins, many components of the DEIA initiative will happen concurrently ultimately concluding at the end of the PBID renewal process.
- Hosseinzadeh asked Fuller Management’s assessment findings will play into the Strategic Plan and PBID renewal. Kojian answered that it will provide an environmental scan of the organization for the consultant who takes on this project.
- Cadavona asked if the DEIA team would comprise of Board members, community members, or a mixture. Kojian replied that a mixture would be best, and by incorporating members of the community who are not on the Board, it provides a good opportunity to better introduce the organization to a wider base.
- Cadavona inquired about who would have oversight over the guiding principles. Kojian suggested that it becomes part of the Strategic Plan and therefore becomes incorporated across all platforms of the organization.

B. [Review RFP](#) to Update Strategic Plan and Renew Property Based Improvement District (PBID)

**ACTION: Authorize President & CEO to issue Request For Proposal (RFP) to solicit, review, select and negotiate contract with named consultant to update DLBA Strategic Plan and Renew Downtown Property Based Improvement District (PBID) in an amount not to exceed \$175,000.**

**MOTION: 1<sup>st</sup>: Merlo. 2<sup>nd</sup>: Altoon.**

**VOTE: None opposed, no abstentions. Motion carries.**

- *Presented slides 16 -18.*
- According to DLBA Bylaws, any project estimated to cost more than \$100,00 requires Executive Committee or Board approval. Since the Strategic Plan update and PBID renewal are being combined into one project rather than two, this means Board authorization is needed before submitting an RFP. If approval is given, the RFP will be issued tomorrow, November 6.
- The Strategic Plan will serve as a strong foundation for the management plan that is necessary to develop in the PBID renewal.
- Cadavona and Kojian clarified that the timeline provided has some flexibility aside from City Council’s action needed by August of 2022.

- Pullman mentioned the office and retail analysis portion of the Strategic Plan, questioning if it should be its own line item because it is currently built into the organizational strategy. Kojian directed Pullman's request to Metoyer.
  - Presented budget on slide 19.
  - Kojian reminded the committee that the budget does not include staff time.
  - Pullman recommended that the Board engage in the outreach portion, as this allows for another opportunity for the organization to connect with the stakeholders and the community at large. Kojian echoed this sentiment, adding that a peer-to-peer approach resonates better than hearing from the paid spokespeople of the organization.
- C. Update on CARES Act Funding
- Presented slides 21-23.
  - Mayor Garcia and the City Council allocated \$1 million to all Long Beach BIDs with a maximum amount of \$114,695 going to each BID. The DLBA gets twice that for managing two BIDs.
  - Since these are reimbursable funds and the DLBA has already spent more than this amount on COVID related expenses, a proposal has already been submitted and approved. This will be added into this year's budget for additional programs and services. The programs and services do not have to be COVID related. There is no timeline for spending this money.
  - Hosseinzadeh asked when we expect to receive the check to which Kojian answered no later than December 15 since that is when the City needs to spend the funds by.
- D. Organizational Dashboards
- Miscellaneous
    - Kojian mentioned Monday night's community forum hosted by DLBA alongside the Long Beach Police Chief, the Deputy Chief and the Fire Department in addition to Department Directors of Public Works, Development Services and Economic Development. The purpose of this forum was to discuss election day/week preparedness and safety.
    - DLBA has created a new advisory system to send out information to the community, as it is provided from the City or Police Department.
    - The City wanted to close parklets on Halloween night by 10pm due to late night crowds often not following the health code requirement of having a meal with alcoholic drinks. Kojian proposed closing at 11pm instead of 10pm.
    - Kojian emphasized the need to build consumer confidence. Consumers become skeptical when seeing crowds congregating on Pine. Businesses that do not comply ruin it for the ones that do.
6. OLD BUSINESS
7. NEW BUSINESS
8. PUBLIC COMMENTS (three minutes on all non-agenda items)
9. ADJOURNMENT
- Meeting adjourned at 9:13 AM.

**NEXT SCHEDULED EXECUTIVE COMMITTEE MEETING:**

Thursday, December 3, 2020

8 AM

Location: Zoom teleconferencing

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

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