



**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

EXECUTIVE COMMITTEE MEETING MINUTES

Thursday, December 3, 2020

8:00 AM

[Join Zoom Meeting](#)

Meeting ID: 863 3504 7126

Passcode: 950401

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

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 8:03 AM.
 - Guests introduced themselves: Blair Cohn, Bixby Knolls Business Association; Kristine Hammond, Zaferia Business Association; Tracy Aimes, Zaferia Business Association

2. SECRETARY REPORT- Allison Kripp
ACTION: Approve Minutes from [November 5, 2020 Meeting](#)
MOTION: 1st: Shooshani; 2nd: Kripp
VOTE: None opposed, Keisler abstained. Motion passes.

3. TREASURER’S REPORT – Debra Fixen, Treasurer and David Hughes, DLBA Finance Manager: [Year-to-Date Draft through October 31, 2020](#)
 - Hughes presented slides 5-8.
 - A. Report on 2019-20 Audit in progress.
 - B. Report on Form 990 in progress.

4. CHAIRPERSON’S REPORT – Pullman
 - A. Governance Committee Report – Loara Cadavona, Chair
 - i. Board Vacancy – Mike Gold

ACTION: Approve Mike Gold to serve on the DLBA 2020-21 Board of Directors, effective immediately and expiring September 30, 2021.
MOTION: 1st: Altoon; 2nd: Shooshani.
VOTE: None opposed, Keisler abstained. Motion passes.

5. PRESIDENT AND CEO REPORT – Kraig Kojian
 - A. COVID Health Orders
 - i. Alex Cherin, Executive Director, Long Beach Restaurant Managers Association
 - The Long Beach Restaurant Association was formed in May 2020 and is composed of 100-120 independently owned restaurants throughout Long Beach. The current focus is tracking the COVID-19 impacts on restaurants while navigating ongoing efforts to open outdoor and indoor dining.
 - The Long Beach Restaurant Association has met with City Council members regarding their concerns and has discussed what future months will look like, including potential funding.
 - Earlier in the week Mayor Garcia announced that approximately five million dollars will be dedicated to restaurants in the City, pending CARES 2.0 funding.

- The Long Beach Restaurant Association wants to help distribute these funds as efficiently as possible to restaurants that need it the most.
- The California Restaurant Association (CRA) filed a suit in Los Angeles to overturn the County's ban on outdoor dining. Though originally unsuccessful, a judge later requested evidence showing that there is no nexus between outdoor dining and the spread of COVID-19. The judge asked that this be presented at the upcoming City Council meeting.
- Shooshani asked Cherin what Beverly Hills is doing to try to overturn the outdoor dining ban and if this can be done in Long Beach. Cherin explained that the motions are mostly symbolic, as all cities must abide by the county and/or state health order. The only exemptions are Long Beach and Pasadena because they have their own health departments separate from the City. In addition, though City Council can remove the Health Officer and can influence his/her decision, the Health Officer holds the ultimate decision.
- Merlo plans to put Cherin in touch with the Executive Director of the Long Beach Hospitality Alliance. Cherin encouraged this, as he is willing to work with any associations or groups if their missions are aligned.
- Hosseinzadeh asked if restaurants are solely focused on outdoor dining being reinstated or limited indoor as well. Cherin answered that the immediate focus is on outdoor dining while the groundwork is being laid for indoor dining.
- Cadavona asked if Cherin has an idea of how many Long Beach restaurants will close because of the current restrictions. Cherin explained that they are still gathering data on this, but it is estimated that 75-80% of restaurants will close.
- Shooshani inquired about potential legal action that the Long Beach Restaurant Association can take against the county or City. Cherin advised against litigation if possible, as this can burn long term bridges. His preference is to work things out collaboratively.

B. Update on CARES Act Funding

- Presented slides 13-16.
- Kojian reminded the committee that the City has allocated \$1 million to the BIDs throughout Long Beach. The DLBA will receive \$229,390 after submitting reimbursable costs that were incurred since March 1 related to COVID-19 programs. These funds will be put back into similar future programs.
- Keisler reminded the committee that City Council/Commission meetings are opportunities for the public to provide input.
 - The Economic Development and Finance Committee of the City Council met on Tuesday, December 1 and addressed issues related to the restaurant retention strategies.
 - The Mayor will discuss his recommendation that, if there is another round of Federal stimulus, that there would be a targeted amount of \$5 million that goes directly to locally owned full-service restaurants.
 - Keisler addressed Kripp's concern about personal service businesses, explaining that the intent is also to put a recommendation to address these businesses as well.
 - On December 14, the Economic Development Commission will be covering the Economic Recovery Strategy and the Blueprint 2.0.
 - The City is anticipated to be in a transitional period until there is a vaccine. Once this period passes, the City will enter the recovery period which will look at everything (rather than specific businesses) with a focus on those that lost the most.
- Kojian shared that Mayor Garcia hopes to receive direct federal funding rather than relying on the state or the county. The previous requirement for CARES funding was for cities with 500,000 population or more, but the Mayor would like to see this lowered to 300,000 making Long Beach eligible.

C. [Organizational Dashboards](#)

D. Miscellaneous Updates

- Metoyer updated the committee on the November election.

- Cindy Allen is the new Councilmember-Elect replacing Jeannine Pearce for Council District 2 taking office on December 15.
- Dee Andrews who was the incumbent City Councilmember for the 6th District lost his BID to Suely Saro, while Al Austin won his bid for re-election in the 8th District.
- The DLBA followed four state ballot measures:
 - Prop 15: Commercial Property Tax (split roll) - Failed
 - Prop 20: Reclassifying criminal offenses - Failed
 - Prop 21: Expansion of what cities can do under rent control - Failed
 - Prop 22: Looking at keeping at-base drivers as independent contractors - Passed
- COVID Impact Survey Results
 - A COVID Impact Survey was launched in April in partnership with COBA, the Chamber and the City of Long Beach Economic Development Department which ran through May.
 - Metoyer [presented portions of the data](#) to the Committee, adding that it will be presented in its entirety to the Board.
- Kojian wants to redistribute the anticipated CARES funding heavily to Economic Development, Placemaking and Marketing. He also plans to compose a business resource network of consultants who can assist struggling businesses.
- The Board and staff assessments being conducted by Kena Fuller have concluded. Her findings will be provided by mid-February.
- RFPs for the Strategic Plan update and PBID renewal will be reviewed week of December 14.
- DEIA – This will not be part of the RFP but will be integrated in the Recovery and Strategic Planning process. A consultant for this will be chosen after one is selected for the Strategic Plan update and PBID renewal.

6. OLD BUSINESS
 7. NEW BUSINESS
 8. PUBLIC COMMENTS (three minutes on all non-agenda items)
 9. ADJOURNMENT
- Meeting adjourned at 9:28 AM.

NEXT SCHEDULED EXECUTIVE COMMITTEE MEETING:

Thursday, January 7, 2021
8 AM

Location: Zoom teleconferencing

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

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