



**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, February 4, 2021

8:00 AM

[Join Zoom Meeting](#)

Meeting ID: 831 6555 5703

Passcode: 314023

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

Voting Absent: Tony Shooshani, Allison Kripp

DLBA Staff: Kraig Kojian, Broc Coward, Kelsey Mader, Austin Metoyer, Samantha Mehlinger, Justine Nevarez, Stephanie Gonzalez

1. CALL TO ORDER and INTRODUCTIONS – Alan Pullman, Chair
[Meeting presentation](#). Meeting called to order at 8:03AM.
2. SECRETARY REPORT- Allison Kripp
ACTION: Approve Minutes from [January 7, 2020 Meeting](#)
MOTION: 1st: Merlo. 2nd: Altoon.
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 Dec. 31, 2020](#)
 - Kojian announced that David Hughes, former DLBA Finance Manager, submitted his letter of resignation effective immediately.
 - Kojian presented slides 5-7.
 - CARES moneys all went into expanding existing programs as well as creating new ones.
4. CHAIRPERSON’S REPORT – Pullman
 - A. Governance Committee Report – Loara Cadavona, Chair
 - i. [Board & Committee Vacancies](#)
 - The Downtown Parking Improvement Area (DPIA) East Village seat remains vacant. Cadavona and Kojian met with Rhonda Love, Dreamkreator Studio, a potential candidate for this seat.
 - The PBID Standard seat expires in 2021, therefore the Governance Committee agreed to hold off recruitment until the next Board election cycle.
 - Two vacancies on the Marketing & Communications Committee were filled by Mike Gold, Long Beach Transit & DLBA Board member, and Ryan La Rosa, Commune Communications at the January Governance Committee meeting. One vacancy on this committee remains.
 - ii. [2020-21 Election Procedure Timeline](#)
 - Over the next month the Governance Committee will contact Board members whose terms are expiring and gauge interest in continuing to serve (for those eligible).
 - Cadavona introduced the possibility of an exit interview process to the Committee.

5. PRESIDENT AND CEO REPORT – Kraig Kojian

- A. Presentation: DLBA [Executive Committee](#) and [Staff Assessment](#) – Kena Fuller, Fuller Management Corporation
- Kojian reminded the Committee of Fuller’s projects which began before COVID-19 – a staff assessment and a Board assessment. The Board assessment is part of the DLBA’s strategic planning goals. This process is an annual self-assessment to see if objectives are being met. The Executive Committee was used as a sample model for this assessment, rather than the entire Board.
 - Fuller presented slides 13-24, providing a brief overview of these assessments and her findings.
 - Fuller broke down the strengths, weaknesses, opportunities, threats, and trends identified by staff and members of the Executive Committee. After gathering feedback, she was able to make recommendations to help strengthen the organization.
 - Hosseinzadeh asked Fuller how the DLBA can improve on communication with the business community. Fuller recalled feedback from some of those interviewed, sharing that common suggestions included a hands-on type of interaction. Hosseinzadeh suggested involving the DLBA’s Economic Development Committee in this discussion, as they are focused on a similar goal.
 - Pullman asked if Fuller’s recommendations will be incorporated into the Strategic Plan. Kojian answered that, though Fuller likely will continue work on these assessments, this information is more for organizational purposes. The Strategic Plan will focus more on programs and services for the community.
 - Cadavona asked about being impactful and identifying next steps. Fuller intends to first simplify feedback then communicate with Kojian and Coward to see what makes sense for the organization. Implementation will occur over six-twelve months.
 - Merlo and Keisler thanked Fuller for her work.
- B. February Downtown Discussion
- Kojian introduced Alishia Holmes-Watson, DLBA Marketing & Communications Committee Chair, Cameron Andrews, DLBA Marketing & Communications Committee Vice Chair, and Denise Carter, DLBA Public Safety Committee Chair who are working together to prepare for this month’s Downtown Discussions Webinar in honor of Black History Month and Diversity, Equity, Inclusion and Access (DEIA).
 - Holmes-Watson shared her appreciation for this opportunity as a resident of Downtown. She feels that it is important to start this conversation that people often are hesitant to discuss. Ultimately, she believes this is a first step towards shaping the future of Long Beach.
 - Carter echoed Holmes-Watson’s sentiments. Andrews added that, though this is the first Black History Month program, it will continue throughout the year and will pave the way for other like programs.
 - Kojian shared that there will be a full-page feature for Black-Owned business in the Long Beach Business Journal.
 - Kojian hopes that by celebrating the Black-owned businesses the DLBA is aware of, this will help to identify more throughout Downtown.
- C. Update on DLBA Strategic Plan & PBID Renewal
- PUMA has been given survey data to provide background on the organization and community. They also have been invited to participate in any/all the DLBA’s Board/committee meetings.
- D. [Organizational Dashboards](#)
- E. Miscellaneous Updates
- Keisler announced that City Council wants to develop an Economic Development Recovery Strategy for 2021. This will address how the next round of stimulus is distributed and strategies for how to help Long Beach recover more quickly while accounting for equity and racial disparities. There will be about 24 roundtable discussions, a few of which have already taken place.

6. OLD BUSINESS
7. NEW BUSINESS - Pullman
 - A. March 4, 2021 Executive Committee Agenda will include annual assessment review and preliminary discussion on adjustments to Property Based Improvement District (PBID) and Downtown Parking Improvement Area (DPIA).
8. PUBLIC COMMENTS (three minutes on all non-agenda items)
9. ADJOURNMENT
Meeting adjourned at 9:05 AM.

NEXT SCHEDULED EXECUTIVE COMMITTEE MEETING:

Thursday, March 4, 2021

8 AM

Location: Zoom teleconferencing

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

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