



**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

Staff:

Kraig Kojian, President & CEO

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EXECUTIVE COMMITTEE MEETING MINUTES

Thursday, March 4, 2021

8:00 AM

[Join Zoom Meeting](#)
Meeting ID: 870 8696 3641
Passcode: 815109

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

Voting Absent: Ryan Altoon

Staff: Kraig Kojian, Broc Coward, Austin Metoyer, Kelsey Mader, Justine Nevarez

1. CALL TO ORDER and INTRODUCTIONS – Alan Pullman, Chair
[Meeting presentation](#). Meeting called to order at 8:03 AM.
2. SECRETARY REPORT- Allison Kripp
ACTION: Approve Minutes from [February 4, 2020 Meeting](#)
MOTION: 1st: Merlo. 2nd: Kripp.
VOTE: None opposed. Keisler abstained. Motion passes.
3. TREASURER’S REPORT – Debra Fixen, Treasurer and Kevin Dickson, Dickson & Vanzant: [Year-to-Date Draft through Dec. 31, 2021](#)
 - Kojian shared that, due to the immediate departure of David Hughes, former DLBA Finance Manager, some items in the financial report had not been updated since the last Executive Committee meeting and Dickson will get the finances back on schedule by the next Committee meeting in April. No red flags to report or discuss.
 - The search for a Finance Manager continues, and there have been a few strong candidates so far.
4. CHAIRPERSON’S REPORT – Pullman
 - A. Governance Committee Report – Loara Cadavona, Chair
 - i. **Update [Board & Committee Vacancies](#)**
 - Rhonda Love, Executive Director for Dreamcreator Studio, has been an advocate for the work that the DLBA has been doing over the years and shared her appreciation for the opportunity to join the organization.
 - Kojian thanked Board and Governance Committee member Griselda Suarez for this recommendation.

ACTION: Approve [Rhonda Love](#) to serve on the DLBA 2020-21 Board of Directors, effective immediately and expiring September 30, 2022.

MOTION: 1st: Hosseinzadeh. 2nd: Merlo.

VOTE: None opposed. No abstentions. Motion passes.

- ii. [2020-21 Election Procedure Timeline](#)
 - Mailers are going out to the community this month, announcing the Board Elections. Interviews will take place in May, and voting will take place June through July.
 - The Governance Committee has begun outreach to sitting Board members whose terms are expiring as of September 2021 to gauge interest in serving for another term.

5. PRESIDENT AND CEO REPORT – Kraig Kojian

- Kojian reminded the Committee that the City will present its Economic Recovery Plan to City Council later this month. Keisler and his team have reached out to members of the community to gather as much information as possible which will be taken into consideration when creating this plan.
- Keisler presented a PowerPoint on the [Economic Recovery Strategy](#).
 - Unemployment data was broken down into 7 major themes: 1) Economic Equity, 2) Public Health, 3) Revenue Generation, 4) Customer Generation, 5) Consumer Spending, 6) Leverage, and 7) Digital Spending
 - 26 Roundtable Discussions were conducted, and the following major theme were found: 1) Service Sector Worker Vaccination, 2) Public Health and Safety, 3) Community-based Partnerships, 4) Restoring Trust, 5) Tenant and Property Owner Assistance, 6) Need-Based Decision Making, 7) Revenue Generation, 8) Inclusive Procurement, 9) Cutting the Red Tape, 10) Incorporating Past Plans
 - Keisler encouraged spending on the service sector.
 - Kojian asked Keisler what amount of funding the City is anticipating. Keisler answered that, because the Senate is not meeting today, it will be a little longer until Long Beach finds out how much they will be getting. It could be upwards of \$150 million.
 - Hosseinzadeh expressed concern about future closures, asking if there is a plan if this happens. Keisler said that this is still a point of concern, but the City feels it has a plan to carefully reboot the economy with minimal risk of closure.
 - Pullman emphasized that tourism is critical to Downtown's economy. Since many businesses have shifted toward remote work, the need for Downtown office space has diminished. This has directly impacted restaurants and other businesses in Downtown.
 - Kripp asked what DLBA's responsibility is and if there are any plans in place once this money comes in. Kojian referred to the existing programs and plans that were created after the first round of funding was received. In round two of funding, the new monies will amplify current programs, but can also fund new ones.
- A. Update on DLBA Strategic Plan & PBID Renewal
 - The Strategic Plan Steering Committee has been established. This committee will reflect a balanced representation of Downtown, tasked with identifying the needs of the organization and the community.
 - The entire Executive Committee is invited and expected to serve on this committee.
- B. Annual Assessment Review and Preliminary Discussion on [Adjustments](#) to Property Based Improvement District (PBID) and Downtown Parking Improvement Area (DPIA)
 - This is a yearly process, where the Consumer Price Index (CPI) is reviewed to determine how to adjust the upcoming annual assessment on the PBID and DPIA.
 - The DPIA assessment usually aligns with the City's increase on business license fees.
 - This PBID adjustment, if any, will be the last one before its renewal.
 - Metoyer reviewed slides 16-26
 - Merlo asked if the Committee should consider avoiding an increase on the assessment fees, considering the struggles experienced by businesses over the last year due to the pandemic.
 - Kojian reminded the committee that the PBID assessment is paid by property owners, while business owners pay DPIA assessments.
 - Cadavona inquired about industry standard for assessments in other districts this year. Kojian said DLBA staff can do some research to find out what other districts have done.
- C. [Organizational Dashboards](#)
- D. Miscellaneous Updates
 - Kojian reviewed two items at the Planning Commission meeting that the DLBA is supporting:
 1. American Life (Hotel on Ocean and Pine Ave)
 2. The Dispensary at 433 Pine Ave
 - Exceptional response to the DLBA's February Downtown Discussion Webinar: The Black Experience in Long Beach: Past, Present, and Future.
 - Quality of life issues for transient and homeless individuals have escalated. This population seems to be growing throughout Downtown due to the lack of visitors and people working in Downtown offices.

6. OLD BUSINESS
 7. NEW BUSINESS
 8. PUBLIC COMMENTS (three minutes on all non-agenda items)
 9. ADJOURNMENT
- Adjourned at 9:29 AM.

NEXT SCHEDULED EXECUTIVE COMMITTEE MEETING:

Thursday, April 1, 2021

8 AM

Location: Zoom teleconferencing

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

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