



**DOWNTOWN
LONG BEACH
ALLIANCE**

**Executive Committee
Members**

Alan Pullman – Chair

Loara Cadavona – Chair Elect

Allison Kripp - Secretary

Debra Fixen - Treasurer

Silvano Merlo – Past Chair

John Keisler

Ryan Altoon

Sheva Hosseinzadeh

Staff:

Kraig Kojian, President & CEO

Kelsey Mader, Executive
Assistant

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EXECUTIVE COMMITTEE MEETING AGENDA

Thursday, April 1, 2021

8:00 AM

[Join Zoom Meeting](#)

Meeting ID: 863 2712 8642

Passcode: 863885

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

Voting Absent: Ryan Altoon

DLBA Staff: Kraig Kojian, Kelsey Mader, Austin Metoyer, Justine Nevarez

1. CALL TO ORDER and INTRODUCTIONS – Alan Pullman, Chair
[Meeting presentation](#). Meeting called to order at 8:04 AM.
2. SECRETARY REPORT- Allison Kripp
ACTION: Approve Minutes from [March 4, 2020 Meeting](#)
MOTION: 1st: Merlo; 2nd: Hosseinzadeh.
VOTE: None opposed. Keisler abstained. Motion passes.
3. TREASURER’S REPORT – Debra Fixen, Treasurer and Kevin Dickson, Dickson & Vanzant: [Year-to-Date Draft Financials through February 2021](#)
 - Fixen presented slides 5-7.
 - Kojian asked that The Paycheck Protection Program (PPP) loan be added into the financials for the next report. These funds are designated exclusively for payroll.
 - Dickson explained that because the PPP is a loan it stays on the books as a liability until it is forgiven. Once it is forgiven it will transfer to revenue.
4. CHAIRPERSON’S REPORT – Pullman
 - A. Governance Committee Report – Loara Cadavona, Chair
 - i. Update [Board & Committee Vacancies](#)
 - Pullman and Kojian walked City Place with Waterford’s Sean Rawson and his Turnbridge Equities partners. . They discussed plans for the area that will help elevate the space.
 - Cadavona added that Waterford has financially contributed to the DLBA in the past and plans to make another donation to Downtown to illustrate their commitment.

ACTION: Approve Sean Rawson 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. Keisler abstained. Motion passes.

 - ii. Bylaw Amendments
 - Cadavona reviewed two Bylaw amendment recommendations that will be presented to the Board in April:
 1. Codifying the requirement that all Board members must serve on at least one committee.
 2. Including language that explicitly includes renters’ eligibility in serving on certain Board seats.

5. PRESIDENT AND CEO REPORT – Kraig Kojian

- Metoyer presented slides 12-35 which covered historical trends of both assessment districts and rates managed by DLBA and review of the Consumer Price Index (CPI) and sources and uses of these revenues.
- Cadavona asked is business license fees have been waived. Metoyer answered that there is a deferral on late payments, but the actual fee is not being waived. Keisler explained that the deferral program was applied retroactively as far back as March 2020.
- Cadavona asked if the data shown on slide 33 reflects the Clean & Safe Team operating at 100%. Metoyer clarified the data shows operations at 95%. The average operating rate is between 92% and 97%.
- Metoyer elaborated on different options to address a potential delta as it pertains to PBID revenue compared to expenses. One option is to reduce hours worked by the Clean & Safe Team.
- Kripp supports a 3% increase as was done in the last adjustment from fiscal year 2019-2020.
- Merlo emphasized the importance of the DLBA maintaining clean & safe services to keep Downtown clean and inviting for both residents and visitors.
- Kojian reminded the Committee that the adjustments being discussed will go into effect for the last year of the PBID. A new management plan will be created if/when the district is renewed.
- Hosseinzadeh asked if staff has a recommendation for the PBID assessment. Kojian suggested not operating at a deficit, therefore encouraged the Committee to consider a rate between 2.5% and 3%.
- When considering the potential assessment increase for the DPIA there is more flexibility in its budget. This assessment does not come with any contractual obligations as the PBID does. The DLBA has frozen this assessment before because of this. This assessment directly impacts business owners, therefore the conversation might look different than that of the property-owner discussion with the PBID assessment.
- Pullman suggested remaining consistent with previous action to match the City's annual adjustment on business licenses.
- Based on what businesses experienced this last year due to the pandemic, Kojian recommends freezing assessments and making up the costs elsewhere. This would alleviate some financial stress from business owners. Cadavona, Kripp, Merlo, and Hosseinzadeh support this recommendation.

A. [Property Based Improvement District \(PBID\) Assessment Adjustments for 2021-22](#)

ACTION: Propose a 3% annual adjustment to Property Based Improvement District (PBID) assessments for FY 2021-22, effective January 1, 2022 to be presented to the Board of Directors for approval.

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

VOTE: None opposed. No abstentions. Keisler not present for vote. Motion passes.

B. [Downtown Parking Improvement Area \(DPIA\) Assessment Adjustments for 2021-22](#)

ACTION: Propose 0% annual adjustment to Downtown Parking Improvement Area (DPIA) assessment effective July 1, 2021 to be presented to the Board of Directors for approval.

MOTION: 1st: Kripp; 2nd: Merlo.

VOTE: None opposed. No abstentions. Keisler not present for vote. Motion passes.

C. [Mid-term Update](#) on Strategic Plan Vision 2020

D. Update on DLBA 2021 Strategic Plan & PBID Renewal Process

- Erin Laetz, Associate Vice President at Progressive Urban Management Associates (PUMA), consultants to update the strategic plan, provided updates to the group. Outreach is officially underway and individual and group interviews have begun.
- The Strategic Plan Steering Committee held its first meeting in March and will help set expectations while extending PUMA's outreach to as many stakeholders as possible.

E. [Organizational Dashboards](#)

F. Miscellaneous Updates

6. OLD BUSINESS

7. NEW BUSINESS

8. PUBLIC COMMENTS (three minutes on all non-agenda items)

9. ADJOURNMENT

Meeting adjourned at 9:25 AM.

NEXT SCHEDULED EXECUTIVE COMMITTEE MEETING:

Thursday, May 6, 2021

8 AM

Location: Zoom teleconferencing

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

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