



**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

EXECUTIVE COMMITTEE MEETING MINUTES

Thursday, May 6, 2021

8:00 AM

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

Voting Absent: None

DLBA Staff: Kraig Kojian, Kelsey Mader, Austin Metoyer, Broc Coward, Justin Nevarez, Jeremy Ancalade

Guests: Erin Laetz, James Goodin, Councilmember Cindy Allen, David Sommers, Griselda Suarez, Sean Rawson, Carl Kemp

1. CALL TO ORDER and INTRODUCTIONS – Alan Pullman, Chair
[Meeting presentation](#). Meeting called to order at 8:05 AM.
2. SECRETARY REPORT- Allison Kripp
ACTION: Approve Minutes from April 1, 2021 Meeting
MOTION: 1st: Altoon; 2nd: Merlo.
VOTE: None opposed. Keisler abstained. Motion passes.
3. TREASURER'S REPORT – Jeremy Ancalade, DLBA CFO and Debra Fixen, Treasurer: [Year-to-Date Draft Financials through March 2021](#)
 - Kojian reviewed slides 5-7.
 - DLBA was granted and awarded a PPP loan. More money is expected from the American Rescue Act. The City is designating \$2 million of these funds to BIDs which is expected to be received late summer.
4. CHAIRPERSON'S REPORT – Pullman
 - A. Governance Committee Report – Loara Cadavona, Chair
 - i. Update [Board & Committee Vacancies](#)
 - The deadline for applications was extended to from May 1 to May 16. With only eight new applicants, the Governance Committee and staff will continue to recruit new candidates.
 - Merlo is holding a few meetings to find a replacement for his seat.
 - B. City Place Update – Sean Rawson, Waterford Properties
 - Rawson discussed general plans/hopes for Waterford's newly acquired property, City Place.
 - Rawson loosely broke down the next steps into phases:
 - Phase 1: Get to know tenants.
 - Phase 2: Focus on community activation, landscaping, streetscaping, etc. Re-imagine Harvey Milk Park and how to better incorporate it into the community.
 - Phase 3: Start to integrate the residential component into the project.
 - Several Committee members discussed potential use of space offering a variety of suggestions including grocery stores, tech tenants, educational usage, hospitality projects, and a potential partnership with California State University, Long Beach. Since Waterford is still in its earliest stages of planning, Rawson explained that some of these ideas have already been considered and all options are still possible.

- Rawson and Kojian discussed the homelessness issue in Downtown. Rawson and Waterford hope to be part of the conversation and the solution.
- Keisler expressed his excitement to work with a developer like Waterford that is both accessible and engaged in the community.
- Kojian and DLBA are working closely with leadership at City Place. Rawson is already engaged on multiple fronts including but not limited to DLBA's Board and Strategic Plan Steering Committee. Waterford's commitment to Downtown is evident not only in their involvement in the community but also in their financial contribution of grants for various programs in the area.

5. PRESIDENT AND CEO REPORT – Kraig Kojian

A. Update on DLBA 2021 Strategic Plan & PBID Renewal Process – PUMA

- About 50 individual interviews have been held so far. These interviews have been with DLBA Board and committee members, and City elected and appointed officials.
- PUMA is shifting towards internal assessments next as they look closer at the programmatic aspects of the organization.
- PUMA is planning a visit to Downtown for the June Board meeting. During this trip they will hold a variety of other meetings to further engage in community outreach.

B. [Organizational Dashboards](#)

C. Miscellaneous Updates

- Kojian reminded the committee of the organization's goal to embrace diversity, equity, inclusion, and access (DEIA). Mo Mills, DLBA Research & Policy Analyst will be the project manager for this and is currently looking at consultants. This effort will be in alignment with the Strategic Plan update.
- Stemming from the DLBA's celebration of Black History Month in February and the ensuing Downtown Discussion Webinar: The Black Experience in Long Beach: Past, Present and Future, Carl Kemp who moderated the discussion decided to produce a Juneteenth event which is being held in DTLB and sponsored by the DLBA. He briefed the significance of the Juneteenth to the committee, explaining that this is the oldest celebration of freedom in America and has growing momentum.
- Kemp spoke to the exciting aspects planned for this event to make it as successful as possible.
- Hosseinzadeh asked if the event is being marketed by DLBA or if it will be marketed soon. Kojian answered that this will be marketed once assets are received from Kemp.
- Keisler and the City's Economic Development department would like to sponsor a portion of the event that shares information about black-owned businesses in Downtown.

6. OLD BUSINESS

7. NEW BUSINESS

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

9. ADJOURNMENT

Meeting adjourned at 9:21 AM

NEXT SCHEDULED EXECUTIVE COMMITTEE MEETING:

Thursday, June 3, 2021

8 AM

Location: TBD

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

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