



**DOWNTOWN
LONG BEACH
ALLIANCE**

**Executive Committee
Members**

Alan Pullman – Chair

Loara Cadavona – Chair Elect

Allison Kripp - Secretary

Debra Fixen - Treasurer

Silvano Merlo – Past Chair

Ryan Altoon

Sheva Hosseinzadeh

John Keisler

Staff:

Jeremy Ancalade, CFO

Kraig Kojian, President & CEO

Kelsey Mader, Executive
Assistant

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EXECUTIVE COMMITTEE MEETING MINUTES

Thursday, June 3, 2021

8:00 AM

[Join Zoom Meeting](#)

Meeting ID: 815 5007 9284

Passcode: 420238

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

Voting Absent: Silvano Merlo

DLBA Staff: Kraig Kojian, Broc Coward, Kelsey Mader, Jeremy Ancalade, Mo Mills, Eileen Valencia, Justine Nevarez

Guests: David Sommers, Studio LBP

1. CALL TO ORDER and INTRODUCTIONS – Alan Pullman, Chair
Meeting presentation. Called to order at 8:03 AM.
2. SECRETARY REPORT- Allison Kripp
ACTION: Approve Minutes from [May 6, 2021 Meeting](#)
MOTION: 1st: Altoon; 2nd: Kripp.
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 April 2021](#)
 - Kojian introduced Jeremy Ancalade, DLBA CFO to the Committee. Ancalade shared his background in non-profits and fine arts. A Lakewood resident, Ancalade is happy to be working closer to home after previously working in Laguna Beach.
 - Kevin Dickson of Dickson & Vanzant LLP will continue to help support DLBA finances in a limited capacity.
 - Fixen presented information on slides 5-7.
 - Kojian summarized by saying that revenue is under budget, as are expenses because staff is being more mindful of the decreased money coming in.
 - The DLBA expects the funds from the American Rescue Act to be distributed over two fiscal years with the first installment coming this Summer.
4. CHAIRPERSON’S REPORT – Pullman
 - A. Governance Committee Report – Loara Cadavona, Chair
 - i. Update on Board Elections
 - Interviews with Board applicants has concluded, and the recommended names will be presented to the full Board of Directors in June.
 - Because of the pandemic, the Board and committees were frozen for a year. By considering the frozen year null and void, this will prevent any Bylaw that may have impacted term-limits and Chair-Elect eligibility.

ACTION: For tracking Board and Committees terms and time served purposes, approve the frozen 2020-21 year caused by COVID-19 pandemic as void.

MOTION: 1st: Altoon; 2nd: Hosseinzadeh

VOTE: None opposed. Keisler abstained. Motion passes.

5. PRESIDENT AND CEO REPORT – Kraig Kojian

A. [Update on DLBA 2021 Strategic Plan & PBID Renewal Process](#)

- PUMA will be visiting DTLB June 15 – 17 and will be touring the districts while working with staff on individual programs.
- The Committee will be invited to several meetings during their visit, many of which will be Hybrid offering virtual and in-person meeting options.

B. [Organizational Dashboards](#)

C. Miscellaneous Updates

- Diversity, Equity, Inclusion and Access (DEIA) Project – Mo Mills, DLBA Research and Policy Analyst
 - As DLBA continues through the Strategic Plan update, the momentous social changes in the past year, DLBA feels it is necessary to reevaluate its role as a BID and better understand ways it can positively impact social change.
 - Mills is tasked with finding consultants to help navigate this uncharted area, particularly for BIDs. The focus will be on internal policy changes and operations of the culture of the DLBA. The goal is to establish a guiding document to help reap external benefits in terms of equity/economic programs for people that need it most.
 - Soon a representative from BDS Planning & Design based in Seattle will be visiting DTLB. BDS has held many informative/impactful webinars this past year, focusing on the role of place-management organizations and BIDs in this area of DEIA and social change.
 - Kojian added that DLBA has discussed this project with the City and maintaining an alignment with its Framework for Reconciliation and to keep them updated on DLBA's progress. This was made a separate project from the Strategic Plan after better understanding the significance of this initiative.
- Juneteenth Celebration
 - Carl Kemp testified during City Council's meeting last Tuesday when they were deliberating this becoming a holiday. DLBA recognized this as a holiday in 2020.
 - Sommers elaborated on the marketing & production of this event. About \$10,000 of services is being donated by Studio LBP specifically for broadcast. Sommers hopes this will become a national model of how a community celebrates/honors Juneteenth. This will be a four or five camera shoot, with all live-broadcast capabilities and can be fed into social media feeds.
 - Kojian added that this discussion of this celebration dates to the beginning of the year when preparing for Black History Month in February. DLBA intended to continue celebrating black culture/history throughout the year, rather than just highlighting it in one month.
- With the pending health orders being lifted, DLBA staff is looking into reintroducing in-person, live events. A calendar will be created in the process which will outline these festivities.
- After being open nearly four weeks, the Open Streets Survey will conclude June 4. It has produced nearly 600 responses. The Open Streets policy has been extended through the end of September, however, many merchants on Pine Ave prefer the streets be open to vehicular traffic.
- Kojian shifted to a roundtable discussion regarding fireworks in Downtown for an Independence Day celebration. Typically, this is hosted by the Queen Mary, however, this was cancelled last year because of the pandemic and there are no plans to reintroduce this event this year. DLBA has an opportunity to host/fund something similar.
 - The Committee members shared thoughts for and against having fireworks in Downtown. One of the major considerations during this discussion is the migrant children being housed in the convention center. Some pointed out the trauma they have already experienced and that fireworks may be a trigger. Others suggested inviting the children to view the show. It was pointed out that this may be difficult because Health & Human Services has full authority over decisions made regarding the children.
 - Other thoughts included that using fireworks as a celebration of the City reopening, and with legal, controlled fireworks there will be less risk of illegal/dangerous fireworks.

6. OLD BUSINESS
 7. NEW BUSINESS
 8. PUBLIC COMMENTS (three minutes on all non-agenda items)
 9. ADJOURNMENT
- Adjourned at 9:07 AM.

NEXT SCHEDULED EXECUTIVE COMMITTEE MEETING:

Thursday July 1, 2021
8 AM

Location: HYBRID

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

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