

# EXECUTIVE COMMITTEE MEETING MINUTES

Thursday, July 1, 2021

8:00 AM

## HYBRID

DLBA Conference Room  
100 W Broadway, Suite 120  
Long Beach, CA 90802

OR

[Join Zoom Meeting](#)

Meeting ID: 895 0025 5448  
Passcode: 346143

**Voting Present:** Alan Pullman, Loara Cadavona, Silvano Merlo, Debra Fixen, Ryan Altoon  
**Voting Absent:** Sheva Hosseinzadeh, Allison Kripp, John Keisler  
**DLBA Staff:** Kraig Kojian, Broc Coward, Jeremy Ancalade, Kelsey Mader, Justine Nevarez, Austin Metoyer  
**Guests:** Brad Segal, Progressive Urban Management Associates (PUMA)

## 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

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 [June 3, 2021 Meeting](#)  
**MOTION:** 1<sup>st</sup>: Altoon; 2<sup>nd</sup>: Fixen.  
**VOTE:** None opposed. Merlo abstained. Motion passes.
3. TREASURER'S REPORT – Jeremy Ancalade, DLBA CFO and Debra Fixen,  
Treasurer: [Year-to-Date Draft Financials through May 2021](#)
  - Fixen and Ancalade presented slides 5-7. Currently, revenue is over budget and expenses are underbudget, however, this is largely due to timing. Parking Meter Revenue, which was stunted because of the pandemic last year, is projected to be on budget this year.
4. CHAIRPERSON'S REPORT – Pullman
  - A. Governance Committee Report – Loara Cadavona, Chair
    - i. Update on Board Elections
5. PRESIDENT AND CEO REPORT – Kraig Kojian
  - A. FY21-22 DRAFT Budget Overview
    - Kojian encouraged the group to share their questions and thoughts on the proposed budget for FY21-22.
    - Kojian reviewed slides 12-23, briefly reviewing revenue sources and each department's budget breakdown.
    - Surplus from contract for services are re-directed into Operations
    - Pullman asked for confirmation that Downtown Parking Improvement Area (DPIA) funds are unrestricted. Kojian confirmed that this is correct, and DPIA funds are only required to be used for general promotion for the area.
    - Fixen and Merlo suggested comparing the FY18-19 budget to the FY21-22 proposed budget since this was the last year not impacted by the pandemic.

- Kojian reminded the Committee that they chose to not increase the DPIA assessment for the upcoming year.
  - Cadavona and Ancalade discussed the anticipated parking meter revenue and how the offline meters (meters not in use due to the Open Streets program) will impact the proposed budget. In short, this was revenue allocation was built conservatively due to uncertainties in parking meter funding.
  - Each department includes the personnel cost associated with that department. Employees are responsible for breaking down their time to each department, and these percentages are allocated accordingly.
  - Fixen asked if the budget will be adjusted based off PUMA's feedback for the Strategic Plan update and Property Based Improvement District (PBID) renewal. Kojian said this is likely, which is why this budget is built as flexible as possible and why a narrative is not yet being presented to the committee.
  - Aside from the secured revenue streams, there will be other sources of funding coming into the DLBA. American Recovery Act dollars have not been included in this budget and exact amount of funding is still unclear, though DLBA knows it will come in over two fiscal years.
  - Segal added that PUMA likely will recommend DLBA be more aggressive with Clean & Safe services and Economic Development which are both based in PBID funding. Overall, this proposal is consistent with PUMA recommendations.
- B. Update on DLBA 2021 Strategic Plan & PBID Renewal Process – PUMA
- Segal reviewed the success of PUMA's June site visit to Downtown Long Beach. Through a series of meetings and Downtown tours, PUMA met the objectives of this trip.
  - Segal provided a brief overview of the results of the Strategic Plan survey. At this point, approximately 940 responses have been submitted, most of which are well balanced across all demographics. A couple groups that he recommends focusing on are Downtown employees and people of color, particularly the LatinX community.
  - Though these kinds of surveys typically skew toward wealthier households, this phase of survey results should equal distribution from a variety of incomes.
  - So far, the main take away is that most survey respondents think perceive Downtown to be clean and safe.
  - Segal reported on the primary concerns of Downtown as expressed through the survey: First, focus on safety/homelessness and second, on filling vacant storefronts.
  - The Committee discussed possible approaches to target employees and different racial groups to take this survey.
  - Segal reminded the group that there is a Spanish version but with zero responses.
  - Metoyer will send this survey to the Hispanic Chamber of Commerce.
  - Segal and his team are starting to put together the framework for the Strategic Plan. PUMA is scheduled to be onsite in August to meet with Board and Steering Committee to review what the Plan will look like. Come October the Strategic Plan will be completed, as will the first draft of PBID management plan. Focus will then shift to property owners.
  - Kojian, Fixen and Coward discussed the idea of expanding the PBID further into the Waterfront and potential additional contracts for clean and safe services.
  - Pullman asked if survey responses continue to come in or if they are trailing off. Segal shared that they are slowing down and recommended another push after the holiday.
- C. [Organizational Dashboards](#)
- D. Miscellaneous Updates
- Kojian discussed the triple shooting at the Pike Outlets over the weekend. Long Beach Police Department (LCPD) South Division Commander Prieto called Kojian within an hour of the shooting to provide updates. LCPD was able to respond quickly because of overtime hours deployed in the area. After a bit of investigation, it was discovered that this was not a random shooting but rather was gang-on-gang from Carson.
  - Kojian had a similar conversation earlier in the week with the Long Beach Council of Business Associations (COBA). The group will invite Chief Luna to a meeting to further discuss concerns not only around safety of Downtown, but police moral as well.
  - John Sangmeister of Gladstone's took a video following the shooting, noting drastically decreased business. Fixen mentioned observing the opposite impact in Shoreline Village.

- Fixen added that crime (excessive drinking/drug-usage) has increased with the return of large crowds to Downtown.
- To help increase police moral, Fixen suggested Police appreciation week. Kojian added that Councilmember Allen is considering something along these lines since she understands what police officers are feeling. This will provide an opportunity for officers to explain what they have been feeling in recent months.

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

Meeting adjourned at 9:33 AM.

**NEXT SCHEDULED EXECUTIVE COMMITTEE MEETING:**

Thursday August 5, 2021

8 AM

Location: HYBRID

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

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