



**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, August 5, 2021

8:00 AM

[Join Zoom Meeting](#)

Meeting ID: 859 0548 8860

Passcode: 498102

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

**Voting Absent:** Allison Kripp

**DLBA Staff:** Kraig Kojian, Kelsey Mader, Jeremy Ancalade, Broc Coward, Austin Metoyer, Steve Be Cotte, Mo Mills, Stephanie Gonzalez, Justine Nevarez, Lauren Mayne, Michael Berman

**Guests:** Brad Segal, PUMA; Erin Laetz, PUMA; Yvette Freeman, PUMA; Ishmael Nuñez, BDS Planning

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 [July 1, 2021, Meeting](#)**  
**MOTION: 1<sup>st</sup>: Hosseinzadeh; 2<sup>nd</sup>: Altoon.**  
**VOTE: None opposed. Keisler not present to vote. Motion passes.**
3. TREASURER’S REPORT – Jeremy Ancalade, DLBA CFO and Debra Fixen, Treasurer: [Year-to-Date Draft Financials through June 2021](#)
  - Ancalade presented slides 5-7.
  - Consistent with previous financial reports, revenue and expenses are both under budget.
  - Parking meter revenue was expected to meet or exceed budget as was reported at the last meeting. There were allocations/accruals being accounted for in the system that weren’t reversed out, so this was inflated. After making proper adjustments, parking meter revenue is expected to fall short of projected revenue.
  - Kojian added that DLBA secured a PPP loan in the amount of \$160,000 which covered personnel expenses. Funds originally designated for personnel will be shifted into revenue. Additionally, amount of funding and the distribution methodology expected from the American Recovery Act to Long Beach’s Business Improvement Districts expected over the next couple fiscal years has not yet been determined by the City, but the BIDS have been informed it will not arrive before the year.
  - Per Ancalade, the PPP loan is expected to be forgiven by end of this fiscal year.
4. CHAIRPERSON’S REPORT – Pullman
  - A. Governance Committee Report – Loara Cadavona, Chair
    - i. Update on Board Elections
      - Cadavona presented data on slide 10, comparing results from current and past election years.
      - Overall DLBA saw a lower turn-out rate. Pullman asked if this might be because of the pandemic. Cadavona explained that there was an onsite presence (kiosks) in the community to promote the election, but with COVID that element was missing. This likely impacted this year’s election.

B. Appoint Programming Committee Chairs and Vice-Chairs for FY 21-22

- Cadavona explained the Governance Committee's intention to pair a newer Board member with a seasoned Board member to create a mentorship and help ensure a seamless transition.
- i. Economic Development

**ACTION: Approve Sean Rawson as Chair and Sheva Hosseinzadeh as Vice-Chair for a period of one year, beginning October 1, 2021, and expiring September 30, 2022, as recommended by the Governance Committee.**

**MOTION: 1<sup>st</sup>: Merlo; 2<sup>nd</sup>: Altoon.**

**VOTE: None opposed. Keisler abstained. Motion passes.**

ii. Marketing & Communications

**ACTION: Approve Monica Garrett as Vice-Chair for a period of one year, beginning October 1, 2021, and expiring September 30, 2022, as recommended by the Governance Committee. Chair TBD.**

**MOTION: 1<sup>st</sup>: Pullman; 2<sup>nd</sup>: Altoon.**

**VOTE: None opposed. Keisler abstained. Motion passes.**

iii. Placemaking

**ACTION: Approve Michael Gold as Chair and Alan Burks as Vice-Chair for a period of one year, beginning October 1, 2021, and expiring September 30, 2022, as recommended by the Governance Committee.**

**MOTION: 1<sup>st</sup>: Altoon; 2<sup>nd</sup>: Merlo.**

**VOTE: None opposed. Keisler abstained. Motion passes.**

iv. Public Safety

**ACTION: Approve Pat Welch Chair and Isidro Panuco as Vice-Chair for a period of one year, beginning October 1, 2021, and expiring September 30, 2022, as recommended by the Governance Committee.**

**MOTION: 1<sup>st</sup>: Fixen; 2<sup>nd</sup>: Merlo.**

**VOTE: None opposed. Keisler abstained. Motion passes.**

v. Special Events & Sponsorships

**ACTION: Approve Rhonda Love as Chair and Laurie Gray as Vice-Chair for a period of one year, beginning October 1, 2021, and expiring September 30, 2022, as recommended by the Governance Committee.**

**MOTION: 1<sup>st</sup>: Pullman; 2<sup>nd</sup>: Altoon.**

**VOTE: None opposed. Keisler abstained. Motion passes.**

C. Annual CEO Evaluation & Strategic Plan Review

- The Executive Committee will be evaluating Kojian in September. Kojian will submit a self-evaluation and an update on how DLBA is doing with the current strategic plan, including both challenges and successes.

5. PRESIDENT AND CEO REPORT – Kraig Kojian

A. [FY21-22 DRAFT Budget Overview](#)

- Ancalade worked closely with department managers to build a balanced budget beginning in October 2021. Adjustments have been made going into the next fiscal year based off challenges faced throughout the current year.
- Ancalade presented slides 19-21. This is the foundational budget which is based off secured funding. It does not take into consideration any other potential sources (i.e.: grants, loans, etc.).
- Ancalade compared previous fiscal years' actuals to the proposed budget for FY 21-22
- Kojian, Metoyer, Coward, Mayne, and Gonzalez presented an overview of their respective departments' budgets. Services, programs, events, and other relevant topics were discussed as they relate to organizational/operational costs.
- The biggest budget allocation is for the Operations Department with focus on public safety and addressing the unhoused population in Downtown.

**ACTION: Recommend revised FY2021-22 draft budget to the Board of Directors for its consideration.**

**MOTION: 1<sup>st</sup>: Hosseinzadeh; 2<sup>nd</sup>: Altoon.**

**VOTE: None opposed. Keisler abstained. Motion passes.**

- B. Update on Diversity, Equity, Inclusion and Access (DEIA) [Proposal and Introduction to BDS](#)
- Mills introduced this project and Ishmael Nuñez of BDS Planning. Over the next couple years, while the strategic plan is being updated, forward planning becomes even more important for the organization and the impacts it has on Downtown.
  - Nuñez reviewed BDS's history with improvement districts, place management organizations, and other private-public partnerships.
  - BDS has worked in 60+ different Downtowns/districts throughout the nation while focusing on:
    - Consensus facilitation
    - Inclusive process
    - Place management
    - Organizational development
  - DLBA & BDS will work together to create a more diverse, equitable, and inclusive environment internally with hopes that this can transcend the organization and ultimately help shape the entire Downtown community.
  - Kojian added that this project will be overlaid with the Strategic Plan being completed by Progressive Urban Management Associates (PUMA).
- C. Update on DLBA 2021 Strategic Plan & PBID Renewal Process – PUMA
- Due to time constraints, this portion of the meeting is being held until the next Strategic Plan Steering Committee meeting, scheduled for August 18.
- D. [Organizational Dashboards](#)
- New and improved dashboards were introduced to the committee. These are now live and accessible on DLBA's website.
- E. Miscellaneous Updates
6. OLD BUSINESS
7. NEW BUSINESS
8. PUBLIC COMMENTS (three minutes on all non-agenda items)
9. ADJOURNMENT
- Meeting adjourned at 9:30 AM.

**NEXT SCHEDULED EXECUTIVE COMMITTEE MEETING:**

Thursday September 2, 2021

8 AM

Location: TBD

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

All meetings held by the Downtown Long Beach Alliance shall be conducted in compliance with the Brown Act, California Government Code Section 54950 et seq., and its requirement that public commissions, boards, councils, and public agencies conduct business openly. E-Mail correspondence regarding agenda items can be directed to [info@dlba.org](mailto:info@dlba.org). Agenda items may also be reviewed as posted in public view at the DLBA offices or at City Hall. If special accommodation is desired pursuant to the Americans with Disabilities Act, please make your request by phone to (562) 436-4259, by noon the day prior to the meeting.