



**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, September 2, 2021**

**8:00 AM**

[Join Zoom Meeting](#)

Meeting ID: 857 7456 6336

Passcode: 193908

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

**Voting Absent:** Ryan Altoon

**DLBA Staff:** Broc Coward, Jeremy Ancalade, Kelsey Mader, Austin Metoyer

**Guests:** Michael Vitug, DLBA Board of Directors; Erin Laetz, PUMA

1. CALL TO ORDER and INTRODUCTIONS – Alan Pullman, Chair  
Meeting presentation. Meeting called to order at 8:06 AM.
2. SECRETARY REPORT- Allison Kripp  
**ACTION: Approve Minutes from [August 5, 2021, Meeting](#)**  
**MOTION: 1<sup>st</sup>: Hosseinzadeh; 2<sup>nd</sup>: 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 July 2021](#)
  - Ancalade presented financials on slides 5-7.
  - DLBA recently received notice from the Small Business Administration (SBA) that the Paycheck Protection Program (PPP) loan was forgiven, so now the full \$160,000 will be recognized as a Government Grant.
  - Pullman and Ancalade discussed the Property-Based Improvement District (PBID) and Downtown Parking Improvement Area (DPIA) revenue falling short. Ancalade explained that earlier in the year DLBA was hopeful that it would hit its targets, but it was difficult to determine this due to variances with timing. Ultimately these targets will not be hit. Even though DLBA is under budget for revenue, expenses are also below budget which has resulted in a surplus.
  - Cadavona and Pullman confirmed that the PPP loan is now being reflected in the books. Ancalade confirmed this is accurate.
  - Cadavona asked if DLBA’s revenue is trending similarly to other Business Improvement Districts (BIDs). Coward said yes, other BIDs have reported their revenues are trending down and many adjusted to account for this.
4. CHAIRPERSON’S REPORT – Pullman
  - A. Governance Committee Report – Loara Cadavona, Chair
    - i. Update on Committees for FY 21-22

**ACTION: Approve Monica Garrett to serve as Chair and Cameron Andrews to serve as Vice-Chair for the Marketing & Communications Committee for a one-year term, commencing October 1, 2021, and expiring September 30, 2022, as recommended by the Governance Committee.**

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

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

B. Update on Annual CEO Evaluation

**ACTION: Postpone Annual President/CEO Evaluation until the next scheduled Executive Committee meeting scheduled for Thursday, October 7, 2021.**

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

**VOTE: None opposed. No abstentions. Motion passes.**

5. STAFF REPORT – Broc Coward

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

- Laetz reminded the Committee that the Draft Strategic Plan Framework was recently presented to the full Board. PUMA continues to amend the document as comments and revisions are submitted from the Board and its Streeting Committee. Recently PUMA's focus shifted from the "what" portion of the document to the "how".
- Alongside the development of the updated Strategic Plan, Michael Berne of MJB Consulting completed a retail study which will be provided to the group after this meeting. Overall Berne reports that Downtown largely avoided an "extinction-level" event experienced by other BIDs. Additionally, entrepreneurship is expected to surge, some of which has already happened. Similarly, PUMA has been working on an office study. Though a sluggish recovery is expected, ultimately a full return to pre-pandemic office usage is likely to occur in the next 3-5 years.
- Kripp, Laetz and Metoyer discussed the extent of the Board's feedback on this document. Metoyer estimated 5-6 Board/Steering Committee members submitted feedback, with nearly full participation from the Executive Committee.
- Cadavona asked if, when this plan is presented in October, it will be in its final form and if there will be no further opportunities for feedback. Laetz and Coward explained that its presentation next month will hopefully result in its preliminary approval, and though not ideal, slight adjustments can be made if the group feels it necessary.
- Keisler encouraged a focus on organizational strength relative to who DLBA is as an agency. The City of Long Beach emphasizes the importance of Diversity, Equity, Inclusion, and Access (DEIA) and strong financial management in particular. Laetz advised that this is coming, it has just not been incorporated into the goals. This falls into the "how" portion of the project.
- Pullman reiterated placing focus on the organization itself and questioned how the DEIA consultant will be incorporated into or referenced in the Strategic Plan. Laetz stated that the timing of the DEIA report will wrap after PUMA's report, but PUMA will make mention of this report and suggest those recommendations be considered once it's finalized.
- Coward elaborated on the importance of the Strategic Plan and how it drives the organization including things such as Chair & Vice-Chair guidance and setting committee goals.

B. [Organizational Dashboards](#)

- Coward referenced the dashboards that are regularly linked in the agenda. Once PUMA finalizes the Strategic Plan there likely will be some changes made.

C. Miscellaneous Updates

- DLBA formally signed an agreement with BDS which is scheduled to begin in September.
- Coward discussed the shifts for the Clean & Safe Team members. Missed shifts have been a concern of late, and recently DLBA has set a goal to reach 97.5% billed shifts. Because regular minimum wage increases, DLBA has struggled to compete with local BIDs and other jobs in Long Beach. Recent research in the region shows these jobs to pay between \$17 and \$18 an hour, whereas DLBA is at \$14.25 on average. This will increase to \$16.50 - \$17 per hour.
- Merlo and Coward discussed wage analysis. Coward said DLBA references an analysis conducted by the International Downtown Association (IDA) which occurs every two years.
- Kripp and Fixen discussed the importance of paying the Clean & Safe Ambassadors a fair and living wage.

6. OLD BUSINESS

7. NEW BUSINESS

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

9. ADJOURNMENT

Adjourned at 9:24AM.

**NEXT SCHEDULED EXECUTIVE COMMITTEE MEETING:**

Thursday, October 7, 2021

Immediately following annual Board of Directors meeting

Location: TBD

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

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