



**DOWNTOWN
LONG BEACH
ALLIANCE**

Executive Committee

Ryan Altoon, Chair

Tony Shooshani, Chair Elect

Toliver Morris, Past Chair

Derek Burnham, Treasurer

Allison Kripp, Secretary

Linda Tatum

Silvano Merlo

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EXECUTIVE COMMITTEE MEETING MINUTES

Thursday, September 6, 2018

8:00 AM

Downtown Long Beach Alliance Conference Room
100 West Broadway, Suite 120
Long Beach, CA 90802

Voting Present: Linda Tatum, Silvano Merlo, Derek Burnham, Ryan Altoon, Tony Shooshani, Allison Kripp

Voting Absent: Toliver Morris

Guests: -

DLBA Staff: Broc Coward, Jessica Bierd, Jennifer Arenas, Kraig Kojian, Melissa Wilson

1. CALL TO ORDER and INTRODUCTIONS - Ryan Altoon, Chair

Meeting called to order at 8:12am.

2. SECRETARY REPORT: Review minutes from August 2 meeting – Allison Kripp

A. ACTION: Approve Minutes from August 2 Executive Committee Meeting. 1st Shooshani. 2nd Merlo. None opposed, Burnham abstained. Kripp not present for vote.

3. TREASURER'S REPORT: Financials Review through July – Derek Burnham
Burnham discussed the timing of projects will be a factor in closing the books.

4. CHAIRPERSON'S REPORT- Altoon

A. Review Organizational Structure

Kojian – The PBID expires in 2022 and the Strategic Plan will need to be renewed by 2020. Altoon will be undertaking the larger organizational projects beginning on October 1 in his term as Past Chair. Specifically, an ad hoc committee will be created from a core team of the Executive Committee members to actively and proactively work with staff to determine and work through future organizational challenges and goals.

5. PRESIDENT AND CEO REPORT – Kraig Kojian

Kojian explained the Governance Committee discussed the following changes to ensure - there can't be a case of a tie vote and in the case of quorum, there won't have to be ½ added in any case.

A. Update on Governance

i. Amend Bylaw Section 8.3, 8.5 e to add additional At-Large appointment and create 21-member voting Board

ACTION: Recommend to Board for consideration. 1st Merlo. 2nd Burnham. None opposed or abstentions. Kripp not present for vote.

ii. Amend Bylaw 8.5 d to make all voting Board members eligible to serve on Executive Committee

ACTION: Recommend to Board for consideration. 1st

B. Review of Year-to-Date Programming Committee Dashboards

Coward reviewed the Dashboards (linked above).

Arenas reviewed the updated website, which can be seen at downtownlongbeach.org. The website is connected to Google Analytics and

conversion forms are in place, so the Marketing team will be able review and dissect the analytics for the entire website, including the interactive map.

The committee provided the following input –

- An online form for sponsorship / donation opportunities from the community
 - Add DLBA logo to events calendar so people know which are DLBA signature events vs community events
 - Add boundaries to interactive map
 - Add events to interactive map
 - Include social media and website traffic/analytics from the website to the newsletter
 - Add link to Mayor’s development map underneath the interactive map
 - Leverage photography archive to fill white space on site, especially on invest page
6. OLD BUSINESS
 7. NEW BUSINESS
 8. PUBLIC COMMENTS (three minutes on all non-agenda items)
 9. ADJOURNMENT
- Meeting adjourned at 9:05am

NEXT SCHEDULED EXECUTIVE COMMITTEE MEETING:
October 10, 2018
Studio One Eleven Conference Room
245 E. 3rd Street, LB CA 90802

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

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