



**DOWNTOWN
LONG BEACH
ALLIANCE**

Executive Committee

Members:

Silvano Merlo, Chair

Alan Pullman, Chair Elect

Debra Fixen, Treasurer

Allison Kripp, Secretary

Tony Shooshani, Past Chair

Ryan Altoon

Loara Cadavona

Debra Johnson

John Keisler

EXECUTIVE COMMITTEE MEETING MINUTES

Thursday, April 2, 2020
Starts: 8 AM
Zoom Teleconferencing

Voting Present: Silvano Merlo, Alan Pullman, Ryan Altoon, Debra Johnson, Allison Kripp, Tony Shooshani, John Keisler, Loara Cadavona, Debra Fixen

DLBA Staff: Kraig Kojian, Broc Coward, Cherisse Evans, Austin Metoyer, Sam Mehlinger, Steve Be Cotte

Guests: Kevin Dickson, Dickson & Vanzant, Board Members: Pat Welch, Denise Maldonado, Denise Carter and Janice Friend

1. CALL TO ORDER and INTRODUCTIONS – Silvano Merlo, Chair
[Meeting presentation.](#) Meeting called to order at 8:10 AM.

2. SECRETARY REPORT – Allison Kripp

ACTION: Approve [Minutes from March 5, 2020 Executive Committee Meeting](#)

MOTION: 1st: Altoon. 2nd: Shooshani.

VOTE: None opposed. Keisler abstained. Motion carries.

3. FINANCIAL REPORT: [Year-To-Date Draft Financials through February 28, 2020](#)
– Debra Fixen, Treasurer and Kevin Dickson, Accountant

4. CHAIRPERSON'S REPORT- Merlo

A. COVID19 Roundtable Discussion

Kojian discussed DLBA COVID-19 response:

- Staff telecommuting, with daily staff calls.
- Clean and Safe teams considered essential services and getting much support from the community.
- Marketing has posted resources on DLBA website to the business community
- Outreach to individual businesses to find out if they are open and what their specific needs are
- F and M Bank agrees to reposition 3-year grant sponsorship with the first year of partnership (\$30,000) to be used for small business microgrants (\$1,000 for 30 businesses)

Keisler reported on what the City is doing during this crisis

- Business assistance to offer immediate economic relief. Continuing to discuss with partners what is better for landlords, for renters or business owners.
- Moratoriums: for evictions, utility shut off, penalty payments
- Economic Development department is focused on work force development. Unemployment claims over six million last week. Consulting with employers as well 500-1,000 employees a day. Helping employers with their options. There are new programs with new choices.
- SBA programs: lenders getting prepared for new programs such as the Paycheck Protection Program (PPP).
- Kripp says she has spoken with other small business owners and many are not interested in loans but looking for other funding options.
- Kojian talked about the emergency financial plan for the organization. PBID is the biggest revenue stream for DLBA. There currently is no relief

on property tax at the moment but State/County can waive fees associated with late payments.

Dickson, accountant Dickson & Vanzant:

- Looking at annual budget and what we have received and what is outstanding. Made projections based on worse-case (75%) and best-case (25% down) scenarios.
- Also, layer this onto cash flow.
- Managers are looking at what projects are outstanding and are being asked to hold off on any commitments.
- Changing our payment cycle to 30 days versus 15 days
- Will take advantage of PPP if DLBA qualifies. Economic disaster SBA loan: \$10K emergency deposit within 3 days. Would not have to be paid back if loan is denied.

Pullman facilitated open conversation, asking the following questions:

- What role will DLBA will play in this emergency response phase?
 - Moving into stabilization, what role should DLBA play?
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- Kripp mentioned that Long Beach Unified School District (LBUSD) is officially closed for the year. School work will be required from home which will be an added concern for working parents.
 - Cadavona asked if the organization had been receiving any questions or requests from stakeholders? Is there an opportunity to understand their needs? Kojian says there has been outreach by phone to check in with Downtown businesses to learn what operations they are offering. Also have designed a COVID-19 impact survey for Downtown and sharing with other BIDS so it will include city-wide responses. Waiting to let things settle, but the new survey will begin next week. We then may use that survey as a baseline and conduct a follow up survey once businesses are reopened.
 - Welch wants to see more information about filing for unemployment, family leave, screening/testing, parents/resident support and resources. Coward-mentioned DLBA's website has comprehensive information compiled from federal, state and local resources and referred them to Welch.
 - Stone says she sees a huge need from small businesses to have streamlined information regarding available support.
 - Cadavona asked if there are opportunities to make connections between residents, residents with businesses and businesses with other businesses? Altoon added a related suggestion that DLBA invite different sectors to participate in video calls to gather more information about their needs. Kojian says DLBA is considering holding either panel or more open discussions such as webinars.

B. Governance Committee Report – Alan Pullman

- Pullman reported that the Governance Committee discussed the current timing of the Board Election in relation to the COVID-19 health crisis. Given the circumstances, it is a challenging time to focus on recruiting, interviewing, and assembling a slate. The committee is seeking the Executive Committee's feedback on its recommendation that while recruitment can continue, the Board Election be postponed until next year and extend each current Board members term for one year.
- Kojian stated that extending each Board Members' term would be considered an emergency action by the Board
- Shooshani, Cadavona and Altoon are in favor of postponing the election, due to the unknown
- Fixen is also in favor of postponing but also suggested that if needed, there could be some outreach to previous Board Members, determining if they would be willing and able to serve in an emergency capacity.
- This discussion and recommendation to suspend the FY 20-12 Board selection process will be on the Board of Directors agenda for April 15.

- C. Discussion: Annual Board & Staff Assessment – Merlo and Kraig Kojian
- Suspended this project for the time being and resume when the time is appropriate

5. PRESIDENT AND CEO REPORT – Kraig Kojian

A. Property Based Improvement District ([PBID](#)) [Assessment Adjustments for 2020-21](#)

- Kojian recommended tabling the agenda items 5A. and 5B. along with the suggested actions, in order to allow more time to re-evaluate and understand the economic impacts of the on-going COVID-19 health crisis. This agenda item will return to the Executive Committee at the May 7 meeting. Delaying the discussion will compress the time needed by staff to present the annual budget, but Kojian is confident it can be completed in time (August).

ACTION: Table the review and consideration of the annual adjustment to Property Based Improvement District (PBID) assessments for FY 2020-21, until the next Executive Committee meeting on May 7, 2020.

MOTION: 1st: Altoon. 2nd: Shooshani.

VOTE: None opposed. Keisler abstained. Motion carries.

B. Downtown Parking Improvement Area ([DPIA](#)) [Assessment Adjustment for 2020-21](#)

ACTION: Table the review and consideration of the annual adjustment to Downtown Parking and Improvement Area (DPIA) assessment, until the next Executive Committee meeting on May 7, 2020.

MOTION: 1st: Altoon. 2nd: Kripp.

VOTE: None opposed, Keisler abstained. Motion carries.

C. Organizational Dashboards and [Mid-year Strategic Plan Review](#)

D. Review Advocacy/Legislative Calendar Agenda – Austin Metoyer, DLBA Economic Development and Policy Manager-Tabled until May 7, 2020 Executive Committee meeting.

6. OLD BUSINESS

A. Update on [Inclusionary Housing Policy](#) (letter to City Council)

- Kojian stated that Planning Commission will bring their recommendations for an Inclusionary Housing to City Council on April 21, 2020.
- Austin Metoyer, DLBA Economic Development and Policy Manger, presented a DLBA-created [Inclusionary Housing Policy Matrix](#) which outlines the variances between Planning Commission's proposed policy and both the DLBA and Beacon Economics policy recommendations.
- Metoyer mentioned that prior to the next Executive Committee meeting on May 7, he would appreciate the committee's feedback on determining a clearer definition related to the number of units required to fall under the inclusionary housing policy.
- Cadavona: suggests DLBA take a position on what metrics the City uses to measure success as well as creating baselines for comparison. Also suggests changing the review period from a three to five-year review to an annual review in order to course-correct in a timely manner.
- Altoon agrees with Cadavona on the suggestion of an annual review. He also recommends looking at the impact fee exemptions as an incentive and ask the City to waive fees, allowing for non-union workers on development projects.
- Shooshani agrees with the previous suggestions and adds that the grandfathering period beginning in October date be delayed and added that a large percentage of development projects are on hold due the COVID-19 crisis.
- Kripp feels there will also be a hold on people moving into new units.
- Keisler mentioned that Development Services has not delayed their processes and is still reviewing plans and conducting inspections.
- Pullman mentioned the majority of residential development projects have been postponed and that the data from KMA and Beacon may not be relevant any longer in the short-term.

- Altoon added that if there are changes in the fundamental data and underlying assumptions as a result of the COVID-19 crisis, it would be prudent to wait and see what the economic impacts are and encourage City Council to pause and review before moving forward with a long term policy. Several committee members voiced their support of this recommendation.
- Cadavona and Pullman both added that if the City does not put a hold on its inclusionary housing policy, we should, as earlier discussed, ask for the timeframes to be delay with specific dates.
- Several committee members voiced their support of requesting the City to pause on this policy until there is a better understanding of the economic impact of the COVID-19 health crisis and wait to include an inclusionary housing policy into the greater recovery plan for the city.
- Kojian summed up the suggestions by stating that DLBA could write a letter to City Council requesting a delay in its start of the inclusionary housing and make this part of the City's overall recovery program to rebuild the Long Beach economy.

ACTION: Table this action item to be brought back to the Board of Directors at the April 15, 2020 meeting.

MOTION: 1st: Shooshani. 2nd: Pullman.

VOTE: Merlo was not present to vote. Keisler abstained. Motion carries.

7. NEW BUSINESS
8. PUBLIC COMMENTS (three minutes on all non-agenda items)
9. ADJOURNMENT
Meeting adjourned at 9:51 AM.

NEXT SCHEDULED EXECUTIVE COMMITTEE MEETING:

Thursday, May 7, 2020

8 AM

Zoom Teleconferencing

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

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