



**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, February 13, 2020
8AM
DLBA Conference Room
100 W. Broadway, Suite Long Beach, CA 90802

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

Voting Absent: Debra Fixen, John Keisler

DLBA Staff: Kraig Kojian, Broc Coward, Cherisse Evans

Guests: Karen Luau- Student CSULB, Kena Fuller- Fuller Management

1. CALL TO ORDER and INTRODUCTIONS – Silvano Merlo, Chair
Meeting at 8:13 AM.

[Meeting Presentation](#)

2. SECRETARY REPORT – Allison Kripp:

ACTION: Approve Minutes from January 9, 2020 Executive Committee Meeting
1st: Altoon 2nd: Pullman. None opposed, no abstentions. Motion carries.

3. FINANCIAL REPORT: Year-To-Date Financials through December 31, 2019 –
Debra Fixen, Treasurer and Kevin Dickson, Accountant

- DLBA received sponsorships to help off-set the cost of the inclusionary housing study conducted by Beacon Economics. Those funds have been grouped under revenue for special events and will be moved to advocacy where the original cost came from.
- Financial Report shows August and September revenues being rolled over from the previous year related to parking meter and PBID payments-Kojian will get further clarification.

4. CHAIRPERSON’S REPORT- Merlo

A. Governance Committee Report- Alan Pullman, Chair

Review Governance Committee Bylaw change recommendations Section 8.5 (d)
[Action Report 4A](#)

- The reason for recommending a change in the Bylaw language was due to a lack of clarity on definitions such “Stakeholder”, “Director”, “Advisor”, but also specifically with the eligibility requirements for appointed Residential Representatives on the Board.

ACTION: Review to approve Governance Committee’s recommendations to amend Bylaw Section 8.5 (d) and present to Board of Directors for its consideration.

1st: Altoon. 2nd: Shooshani. None opposed, no abstentions. Motion carries.

B. Review Governance Committee Bylaw change recommendations Section 8.5 (f)
[Action Report 4B](#)

- With clarification of eligibility requirements for the appointed residential representatives Section 8.5 (d) clearly stating the appointees must be stakeholders, the Governance Committee felt that there should still be a seat on the Board for a non-assessed resident to serve and therefore took one of the six Advisor seat and is recommending it be designated for a resident.

ACTION: Review to approve Governance Committee’s recommendations to amend Bylaw Section 8.5 (f) and present to Board of Directors for its consideration.

1st: Shooshani. 2nd: Johnson. None opposed, no abstentions. Motion carries.

C. Discussion: Annual Board & Staff Assessment – Merlo and Kraig Kojian

- Kojian explained that annual staff evaluations occur on all levels and are being conducted as outlined in the strategic plan. An annual organizational self-evaluation needs to be implemented.

- Kojian Introduced Kena Fuller, of Fuller Management. Fuller Management has been in business for 10 years, mostly working with smaller organizations, many within Long Beach.
- Fuller is in the process of conducting the DLBA employee assessment and also partners with DLBA on other projects such as the business development PACE program.
- The purpose of the organizational assessment will be to determine how best the Executive Committee members' skills and strengths can be applied in a beneficial way to the organization. A SWOTT (Strengths, Weaknesses, Opportunities, Threats and Trends) assessment will be conducted with all nine EC members aligning those goals with DLBA's Strategic Plan. Fuller will create a matrix to allow open, multi-levels of communication.
- Fuller will evaluate the results of the SWOTT assessment to identify consistent issues and make recommendations for improvements within the organization. She will also help create on-boarding practices for new Board members.
- Establishing best practices by undergoing this assessment process is one of Merlo's goal as the Chair for this year.
- Board mentorship: Kojian will work with Pullman and Altoon on creating a template for a DLBA mentorship program, based on similar programs they have been a part of on other Boards on which they have served. This could be a byproduct along with other resources coming from the Executive Committee's self-assessment and evaluation process.

5. PRESIDENT AND CEO REPORT – Kraig Kojian

A. Update Strategic Plan, Review Committee Dashboards and Annual Goals

- Altoon asked for an update on the Public Realm wayfinding project. Update: It is in fabrication now. DLBA has asked Public Works to waive permitting fees. We should have an answer soon. This is a joint project with the City working on gateway and vehicular signage, while DLBA is focusing on pedestrian signage. DLBA is trying to push the timing to make this a priority.
- Cadavona asked if there is a place online to view residential occupancy rates (units online against occupancy). DLBA produces a Q4 snapshot highlights the residential market. This is updated annually. Would like to see a report in "real time".
- Kojian mentioned items on the Board Agenda for February 19:
 - Introducing new LCPD Commander Jeffrey Liberman.
 - Introducing Henry Walker of Farmers and Merchant Bank. The bank is committing to a 3-year, \$90,000 legacy partner sponsorship for the DLBA education series and woman owned grant program.
 - JPI presentation – Bob Linder, JPI Development Director will present plans for the mid-block development at City Hall (private section) for DLBA endorsement. Tentative date to go to Planning Commission is Feb. 20.
- For the February 20th Planning Commission, the inclusionary housing policy agenda will be released by Monday. Kojian and Austin Metoyer, DLBA Economic Development & Policy Manager will be meeting with the Planning Commission's Chairperson on Tuesday to learn more about the proposed ordinance. The City has not reached out to DLBA or Beacon with any further questions. DLBA will have speakers at Planning Commission on Feb. 20 from the Board and other community partners. Beacon will also be speaking.
- DLBA with Long Beach Transit will be holding meeting with individual stakeholders to discuss a proposed circulator feasibility study. There will be a follow up meeting with the community as a whole. In 60-90 days there should be some results from the study. This is a DLBA project with LB Transit partnership to look at specific needs and current uses.
- Kojian will be meeting with Pastor Wayne Chaney of the new Antioch Church and its grand opening as well as possible partnership for community events such as Celebrate Downtown in April.
- Kojian discussed the recent CD2 Candidate Forum. He thought it was well done and had a good turn-out. After the primary on March 3, we will continue to educate and inform stakeholders and plan to meet with the two candidates that move forward. Would like to schedule another forum in partnership with Long Beach Post, closer to the November election.
- CDA San Jose annual conference March 11-13. Six DLBA staff members will be presenting, moderating and facilitating.

6. OLD BUSINESS
7. NEW BUSINESS
8. PUBLIC COMMENTS (three minutes on all non-agenda items)
9. ADJOURNMENT
Meeting adjourned at 9:07 AM

NEXT SCHEDULED EXECUTIVE COMMITTEE MEETING:

Thursday, March 5, 2020
8 AM
DLBA Conference Room
100 W. Broadway, Suite 120
Long Beach, CA 90802

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

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