



**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 AGENDA
MINUTES**

Thursday, January 9, 2020
9AM
DLBA Conference Room
100 W. Broadway, Suite Long Beach, CA 90802

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

Voting Absent: Debra Johnson

DLBA Staff: Kraig Kojian, Broc Coward, Cherisse Evans, Steve Be Cotte, Kevin Dickson (accountant)- Dickson & Vanzant

1. CALL TO ORDER and INTRODUCTIONS – Silvano Merlo, Chair
Meeting called to order at 9:13 AM.
[Meeting Presentation](#)

2. SECRETARY REPORT:
ACTION: Approve [Minutes from December 5, 2019](#) Executive Committee Meeting
MOTION: 1st: Shooshani. 2nd: Pullman.
VOTE: None opposed. No abstentions. Kripp, Keisler and Cadavona were not present to vote. Motion carries.

ACTION: Approve [Minutes from December 13, 2019](#) Special Executive Committee Meeting
MOTION: 1st: Altoon. 2nd: Shooshani.
VOTE: None opposed. No abstentions. Kripp, Keisler and Cadavona were not present to vote. Motion carries.

3. FINANCIAL REPORT: [Year-To-Date Financials through November 30, 2019](#) – Debra Fixen, Treasurer and Kevin Dickson, Accountant
 - Beacon Economics study was paid for partially with deferred revenue as well as collecting sponsorship revenue to help offset the costs.

4. CHAIRPERSON’S REPORT- Merlo
 - A. Governance Committee Report- Alan Pullman, Chair
 - i. Board Vacancy: Non-voting advisor
ACTION: Approve appointment of [Mohammad Hassanpour](#) to fill the vacant, non-voting Advisor seat, effective immediately and expiring September 30, 2020, as recommended by the Governance Committee.
MOTION: 1st: Pullman. Shooshani.
VOTE: None opposed. No abstentions. Motion carries.
 - ii. Board Mentorship and 1:1 Board meetings – Kojian
 - Schedule 1-on-1 meeting with all Board members and Kojian, in order to ensure the Board’s and the organization’s objectives are being met, while tying this into the Board assessment and a Board mentorship program.
 - Ask seasoned Board member to act as mentors to newer Board members.

- Altoon and Pullman mentioned that ULI has a Board mentorship program, that may have some best practices DLBA could use as a template.
- B. Discussion: Annual Board & Staff Assessment – Merlo and Kraig Kojian ([Slides 17-22 presented](#))
- i. [Leadership Circle Profile](#)
 - Merlo has used through Courtyard Marriott
 - More suited for corporate organizations but would provide more in-depth results.
 - ii. [Fuller Management](#)
 - DLBA is using for Staff Assessment
 - iii. [Third Sector Company](#)
 - Non-profit based. May be too general, DLBA is different than other non-profits and doesn't fit some of the models used.
- Kojian and Merlo want to consider for the first year, using an assessment for the Executive Committee only and in later years, consider rolling-out to the entire Board on an annual-basis. An annual assessment of the Board is consistent and identified with the organization's Strategic Plan.
 - This evaluation would be used to assess each members' individual skills as well as the overall skills of the organization.
 - Fixen: Ideally, the outcome of such an assessment would help members utilize existing skills and provide training on how to better develop all Board members through a mentorship program. For all Board members to participate in an assessment would be costly.
 - Fuller Management is being used for the staff production and assessment evaluation. The Executive Committee deferred to President & CEO to select contractor to work with this group.

5. PRESIDENT AND CEO REPORT – Kraig Kojian

- A. Pressure Washing Contract with Block-by-Block ([Slides 6-13 presented](#)).

ACTION: Authorize President & CEO to amend existing contract with Block by Block, not to exceed an amount of \$965,000 to include pressure washing services, effective March 1, 2020.

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

VOTE: None opposed. Keisler abstained. Motion carries.

- The recommendations being presented would be an amendment to the existing contract between DLBA and Block by Block (BBB), currently providing Clean/Safe support. It would include consolidating a current third-party vendor (West Coast) for pressure washing, whose contract expires February 28, 2020. BBB would take over the pressure washing staff support, while DLBA would purchase and own the necessary equipment, creating a hybrid approach.
- The existing contract has been budgeted for a proposal from the current pressure washing vendor (West Coast) indicating costs would escalate when it is time to renew. A second proposal from BBB came in much higher than current costs.
- Some costs are not controllable such as increases to payroll when minimum wage goes up, as well as the cost of fuel and insurance.
- These changes come as a result of previous conversations in 2016 when the Executive Committee encouraged DLBA to strive for better efficiencies.

Efficiencies that have been improved since 2016:

- In 2018, DLBA combined Clean and Safe teams to work with one vendor, Block by Block (BBB) which improved efficiencies. Also added an All-Terrain Litter Vacuum (ATLV), reducing sweeper routes and resulting in a cleaner Downtown.
- SMART systems monitor used for weekly reporting (free of charge - no monthly fees)
- The cost of vehicle insurance taken over by (BBB)
- Garbage bags used daily, were found at a better price.

- For the third-party contracts DLBA manages in other BIDs, reusable water is utilized, saving time with faster refills.

Questions:

- Altoon/Keisler: Asked about the costs of purchasing equipment. Be Cotte answered that the total cost is \$84,000, paid upfront by BBB and re-paid by DLBA over a three-year period. DLBA would own the equipment outright and can therefore, control the associated costs (maintenance, etc.). The new vehicle would have a larger water tank, making them more effective timewise.
 - Cadavona: Is it more price effective to lease rather than purchase? Be Cotte explained that the three-year commitment lines up with the timing of the PBID renewal, which expires December 2022. Equipment is owned out-right after payments are complete and there will be no further cost. BBB may be interested in buying back the equipment if DLBA pursues that option. These brand-new machines have a lifespan 10-15 years with a two- to three-year warranty.
 - Merlo/Pullman: Asked why there is a large variance between BBB quote (\$1,489,000) and our Hybrid number (\$965,000)? Be Cotte answered that we had to customize our program to fit the Downtown needs, which is different than other BBB “one-size fits all” approach with other BIDs. Also, the quote may have included allowance for profit. One main reason DLBA’s model is less costly, is due to amount of personnel needed to operate this more efficient system.
 - Cadavona: Can a six-month trial be done to test the efficiencies and course-correct if needed? Be Cotte says they will use the smart system to track the work done and the amount of time used. This model is already being used with DLBA third-party contracts.
 - Kripp asked about staffing efficiencies. Be Cotte explained that staff will be cross-trained as pressure washers and safety ambassadors which adds to flexibility and efficiencies.
 - Other technical efficiencies being utilized by DLBA: Sales Force, Asana, security cameras.
- B. Update Strategic Plan, Review Committee Dashboards and Annual Goals
Dashboards will begin to include total department information, not just committee goals.

Staff Updates:

- CD2 Candidate Forum with LB Post will be held at Elinor on Jan. 30. DLBA is holding introductory meetings with 6 of the 7 candidates this week, prior to the primary elections in March.
- DLBA is presenting its Inclusionary Housing policy recommendations to the Planning Commission in a formal letter this week. City Staff may present its proposal to the Planning Commission on February 20. In advance of that date, DLBA is seeking a meeting with planning commissioners to review the proposed ordinance.
- At Tuesday. City Council meeting, Councilmember Rex Richardson presented a bond measure to be added to the 2020 ballot (parcel tax on residential property) of \$289M for affordable housing. The measure failed with a vote of 5-4. Missing details on how the money would be spent and what services would be provided for the homelessness community, may explain why there some was dissent. Now the measure will require either signatures on a petition or the City can present an alternative proposal. The deadline to get on the 2020 ballot is July/August.
- Keisler added that this measure addresses just one recommendation of the 28 that were made related to inclusionary housing, which would be used to help pay for other recommendations. The list of projects involved has not been determined and quantified.

6. OLD BUSINESS
7. NEW BUSINESS
8. PUBLIC COMMENTS (three minutes on all non-agenda items)
9. ADJOURNMENT
Meeting adjourned at 10:23 AM

NEXT SCHEDULED EXECUTIVE COMMITTEE MEETING:

Thursday, February 13, 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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