



**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 SPECIAL MEETING
MINUTES**

Thursday, June 11, 2020

Starts: 8 AM

**Join Zoom Meeting
Meeting ID: 828 7475 8537
Password: 441172**

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

Voting Absent: Debra Fixen

Guests: Patty Wirth

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

1. CALL TO ORDER and INTRODUCTIONS – Silvano Merlo, Chair
MEETING PRESENTATION. Meeting called to order at 8:00 AM.
2. SECRETARY REPORT – Allison Kripp
ACTION: Approve [Minutes from May 7, 2020](#) Executive Committee
MOTION: 1st: Pullman. 2nd: Altoon.
VOTE: None opposed. Keisler abstained. Cadavona was not present to vote.

ACTION: Approve [Minutes from June 4, 2020](#) Executive Committee
MOTION: 1st: Johnson. 2nd: Kripp.
VOTE: None opposed. Keisler abstained. Cadavona not present to vote.
3. PRESIDENT AND CEO REPORT – Kraig Kojian
 - A. Property Based Improvement District (**[PBID](#)**)**Assessment Adjustments for 2020-21 (Slides presented)**
 - Based on the historical trends of the PBID adjustments over the last ten years, DLBA has made assessment increases that are slightly higher than the Consumer Price Index (CPI) have been the results of increases in minimum wage and changes in clean and safe contracts.
 - Altoon asked if the minimum wage increase will eventually eclipse the distribution between Clean and Safe and Public Realm. Metoyer answered that as minimum wage increases, more of the PBID funds have had to go towards Clean & Safe teams to cover rising costs. Currently Clean/Safe and Public Realm are at a 99/1 ratio which can be maintained for another year.
 - In order to cover the delta between revenue (at various percentage increases) and rising operating costs, a list of a reduction in serves was provided.
 - Be Cotte explained that usual schedule for pressure washing is 8 hours/6 days a week and Homeless Outreach is typically 8 hours/seven days a week.
 - Be Cotte and Coward also explained that the average percentage shift call off is approximately 2%. The examples shown are at 100% staffing/no call offs. At blended hourly rates, the average monthly savings is between \$4,000 monthly/\$48,000 a year.
 - Kripp asked if the 2% increase example would mean that DLBA would retain homeless outreach services as usual (no reduction in hours). Kojian answered that is the correct understanding.
 - Cadavona asked if historically the call off rate has been the same for last three years. Be Cotte answered that the average has remained the same for the last six years.

- Pullman asked if we would typically factor the saving from the 2% call offs into the annual budget. Kojian explained that the saving from one month may be used to expand staffing on busier months so it is not money that can be considered when creating a budget.
- Cadavona asked if there is flexibility with our Clean and Safe services to address an emergency situation and offer extended services. Kojian answered if there was a short-term need/emergency we would be able to access reserved funds.
- Cadavona stated that the reduction in DLBA's homeless outreach during the COVID-19 public health crisis has been a challenge as an East Village resident, which is near facilities such as Mental Health America (MHA) and other homeless services. Specific concerns are the cleanliness of the streets and controlling the spread of the virus.
- Pullman says pressure washing being one of the most visible Clean and Safe services to our stakeholders, he would not want to see a significant reduction there.
- Keisler says the City appreciates the additional support from DLBA. Says we need to continue to work with the City to keep up standards and ensure that residents and business owners feel supported. There will be a need during this recovery period for the City to focus on tenant attraction and retention, which will likely be a challenge over the next several months.
- MHA's center is moving to Long Beach Blvd. with street-level services moving as well and may result in a shift in where the cluster of activity is happening.
- Be Cotte stated that every safety ambassador has been trained to help our homeless community with getting services. DLBA is a go-between for our homeless community and the services providers.
- Cadavona mentioned that the Room Key program, keeping the homeless community safe during the health crisis, will sunset before there is a vaccine and/or treatment for COVID-19 and as a city we need to be prepared to continue to keep people safe.
- Kojian feels that the quality of the Clean and Safe program is what keeps the Downtown inviting for businesses and residents and does not want to compromise the standards we have created. In looking ahead to the upcoming PBID renewal, he suggests that we change the budget structure so that we are not committed to specific percentages of revenue covering certain costs, but rather plan for more flexibility.
- Altoon/Pullman-recommending 2% increase (CPI 3.07%). He suggests that the scheduling dollars saved due to call off hours may help our budget as unexpended expenses. With a 2% increase, the sacrifice in our services would be losing half a day of pressure washing. Our community is still dealing economic losses due to the COVID public health crisis; therefore, we need to consider what businesses are going through financially. We also need to keep our Clean & Safe services at their fullest to keep the vibrancy of our downtown.
- Keisler asked if the minimum wages increases are more than 3% of the PBID budget. Metoyer answer that they are. **Metoyer will look at what that increase is but believes it is more than the 5%.** For that reason, Keisler would recommend a 3% increase because the organization's needs over the next few years and how minimum wage increases impacts the organization's budget.
- Shooshani agrees with 3%.
- Cadavona would support a 3% increase if we have a clear story to tell our stakeholders about the need for this increase. The COVID-19 crisis has had a major impact on residents and does not want the organization to be seen as tone deaf to the current environment. **She suggests having a slide to present to the Board detailing the ambassador outreach related to our homeless community to help tell that story. Also wants to show the Board the FY2018-2020 call-off rates as they relate to the budget.**
- Pullman would support 3% increase but wants to be sure we are reaching the right balance and wants stakeholders to understand the need for an increase.

- Altoon asked if minimum wage was factored into the contracts we already have. Metoyer asked that minimum wage has been factored in and has been projected into the expenses of the budget for the next few years.
- Kripp/Cadavona asked about the example given indicating changes to Clean & Safe services at a 3% increase which show a loss of homeless outreach services by 7 hours a week. Coward mentioned that these examples are used to give an idea of compromises that made be made to services with a deficit in the budget, but not necessarily the exact route that would be carried out.

ACTION: Review and consider annual adjustment of 3% to Property Based Improvement District (PBID) assessments for FY 2020-21, effective January 1, 2021 as outlined in the PBID Management Plan.

MOTION: 1ST Pullman, 2nd: Altoon.

VOTE: None opposed, Keisler abstained. Motion carries.

B. Downtown Parking Improvement Area **(DPIA) Assessment Adjustment for 2020-21**

- Keisler says the drafting of the City's budget has been delayed by two months. The expectation is that budget recommendations will be made mid-July. He will be checking but believes that the City will not be raising business license fees in July. There may also be a suggestion of a tiered fee system for business licenses.
- Keisler is working to ensure the City fees do not go up to help support business owners that have already been hard hit economically during the public health crisis. There is a meeting with the first Council District later today to discuss business license fees as well as DLBA attached assessments.
- Pullman noted that historically, during the recession of 2008-2010 we did not increase DPIA assessments. Similarly, with the current COVID-19 downturn, he would be open to not increasing our assessment.
- Altoon remembers that the 0% adjustment became a struggle for DLBA to recover from. He suggests we wait to see what if any increase the City decides on and stay in line with their adjustment.
- The committee decided to wait for results from today's meeting with the First Council District and will not make a recommendation to the Board for action on this agenda item, instead deferring to the Board on June 17.

ACTION: Wait to consider annual adjustment to Downtown Parking and Improvement Area (DPIA) assessment consistent with annual adjustments on business licenses made by City of Long Beach effective July 1, 2020. No recommendation and defer this decision to the Board of Directors.

MOTION: 1ST: Altoon. 2nd: Pullman.

VOTE: None opposed, Keisler abstained. Motion carries.

C. **Dashboards**

Kojian- Miscellaneous Updates:

- Mayor Garcia will join the Board meeting on June 17 to discuss the impacts of COVID-19 as well as the civil unrest on May 31.
- Open Streets: DLBA is continuing to work with City staff on this initiative. The Council of Business Associations (COBA) was briefed at their meeting today on this topic and will be receiving a formal presentation next week from the Long Beach Community Foundation which will be dedicating funds to several BIDS in order to help businesses with the Open Street concepts (outdoor dining, parklets, closed streets permits, etc.). Each BID will work directly with their local businesses.
- Mural project: Businesses may contact DLBA when ready to remove boards from their storefronts so they may be used in a public gallery. Looking at different locations for an exhibit and working with the Arts Council and the City to help with displaying these murals.

- The Storefront Recovery Grant Program was established with a donation of \$20,000 from Waterford and Panattoni and DLBA just accepted another donation of \$20,000 from Zswift, located in the Landmark Square building. There may also be a partial repayment coming from the Long Beach Economic Partnership (LBEP) towards the \$45,000 loan made to the DDC and would be reinvested into this grant program. A donation link is on our Business Resource page, including a list of local GoFundMe campaigns.
- Mayor Garcia is setting up a fund to assist every business that was damaged on May 31 (290 city-wide). The City has already identified \$150,000 but will need to continue to find funding resources for this grant program. This item will be on the June 16 City Council agenda.

4. OLD BUSINESS

5. NEW BUSINESS

A. Next meeting: July 2, 2020.

- Will look to determine an alternate date for the next monthly meeting, to allow DLBA staff more time to create a draft budget to present to the Executive Committee, ideally July 9.

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

7. ADJOURNMENT

Meeting adjourned 9:41 AM.

NEXT SCHEDULED EXECUTIVE COMMITTEE MEETING:

Date: TBD

Location: TBD

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

All meetings held by the Downtown Long Beach Alliance shall be conducted in compliance with the Brown Act, California

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