



**DOWNTOWN
LONG BEACH
ALLIANCE**

EXECUTIVE COMMITTEE MEETING MINUTES

Thursday, June 6, 2019

Starts: 8 AM

DLBA Conference Room

100 W. Broadway, Ste. 120, Long Beach, CA 90802

Voting Present: Laurie Gray, Ryan Altoon, Toliver Morris, Tony Shooshani, Debra Fixen, Allison Kripp, Alan Pullman, Silvano Merlo

Voting Absent: John Keisler,

DLBA Staff: Kraig Kojian, Broc Coward, Cherisse Evans, Kevin Dickson, Dickson & Vanzant LLP

1. CALL TO ORDER and INTRODUCTIONS – Tony Shooshani, Chair
Meeting called to order at 8:00 AM [Committee Meeting Presentation](#)
2. SECRETARY REPORT - Allison Kripp (Slide 2 presented)
ACTION: Approve Minutes from [May 9, 2019 Meeting](#)
1st: Altoon. 2nd: Pullman. None opposed, no abstentions. Fixen not present to vote. Motion carries.
3. FINANCIAL REPORT: (Slides 3-4 presented)
[Year-To-Date through April 30, 2019 \(Draft\)](#) – Debra Fixen, Treasurer and Kevin Dickson, Dickson & Vanzant LLP
 - Kojian reported that parking meter revenue is approximately \$100,000 below projected revenue. Kojian will meet with Public Works on Monday to learn when the multi-space meters will be installed, what the capital cost of purchase and installation will be and the expected revenues. He will propose that DLBA not incur any cost for the new meters, due to lost revenue. In order to balance the lost revenue, DLBA will hold off on spending the \$100,000 for marketing in each department as this was money that was retrieved earlier this year through an accounting error discovered by the City re: parking revenue.
 - Question: Where are the smart meters that were taken out earlier this year and is there a plan for what to do with them? There are areas of the city that are zoned for parking meters but do not have any. Would they be used in these areas? Are we owed any credit for the removed meters? Kojian will inquire with Public Works and get a cost analysis for this entire project. CC transaction costs.
 - Other variations of note on the financials are in personnel costs. There are staff vacancies that are being filled through contracted services.
4. CHAIRPERSON'S REPORT- Shooshani (Slides 5-12 presented)
 - A. Organization Transitional Planning Task Force Update – Ryan Altoon, Chair
Three working groups reviewed and recommend the following:
 1. [PBID Renewal](#): This is an 18-month process. The group analyzed the timing of initiating this renewal. The last PBID renewal was done a year early and added residents (owners) for the first time which became a political issue for campaigns. This next renewal may not have the same issues as residents are now used to paying the assessments and see the benefits.
 2. [Strategic Plan](#): This is a 3-5 year plan which was initiated in 2016-2017. Discussed ways of promoting the progress of DLBA in relation to the strategic plan (Vision 2020) regularly to stakeholders. We may need to consider more printed materials for Residential buildings. Currently this is mostly conveyed through our website and social media, which not all stakeholders use frequently. Also having Board and Committee members attend community meetings as an opportunity to share this information. Discussed the resources currently used by Board Members to promote the successes of DLBA:
 - Word of mouth, website, dashboard, Economic Profile (although not DLBA specific)

- May need to consider simplifying our website with more dynamic marketing sound bites and include links to content if someone wants to learn more.
- Consider creating a two-page document with highlights of what DLBA does. This could be attached digitally to anything we send out such as press releases as well as attached to other printed materials. Can show a historical perspective on what DLBA does/has done rather than something that needs to be updated regularly.

3. Executive Agreement

Review agreement: Ensure that we have a champion with a one year minimum prior to PBID renewal...At fiscal year-end, the Compensation Committee consisting of the Chair, Past-Chair and Chair-elect will begin the evaluation process with the President to determine the process and timeline re: the executive agreement.

ACTION: Adopt Task Force recommendations and present to Board for consideration 1st: Morris. 2nd: Merlo. None opposed, no abstentions. Motion carries.

B. Report Governance Committee – Silvano Merlo, Chair ([action report](#))

- i. **ACTION: In accordance with DLBA Bylaws, recommend to the Board of Directors for approval, the following slate of candidates as voting Directors representing PBID for a two-year term effective, October 1, 2019 as recommended by the Governance Committee: 1st: Altoon. 2nd: Pullman. None opposed, no abstentions. Motion carries.**

Premium Area: Graham Gill, Lee & Associates

Standard Area: [Sheva Hosseinzadeh](#), Coldwell Banker Commercial BLAIR WESTMAC*

Residential Representative: [Bob Kelton](#), Resident**

- ii. **ACTION: In accordance with DLBA Bylaws, recommend to the Board of Directors for approval, the following slate of candidates as voting Directors representing DPIA for a two-year term effective, October 1, 2019 as recommended by the Governance Committee: 1st: Morris. 2nd: Altoon. None opposed, Fixen and Pullman abstained. Motion carries.**

East Village: [Jeremy Schott](#), The Dark Art Emporium**

Pine/Promenade: [Alan Pullman](#), Studio One Eleven*

Waterfront: [Debra Fixen](#), Shoreline Village*

- iii. **ACTION: In accordance with DLBA Bylaws, recommend to the Board of Directors for approval, the following two candidates to serve as At-Large voting Directors for a two-year term effective, October 1, 2019: 1st: Pullman. Altoon. None opposed, Kripp abstained. Motion carries.**

[Allison Kripp](#), The Den Salon*

[Nicole Hatley](#), vox.magneta**

- iv. **ACTION: In accordance with DLBA Bylaws, recommend to the Board of Directors for approval, the following candidate to serve as Downtown Residential Representative Second Council District voting Director for a two-year term effective, October 1, 2019: 1st: Altoon. 2nd: Morris. None opposed, no abstentions. Motion carries.**

[Pat Welch](#), Resident

- v. **ACTION: Recommend to the Board of Directors for approval, the following five candidates to serve as non-voting Advisors for a one-year term effective October 1, 2019 as recommended by the Governance Committee: 1st: Altoon. 2nd: Gray. None opposed, no abstentions. Motion carries.**

[Jeremy Harris](#), Long Beach Area Chamber of Commerce*

[Griselda Suarez](#), Arts Council for Long Beach*

[Alishia Holmes-Watson](#), Resident

[Patty Wirth](#), The Funnel House and Ice Cream & Yogurt on the Boardwalk

[Cameron Andrews](#), Pier Communications

- vi. **ACTION: In accordance with DLBA Bylaws, recommend to the Board of Directors for approval, the following candidate to fill an At-Large vacancy and serve the one year remaining in the term as a voting Director effective immediately: 1st: Altoon. 2nd: Morris. None opposed, no abstentions. Motion carries.**

[Denise Carter](#), Resident**

* Returning Board Member, Incumbent

** Returning Board Member, new seat

C. Downtown Development Corporation Task Force Update - Alan Pullman

- The DDC 501c3 will transition with a Board (Long Beach Economic Partnership) and their own bylaws and strategic plan. First Board meeting June 17. At that meeting the Board will be installed. DLBA has a two-year term seat on this Board (voting). Only a DLBA Board member with two years remaining on their terms can be eligible for the LBEP Board seat. DLBA staff will also have a non-voting seat.
- The focus of this organization is city-wide and will not be a part of DLBA. There is an option to establish their own 501c3 rather than take over the existing one to make it clear that it is not an extension of DLBA.
- Executive Committee will recommend to the Board, a DLBA Board member to an appoint as the DLBA representative on the LBEP Board. Vet current Board Members based on a having a two-year left of their term, as well as availability and interest.
- Need to determine what LBEP Board's expectation of the DLBA Board member seat, whether it must be the same person each time or can DLBA send a representative based on availability. Or can DLBA chose a DLBA Board Chair or Chair-Elect to serve knowing their term is only a one0year term.
- Debra Fixen volunteered to serve as DLBA interim LBEP Board member until a permanent member is determined.

ACTION: Appoint Director to serve on LB Economic Partnership

NO ACTION TAKEN—Tabled. Will bring this agenda item to the Board at the June Meeting to determine the selection process.

5. PRESIDENT AND CEO REPORT – Kraig Kojian

A. 2019-20 Budget Timeline and Process

- Slate recommendations go before the Board for approval on June 19. Once approved, stakeholders can vote electronically until July 17 for the slate (DPIA or PBID) they have a stake in. When the new Board is approved, the Governance Committee will select Programming Committee Chairs and Vice-Chairs and begin to compose committees. DLBA will hold a Board & Committee Orientation sometime in August/September. Their installation will be October 1, 2019.
- The Executive Committee Meeting will review the draft budget at the July meeting and have 30-days to review. The Executive Committee will make any adjustments and amendments to the budget at its August meeting. It will go to the Board in August for approval and then onto City Council for its approval. DLBA Committees are being asked to provide feedback regarding programming ideas and priorities for next year with relation to FY 2019-20 budget.

B. Miscellaneous Updates

- DLBA has formed a partnership with POW! WOW! Long Beach, KCRW and SAM for two upcoming summer events: One is for the POW!WOW! closing event on July 27. The second event is Buskerfest on September 7. DLBA has received a \$25,000 sponsorship from City of Long Beach Public Works for these events including Taste of Downtown Pine Ave in June, the Waterfront in August, as well as Bicycle Drive-in with SAM in August.
- DLBA is being asked by the City Manager to resubmit the sidewalk decal designs for permitting. If approved, we will install the remaining decals, before the City revoked the previous issued permit. The city will rebate any permitting costs for this second application.
- No final numbers on sales from Taste of Downtown – East Village, but the overall impression was it was well-attended and well-received. There were several restaurants participating for the first time from outside their own neighborhood. Committee and Board members will receive a link to sign-up to volunteer to work out our ticket sales booths.

6. NEW BUSINESS

- Grand Opening for the City's new Public Library is projected to be 4th of July, but not confirmed.
- Music Tastes Good is taking a hiatus this year.

7. ADJOURNMENT

Meeting adjourned at 9:38 am

NEXT SCHEDULED EXECUTIVE COMMITTEE MEETING:

July 9, 2019 (Rescheduled due to July 4th Holiday)

DLBA Conference Room

100 W. Broadway, Ste. 120 Long Beach, CA 90802

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

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