



**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, May 7, 2020

Starts: 8 AM

Zoom Teleconferencing Call

<https://us02web.zoom.us/j/82179759956?pwd=Vkg2bytndmdyVINuM0FEUTVZZytpUT09>

Meeting ID: 821 7975 9956

Password: 004712

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

Voting Absent: Debra Johnson, Tony Shooshani

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

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 April 2, 2020 Executive Committee Meeting](#).
MOTION: 1st: Pullman. 2nd: Cadavona.
VOTE: None opposed, Keisler abstained. Altoon not present to vote. Motion carries.
3. FINANCIAL REPORT: [Year-To-Date Financials through March 31, 2020 \(DRAFT\)](#) – Debra Fixen, Treasurer and Kevin Dickson, Accountant
 - A. Present Revised Emergency Budget- Kraig Kojian
 - For budgeting purposes, DLBA is anticipating a 35% reduction from PBID, DPIA and 75% parking meter revenue. Staff was asked to reduce their programming budget by those amounts. Contract services revenues will remain at 100% as there will be no change to services. Special events revenue budget reduced 100% with no planned events for the remainder of the fiscal year.
 - There are unspent funds from first six months of the year which come from both unexpended expenses and unexpected revenue that will be used to help balance the emergency budget, if funds are not allocated.
 - Keisler added that the City is behind by 1-2 months in its budget process due the economic uncertainty we are facing.
 - Kojian mentioned the City directs assessment revenues to DLBA. The next PBID payment is due in May. Governor Newsome has extended property tax payment without penalty until May 2021, which could affect our PBID revenue.
 - DPIA payment is due in June for the period of April-May which will give us a better indication of the impact COVID-19 has had on business license applications.
4. CHAIRPERSON'S REPORT- Merlo
 - A. Governance Committee Report – Alan Pullman
 - With the cancelation of the Board Election this year, we will retain our existing Board of Directors as well as current committee members.
 - There is one Board vacancy at the DPIA East Village seat. None of the Board candidates who expressed interest to interview for the Board next fiscal year are eligible for this seat, therefore the Governance Committee is actively recruiting and will seek to make a recommendation in the near

future. This vacancy will be filled by appointment and approved by the Executive Committee or the Board.

- Kojian added that the current Executive Committee will stay in place, with Alan Pullman serving as Chair, Silvano Merlo Past Chair and then selecting a new Chair – Elect to be installed on October 1, 2020.

5. PRESIDENT AND CEO REPORT – Kraig Kojian

- DLBA conducted a COVID-19 business impact survey in partnership with the Council of Business Associations (COBA), the Long Beach Area Chamber of Commerce and the City's Economic Development Department. The survey was open from April 1-May 1, with over 500 city-wide responses from business owners. The results are being analyzed and an Executive Summary will be made available.
- Metoyer- talked about the purpose of the survey. The main objective was to learn more about what businesses' current needs are and what measures they have taken to secure their business and resources. What support are they looking for? Results:
 - Hardest hit industries: food, hospitality, personal services
 - Economic impact: lack of sales, inability to pay bills/fees/rent.
 - Sole proprietors felt that the resources provided do not apply to their business. These businesses (in particular personal grooming businesses) may have independent contractors they pay, so they are seeking financial support. Most support available is for businesses with direct employees only.
 - The longer the closures, the less likely they will be able to reopen with full operations. Those in Business Improvement Districts, replied that they were more likely to reopen, knowing their resources.
 - The most requested resources for recovery: relief funding grants, 0%-low % interest loans, delays/reduction of fees (property tax, business license, etc.)
 - Need additional promotion through social media, letting their community know they are open and what services they are offering.
 - Need help with advocacy on the Federal, State, and local level for additional funding resources.
- Kojian says this data will act as a baseline and will conduct a similar survey in the next few months to learn how businesses have progressed from this point.
- Cadavona asked how many businesses received the survey. The survey was sent out by DLBA plus seven other BIDs city-wide as well as the Chamber. There is no exact count. The response goal was 500 based on the projected reach. Of those, 165 were from Downtown. The survey was sent via email, with reminder emails sent. Also promoted on social media.

Discussion about Action Items 5A/5B:

- Cadavona asked if there is an opportunity to renegotiate the Clean and Safe service contract we currently have in place. Kojian answered that it would be dependent on changing /lower level of services DLBA provides. The Governor has until late July to delay increasing minimum wage, which is a component of the upcoming costs beginning in January. Rates would change at that time.
- Pullman asked about the changes in DPIA rates and how they are related to the adjustments the City makes, based on the CPI increases. The City is taking time to evaluate the changing economic impacts from COVID-19. With that, Pullman suggested DLBA wait until the City determines what the assessment adjustments may be. For that reason, Pullman also suggests we wait on considering the PBID assessment adjustments as well.
- Altoon agreed. Suggested DLBA wait to see how the evolving economic landscape develops. Also suggested that there may be a diminishing need for Clean and Safe services based on the lower level of pedestrian and car traffic.

- Coward talked about the reduced hours in the scheduling of the Clean and Safe teams including combining routes, starting later, ending earlier. Cut back completely on homeless outreach service hours.
- There is still a fair amount of pressure washing needed. Even though there are fewer workers out, there are residents and the homeless community still out in the district. Collecting from trash cans is provided by a third-party contract with the City. That service has not been reduced.
- Kripp asked why homeless outreach has been cut. Coward responded that over all the Clean and Safe teams' hours have been reduced. The Homeless Outreach Specialist hours are at a higher rate. The position and reduced budget would only allow for a specialist for a few hours a week. It is not feasible to keep someone employed for those minimal hours. Kaelan, Asst. Program Manager, is training current Safety Ambassadors, using the model he used in his previous role in Santa Monica.
- If the two action items are tabled today, Kojian suggests that we do proceed with these decisions in June, allowing DLBA staff 60-90 days to get the 2020-21 budget ready for the Board of Directors' approval in August.

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

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

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

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 annual adjustment to Downtown Parking and Improvement Area (DPIA) assessment until the June Executive Committee meeting.

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

VOTE: None opposed. Keisler abstained. Motion carries.

C. Update on [Inclusionary Housing Policy](#)

- As the Executive Committee suggested at its last meeting, a letter was sent to the Mayor, City Council and City Staff to consider postponing any inclusionary housing policy decisions and rather include a policy in the larger economic recovery strategy for the City. There has been no response to date. City Council will meet on June 9 and will review Planning Commission's recommendations. City Council may delay this item and will keep the committee updated.
- Altoon suggested tabling this action item now in order to allow time for a response from City Council. Kojian mentioned that there will be one more Executive Committee meeting prior to the June 9 City Council meeting to act on behalf of the organization's recommendations.

ACTION: Table action until June Executive Committee meeting requesting that if City Council moves forward with an inclusionary housing policy, the following are recommended amendments to the Planning Commission's proposed policy:

- Delay start dates-from October 1
- Annual review of policy rather than 3-5 years
- Specific metrics to measure success

MOTION: 1st Altoon. 2nd: Pullman.

VOTE: None opposed. Keisler abstains. Motion carries.

D. [Organizational Dashboards](#)

Kojian discussed the Mayor's press conference and Governor Newsom's phase 2 openings:

- Due to the low risk/low density the following businesses have been approved to begin reopening Friday, May 10: Florists, boutique retail shops, music shops, sporting goods, as well as outdoor activities. Retail is allowed with curbside pickup only. There will be a continuous review of infection rates.
- Long Beach's guidelines cannot be less, but can be more restrictive, than the State and/or County. These practices will be reviewed after two weeks, with the advice of the Health Department, to see if/how we can proceed with phase 3.

- DLBA's Economic Development and Placemaking Departments are looking at how we can help businesses identify challenges as they begin to open up.
- The Economic Recovery Advisory Group, Restart Long Beach, sent recommendations to Mayor Garcia which have been consistent with State and County guidelines. Some easing of restrictions will depend on hospital and respirators capacity.

Kojian reported on what DLBA is doing to support local businesses:

- Virtual Taste of Downtown will begin in late May, with events also planned for June and July. Working with Long Beach Post, which may become a media sponsor to help support businesses that can participate.
- Social media providing promotion.
- DLBA are focused on finding ways to support businesses opening up for curbside retail operations.
- DLBA webinar series every Tuesday and Friday from May 19 to June 12. Including guest speakers on topics that impact businesses:
 - Reopening Small Businesses
 - Adapting Retail
 - Working from home and the future of office space
 - Economic outlook
 - Weekly resource information updates from local partners
- Merlo asked if DLBA has applied for the Paycheck Protection Program (PPP). DLBA is not eligible as a 501 c6. DLBA did apply for the Emergency Injury Disaster Loan (EIDL). A letter was sent to the IRS requesting that 501 c6 organizations be included.
- Currently not seeking to fill two open positions: Events Manager and Events Coordinator. This will help fund our personnel budget for the remainder of the year. Still planning to fill the vacancy at the Bookkeeper position.

6. OLD BUSINESS

7. NEW BUSINESS

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

9. ADJOURNMENT

Meeting adjourned at 9:10 AM

NEXT SCHEDULED EXECUTIVE COMMITTEE MEETING:

Thursday, June 4, 2020

8 AM

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

Code Section 54950 et seq., and its requirement that public commissions, boards, councils, and public agencies conduct business openly. E-Mail correspondence regarding agenda items can be directed to info@dlba.org. Agenda items may also be reviewed as posted in public view at the DLBA offices or at City Hall. If special accommodation is desired pursuant to the Americans with Disabilities Act, please make your request by phone to (562) 436-4259, by noon the day prior to the meeting.