



**DOWNTOWN  
LONG BEACH  
ALLIANCE**

## EXECUTIVE COMMITTEE MEETING MINUTES

Thursday, February 7, 2019

Starts: 8 AM

Ends: 10 AM

DLBA Conference Room

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

**Voting Present:** Ryan Altoon, John Keisler, Silvano Merlo, Toliver Morris, Alan Pullman, Allison Kripp, Debra Fixen, Laurie Gray

**Voting Absent:** Tony Shooshani

**DLBA Staff:** Kraig Kojian, Cherisse Evans

1. CALL TO ORDER and INTRODUCTIONS – Silvano Merlo, Chair-Elect  
Meeting called to order at 8:05 am
2. SECRETARY REPORT - Allison Kripp  
**ACTION: Approve Minutes from the [January 14, 2019 Executive Committee Meeting](#). 1<sup>st</sup>: Pullman. 2<sup>nd</sup>: Morris. None opposed, no abstentions. Motion carries.**
3. FINANCIAL REPORT: [Year-To-Date through December 31, 2018](#)  
Debra Fixen, Treasurer
  - Expenses and revenue are often flat-lined throughout the course of the year so some months certain departments may fluctuate under/over. City collection agreements are changing; therefore, our payment schedule has changed for PBID and we expect DPIA payment schedule will change soon as well.
4. CHAIRPERSON'S REPORT- Merlo
  - A. Organizational and Transitional Planning – Ryan Altoon
    - First Task Force meeting will be February 21 and includes a mix of current and past Board members/chairs. There will be three consecutive monthly meetings lasting 90 minutes where feedback will be gathered, and recommendations will be reported back to the Executive committee and the Board of Directors.
    - Topics to cover are: PBID renewal, DLBA President/CEO agreement, strategic planning and forecasting leadership needs for the next 3-4 years.

5. PRESIDENT AND CEO REPORT – Kraig Kojian

A. Discuss Annual PBID and DPIA Assessment Adjustments for 2019-20

- Evaluate assessment fees of both PBID and DPIA on an annual basis. For PBID (property-based assessments) there can be no more than a 5% cap every year. January/February DLBA reviews the CPI to gauge the cost of doing business and brings it back to the Executive Committee. February/March/April the Executive committee will look at other variables and cost projections to forecast the needs over the next 1-3 years starting with FY 19-20.
- Next Executive Committee meeting will take a more detailed look at the cost projections and CPI (currently 3.8% for tri-county area: Los Angeles, Orange and Riverside). Start to determine any adjustments needed to assessments. Executive Committee will then present recommendations to the Board of Directors at the April meeting for final approval, which will then be sent to City Council.
- Re: DPIA assessments of businesses: The City reviews/adjusts its business license fees April/May/June and DLBA normally increase its assessment to same percentage amount. There is no cap.
- Current PBID agreement ends in December 2022. The renewal process takes approximately 18 months. District can be renewed earlier, but at the latest we need to begin working on this by 2020. Needs to be approved by City Council in August of any year.
- DLBA may engage Pat West regarding contracted services with the Long Beach Convention Center because it is not in the PBID. The critical mass the Convention Center generates equates to a demand for additional services that the DLBA could be contracted to provide.
- DLBA is currently contracted with LB Transit for transit center restroom services and have other clean and safe team contracts throughout the city.
- Due to Prop 13, PBID assessments are not based on property value but rather the linear front ft., lot (ground floor) sq. ft., and all sq. ft. development above the ground floor. Stakeholder votes are weighted by assessment fees. Stakeholder approval needs to 51% on both the petition and Prop 218 ballots with City Council ratifying the process that includes all commercial and residential property owners. The city is the biggest property owner paying 21.1% of the District assessment; without the City's support, the PBID renewal is not feasible.
- A steering committee will be created with consultants involved to gauge what services are needed and what the priorities are resulting in a new PBID management plan.

6. OLD BUSINESS

7. NEW BUSINESS

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

9. ADJOURNMENT Meeting adjourned at 8:58 am

**NEXT SCHEDULED EXECUTIVE COMMITTEE MEETING:**

**March 7, 2019**

**8:00 am**

**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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