

# EXECUTIVE COMMITTEE MEETING MINUTES

Thursday, April 11, 2019  
DLBA Conference Room  
100 W. Broadway, Ste. 120, Long Beach, CA 90802

**Voting Present:** Tony Shooshani, Ryan Altoon (not present to vote on action items 5A, 5B), John Keisler, Toliver Morris (not present to vote on action items 2, 5A, 5B), Alan Pullman, Debra Fixen, Laurie Gray

**Voting Absent:** Silvano Merlo, Allison Kripp

**DLBA Staff:** Kraig Kojian, Broc Coward, Austin Metoyer, Mo Mills, Steve Be Cotte, Cherisse Evans, Kevin Dickson

1. CALL TO ORDER and INTRODUCTIONS – Ryan Altoon, Past Chair  
Meeting called to order at 8:01 am.  
[Meeting Presentation](#)
2. FINANCIAL REPORT: (Slides 2-4 Presented)  
[Year-To-Date through February 28, 2019](#) – Debra Fixen, Treasurer and Kevin Dickson, Dickson & Vanzant LLP
3. SECRETARY REPORT -  
**ACTION: Approve Minutes from the [March 7, 2019 Executive Committee Meeting](#). 1<sup>st</sup>: Fixen. 2nd: Pullman. None opposed, no abstentions. Motion carries.**
4. CHAIRPERSON'S REPORT- Shooshani
  - A. Organization Transitional Planning Task Force Update – Ryan Altoon, Chair (Slide 7 Presented).
    - The Task Force includes nine current and former members of the DLBA Board of Directors. To date, there have been two meetings, with two more planned. One primary goal is to help determine when the DLBA should consider a new Strategic Plan and the PBID renewal. The task force will bring a series of recommendations to the Executive Committee with actionable items regarding how to pursue PBID Renewal, succession planning/future leadership along with any new initiatives.
    - The group is considering advancing the strategic plan which will inform the discussion and structure of the PBID, in advance of the renewal.
    - This process will come with an expense so most likely DLBA will engage consultants as well as the Board and staff to determine what the components and steps would be and from there determine whether to proceed with a PBID renewal early or keep as scheduled. Some merits of an early renewal have already been discussed:
      - Gives DLBA the time needed to execute, rather than potentially run short of time.
      - Perpetual promotion of DLBA services and contributions



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- May consider packaging the new Strategic Plan with a the PBID renewal into one RFP to allow consultants to focus on both in a more seamless manner.
  - Next Task Force meeting is scheduled for April 23<sup>rd</sup>, with three working groups reporting on their tasks.
- B. Report Governance Committee – Kraig Kojian  
(Slide 9 Presented)
- Voting members cover geographical areas of the downtown. At-Large Seats can be used to include various industries. There are only a few dedicated Board seats provided to specific institutions: (CD1, CD2, CSULB, LBCC)
- C. Downtown Development Corporation Task Force Update - Alan Pullman  
This report will be given at the upcoming DDC Board Meeting.
5. PRESIDENT AND CEO REPORT – Kraig Kojian
- Three-year PBID assessment adjustment projection** (Slides 11-22 Presented)
- A. **ACTION: Review Staff Report and Recommend to Board of Directors Annual Property Based Improvement District (**PBID**) **Assessment Adjustments** for 2019-20 recommend 3.5% increase for next year. 1<sup>st</sup>: Pullman. 2: Gray. None opposed, Keisler abstained. Motion carries.**
- B. **(DPIA) Assessment Adjustment for 2019-20** (Slides 23-26 Presented)  
**ACTION: Review Staff Report and Recommend to Board of Directors Downtown Parking Improvement Area. Recommendation to match the city’s increase, estimated to be 3.8%. 1<sup>st</sup>: Pullman. 2<sup>nd</sup>: Fixen. None opposed, Keisler abstained. Motion carries.**
- C. **Organizational Dashboards** (Slides 27-32 Presented) and **Mid-year Strategic Plan Review**
- The Executive Committee is responsible for monitoring the progress of DLBA’s Strategic Plan. Dashboards are one way to track committee and staff goals as related to the Strategic Plan. These are developed once the DLBA committees create their working group goals. This is the first month this year we have had updated dashboards.
- D. **Review Advocacy/Legislative Calendar Agenda** (Slides 33-37 Presented)– Austin Metoyer, DLBA Economic Development and Policy Manager
- This document outlines what legislation DLBA monitors and/or takes action upon, allowing the Executive Committee and the Board of Directors to easily access and understand our Policy Agenda. Main areas of focus:
    - Economic Development
    - Public Safety & Quality of Life
    - Sustainability, Walkability & Livability
  - In the past DLBA has prioritized City housing initiatives into High, Medium or Low priority for our organization and shared this with the City and our Board. Since then we have been able to refer to those previously identified priorities when taking a position on more recent initiatives.

6. NEW BUSINESS

- Morris/Shooshani: New Salon Row at The Streets -650 sq. ft. high end salon with 50 stylists' rooms. Opening at 4<sup>th</sup> and Promenade late summer.
- Morris: WeWork expansion- additional 48,000 sq. ft. opening late summer.
- Gray: One of her customer's has been broken into 10 times at the Newbury resident.
- Coward discussed upcoming DLBA meetings and events, including Celebrate Downtown. Gray will be recognized with a Spirit of Downtown Award at the Celebrate Downtown event.

7. ADJOURNMENT

Meeting adjourned at 9:37 am.

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

**NEXT SCHEDULED EXECUTIVE COMMITTEE MEETING:**

**May 9, 2019**

**8:00 am**

**DLBA Conference Room**

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

All meetings held by the Downtown Long Beach Alliance shall be conducted in compliance with the Brown Act, California Government Code Section 54950 et s, 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](mailto: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.