



**DOWNTOWN
LONG BEACH
ALLIANCE**

Executive Committee

Tony Shooshani, Chair

Silvano Merlo, Chair-Elect

Ryan Altoon, Past-Chair

Debra Fixen, Treasurer

Allison Kripp, Secretary

Laurie Gray

John Keisler

Toliver Morris

Alan Pullman

EXECUTIVE COMMITTEE MEETING MINUTES

Thursday, August 1, 2019

8:00 AM

Downtown Long Beach Alliance Conference Room

100 West Broadway, Suite 120

Long Beach, CA 90802

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

Voting Absent: John Keisler, Allison Kripp, Ryan Altoon (phone-in, cannot vote)

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

Guests: Kevin Dickson, Dickson & Vanzant LLC

1. CALL TO ORDER and INTRODUCTIONS – Tony Shooshani, Chair
Meeting called to order at 8:00 AM. **Meeting Presentation.**
2. SECRETARY REPORT: Review minutes from July 9 meeting ([Slide 2 presented](#))
ACTION: Approve [Minutes from July 9, 2019 Executive Committee Meeting](#)
MOTION: 1ST: Morris. 2ND: Pullman.
VOTE: None opposed, no abstentions. Fixen not present for the vote. Motion Carries.
3. TREASURER'S REPORT: Review [Year-To-Date Draft Financial Review through June 30, 2019](#) – Kevin Dickson, Dickson & Vanzant LLP (Slides 3-4 presented)
4. CHAIRPERSON'S REPORT- Shooshani
 - A. Governance Committee Report – Silvano Merlo, Chair ([Slides 6-9 presented](#))
 - i. Report 2018-19 Directors Slate Results
Austin Metoyer, DLBA Economic Development & Policy Manager presented the Slate Results.
 - The number of PBID ballots submitted was higher than last year but the assessment value was lower due to more residential property owners voting versus commercial property owners.
 - For the DPIA slate, there were more ballots submitted this year than last.
 - B. Appoint Programming Committee Chairs and Vice-Chairs for FY 2019-20 ([Slides 10-14 presented](#))
 - Kojian mentioned that all Board members are expected to serve on a committee, ideally as a Chair or Vice-Chair. Governance Committee reviews these names and pair them with a committee based on their own expressed interests as well as the DLBA needs. This year for the first time, the Chairs, Vice-Chairs and DLBA staff will be asked to meet prior to the start of the fiscal year to review progress made in their committees and identify goals for 2019-20 relative to the Strategic Plan. The remaining seven seats on each

committee will be filled with community members in order to achieve the goals that are defined.

i. Marketing and Communications

ACTION: Consider Cameron Andrews as Chair and Alisha Holmes-Watson as Co-Chair for a period of one year, beginning October 1, 2019 and expiring September 30, 2020 as recommended by the Governance Committee

MOTION: 1st: Morris. 2nd: Fixen.

VOTE: None opposed, no abstentions. Motion carries.

ii. Economic Development

ACTION: Consider Sam Pierzina as Chair and Sheva Hosseinzadeh as Co-Chair for a period of one year, beginning October 1, 2019 and expiring September 30, 2020 as recommended by the Governance Committee

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

VOTE: None opposed, no abstentions. Motion carries.

iii. Public Safety

ACTION: Consider Denise Carter as Chair and Pat Welch as Co-Chair for a period of one year, beginning October 1, 2019 and expiring September 30, 2020 as recommended by the Governance Committee

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

VOTE: None opposed, no abstentions. Motion carries.

iv. Public Realm

ACTION: Consider Alan Burk as Chair and Patty Wirth as Co-Chair for a period of one year, beginning October 1, 2019 and expiring September 30, 2020 as recommended by the Governance Committee

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

VOTE: None opposed, no abstentions. Motion carries.

v. Special Events & Fund Development

ACTION: Consider Nicole Hatley as Chair and Jeremy Schott as Co-Chair for a period of one year, beginning October 1, 2019 and expiring September 30, 2020 as recommended by the Governance Committee

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

VOTE: None opposed, no abstentions. Motion carries.

C. Amendments to Bylaws- Kojian

These recommendations will be brought by the Governance Committee to the Board in August

- Change non-voting Advisors from a one year to two-year term, to be consistent with the rest of the Board seats. Effective for 2020-2021.
- Past Chair/Seventh Year seat, when a Chair who is terming out needs a seventh year in order to serve one year as Past Chair.
- Change DPIA boundaries to make Seaside the north/south border between the Waterfront and East Village, Pine and West Gateway. All Ocean Boulevard addresses on the south side of the street will be included in the district north of Ocean (East Village, Pine or West Gateway) rather than previously part of the Waterfront.

5. PRESIDENT AND CEO REPORT – Kraig Kojian

A. Present [FY2019-2020 Draft Budget](#) (Slides 16-28 presented)

Since the committee's last review of the draft budget in July, there have been very few changes:

- Added \$200,000 in contract services and new numbers are highlighted in the presentation

- Will add strategic plan alignment in narrative for Board presentation

ACTION: Recommend revised FY2019-20 draft budget to Board for its consideration.

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

VOTE: None opposed, no abstentions. Motion carries.

B. Report on POW! WOW! Event (Presented 29-43)

- Kojian talked about the success of the event including the execution of a new event and the partnership with KCRW.
- Shooshani and Kojian both commented on how busy the area restaurants were during the event.
- Metoyer explained the event survey results which show more men attended, the age trended higher and visitors coming from further away than most of the DLBA events.
- This was a free event with most income coming from beer and alcohol sales.
- Overall it was a \$55,000 event with sponsors from DLBA, inter Trend, Long Beach Transit. The DLBA's cost (\$18,000) went to cover KCRW on-air promotions and talent, plus productions costs.
- Buskerfest budget will be approximately the same. The cost will primarily go towards live bands.

C. Review Programming Committee Dashboards (Slides 44-49)

6. OLD BUSINESS

7. NEW BUSINESS

- Morris: We Work 5th floor opens today.
- Shooshani: Farmers Market on Monday nights on the promenade between 3-4th Streets (5-9PM). May look at some programming in Harvey Milk Park.
- Kojian: Petition to recruit Target to come to the Streets. Want to gain support from DLBA, Chamber and Mayors office. The committee agrees with DLBA advocating.
- Metoyer: Update on recent EDC meeting where they discussed the feasibility of enacting a vacant commercial property tax. The focus would be on corridors where there have been many long-term vacancies. A report showed a vacancy rates of 5% overall in Long Beach with a 5.6% rate in Downtown. Need to define "vacancies" and well as see what the effectiveness of other cities' programs have been in getting tenants in and addressing any other concerns. DLBA will provide a survey of Downtown stakeholders to gather feedback to share.
- Metoyer: Update of Inclusionary Housing policy: The city is in the process of developing a program. Currently looking at two different groups: sub-market 1= Downtown (most development in the last 10 years) and sub-market 2=the rest of Long Beach (little development in last 10 years). To encourage development in those areas, they are considering using incentives rather than taxes/fees. This will come to City Council in October. A survey is being developed by DLBA to gather stakeholder feedback to share.
- Pullman: Update on LBEP Board. Officers were elected at the last meeting; Randal Hernandez is now the Chair and the transfer of authority occurred. DLBA will continue to administer this organization until end of the fiscal year. The LBEP needs to determine the beginning and end of their own fiscal year. DLBA/DDC will need to file a consolidated tax return at which time the LBEP will take the next steps to take over the administration when their new fiscal year begins. There is still an outstanding \$45,000 loan owed to the DLBA
- First Council District candidates who have announced their candidacy, have been contacted by DLBA to meet and discuss the campaign. DLBA is not advocating for any candidates, but rather wants to ensure public interest and voter turn-out in November's special election. Four individuals have declared so far but may be approximately eight before the deadline next week.

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

9. ADJOURNMENT

Meeting adjourned at 8:57 AM.

NEXT SCHEDULED EXECUTIVE COMMITTEE MEETING:

Thursday, September 5, 2019
Downtown Long Beach Alliance Conference Room
100 West Broadway, Suite 120

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 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. 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.