



**DOWNTOWN
LONG BEACH
ALLIANCE**

EXECUTIVE COMMITTEE MEETING MINUTES

Thursday, September 5, 2019
8:00 AM

Downtown Long Beach Alliance Conference Room
100 West Broadway, Suite 120
Long Beach, CA 90802

VOTING PRESENT: Laurie Gray, Tony Shooshani, Silvano Merlo, Allison Kripp, Alan Pullman, John Keisler, Ryan Altoon

VOTING ABSENT: Toliver Morris, Debra Fixen

DLBA STAFF: Kevin Dickson, Kraig Kojian, Cherisse Evans, Mo Mills

Guests: David Sommers-LB Post

1. CALL TO ORDER and INTRODUCTIONS – Tony Shooshani, Chair
Meeting Presentation
Meeting called to order 8:09 AM.
2. SECRETARY REPORT: Review minutes from August 1 meeting – Allison Kripp (Slide2 presented)
ACTION: Approve Minutes from August 1, 2019 Executive Committee Meeting
MOTION: 1st: Pullman. 2nd: Merlo.
VOTE: Altoon and Keisler not present for the vote. None opposed, no abstentions. Motion carries
3. TREASURER'S REPORT: Review **Year-To-Date Draft Financial Review through July 30, 2019** (Draft)–Kevin Dickson, Dickson & Vanzant LLP (Slides 3-4 presented)
 - Of note, Special Events revenue is higher than budgeted by \$91,000 which confirms the success of the events this year: more business participation than years past, higher ticket sales and greater sponsorship involvement. There are opportunities for these events to monetize themselves, using less assessment dollars and more sponsorship dollars.
4. CHAIRPERSON'S REPORT- Shooshani
 - A. Governance Committee Report – Silvano Merlo, Chair (Slides 5-12 presented)
 - i. Report 2019-20 Programming Committees
 - The committee review the of Programming Committee members approved by the Governance Committee on August 27.
 - ii. Report 2019-20 Administrative Committees
 - Finance Committee and Audit Committee will be named at the October 3rd Executive Committee meeting after a Board Treasurer is elected on at the Annual Board meeting.
 - iii. 2019-20 Executive Committee Slate Timeline
 - Nominations are due to Kojian by September 12.
 - iv. Appoint Special Events & Fund Development Chair
ACTION: Consider Laurie Gray as Chair of Special Events and Sponsorship Committee for a period of one year, beginning October 1, 2019 and expiring September 30, 2020 as recommended by the Governance Committee.
MOTION: 1st: Altoon. 2nd: Kripp.
VOTE: None opposed, Keisler abstains. Motion carries.
 - v. Kojian thanked Merlo for his work as Chairperson of the Governance Committee and the positive results achieved from this year's Board Election. There were 35 applications submitted, 23 of which were first-

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

time candidates. The Governance Committee interviewed 18 of those new candidates. Four were chosen to serve on the Board of Directors and eight were placed on Programming Committees. The Board election process will begin again at the start of the fiscal year (October 1). All submittals will be reviewed monthly at the Governance Committee meetings and applicants will be encouraged to attend Board and committee meetings in order to gain more insight into the organization and meet with DLBA staff or Governance Committee members.

5. PRESIDENT'S REPORT- Kraig Kojian (Slides 13-29 presented)

A. Discuss Proposed Vacant Storefront Fee and DLBA Survey Results

- DLBA conducted a survey and asked other city partners (other BIDS and the Chamber of Commerce) to share it with their members, making this a city-wide survey. The results were provided to the Economic Development Commission last week.
- Keisler explained that the city is looking at the feasibility of having a vacant property fee. The goal is to provide the city with tools to incentivize property owners who have had long-term vacancies. The primary concern is with absentee landlords, but there are many different situations that would require different solutions. There is much in-depth study needed to determine if such a fee is feasible and that would require time and come at a cost.

Results of survey (Mo Mills):

- The survey was open for two weeks in August (Chamber of Commerce, COBA assisted in distributing the survey=65 responses)
- Note that absentee landlords did not answer
- The results show that the majority of those surveyed are not in favor of such a policy

B. Discuss Advocacy on Proposed Inclusionary Housing Policy

- City staff was asked by Council to consider 29 different items addressing affordable housing in the city. A report from Keyser Marston Associates (KMA) has been presented to the Planning Commission and will be back again before it goes to City Council at end of the year/early next year.
- Altoon attended a developer forum where there was a review of the KMA report: Long Beach was divided into two submarkets: Area 1=Downtown and Central Long Beach (where the majority of the new development has occurred) and Area2= everywhere else (very little new development).
- The assumption from the KMA study was that developers/property owners would accept:
 - 30% reduction of price of property
 - 5.5% return on a project
 - Fee \$36 per gross sq. ft.
- There is a concern is that this policy would halt development in the city. At this point, the KMA report has not been challenged. DLBA wants to hire Beacon Economics to do a peer review of the KMA report and bring this added information as well as recommendations to Planning Commission in October. There may be multiple ways of creating solutions.
- The Mayor has said that the city will gather data and not make a rushed decision.
- Beacon Economics has drafted a proposal of costs. The committee agrees that a report is needed and will review the proposal.

C. Council District I Election Forum presented by David Sommers, Publisher, LB Post

- This event will be co-produced with Long Beach Post and include an outside agency that will get the vote out.
- LB Post's objective is to raise community awareness. CDI has the lowest voter registration and voter turn-out in the city, particularly during Special Elections (15% turn out). Access to information about candidates has been a challenge in the past. The potential date for a forum

is October 16 from 6-8 pm. 100-150 people will be invited with the addition of live streaming on social media and LB Post website.

- One goal is to validate what happens with this event in hopes of producing a similar forum for the CD2 election next year.
- LB Post and DLBA do not endorse candidates. LB Post will act as moderators.

D. Review Programming Committee Dashboards

6. NEW BUSINESS

- Merlo: Proposing a feedback session for Board of Directors or potentially just focus on the members of the Executive Committee. He has met with three different organizations to compare pricing and discuss the goals we want to achieve. He will bring his suggestions to Kojian and can then discuss the feasibility and interest in going forward.
- Buskerfest event is being held this weekend, September 7.

7. ADJOURNMENT

Meeting adjourned at 9:30 AM

NEXT SCHEDULED EXECUTIVE COMMITTEE MEETING:

October 3, 2019
Studio One Eleven - Conference Room
245 E. Third Street
Immediately following the Board of Directors Meeting

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.