

DLBA Executive Committee

February 3, 2022

Zoom Teleconferencing



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

1. Call to Order and Introductions

Loara Cadavona, Chair

2. Secretary Report: Minutes – January 6, 2022

- SECRETARY REPORT: Minutes presented and approved from December 2, 2021, meeting
- Reviewed Board seat movement for Alan Pullman, Sean Rawson, and Monica Garrett
- Reviewed the DEIA Equity Statement and voted to require the full Board's approval at a special meeting on January 27

ACTION: Approve Minutes from January 6 Executive Committee Meeting

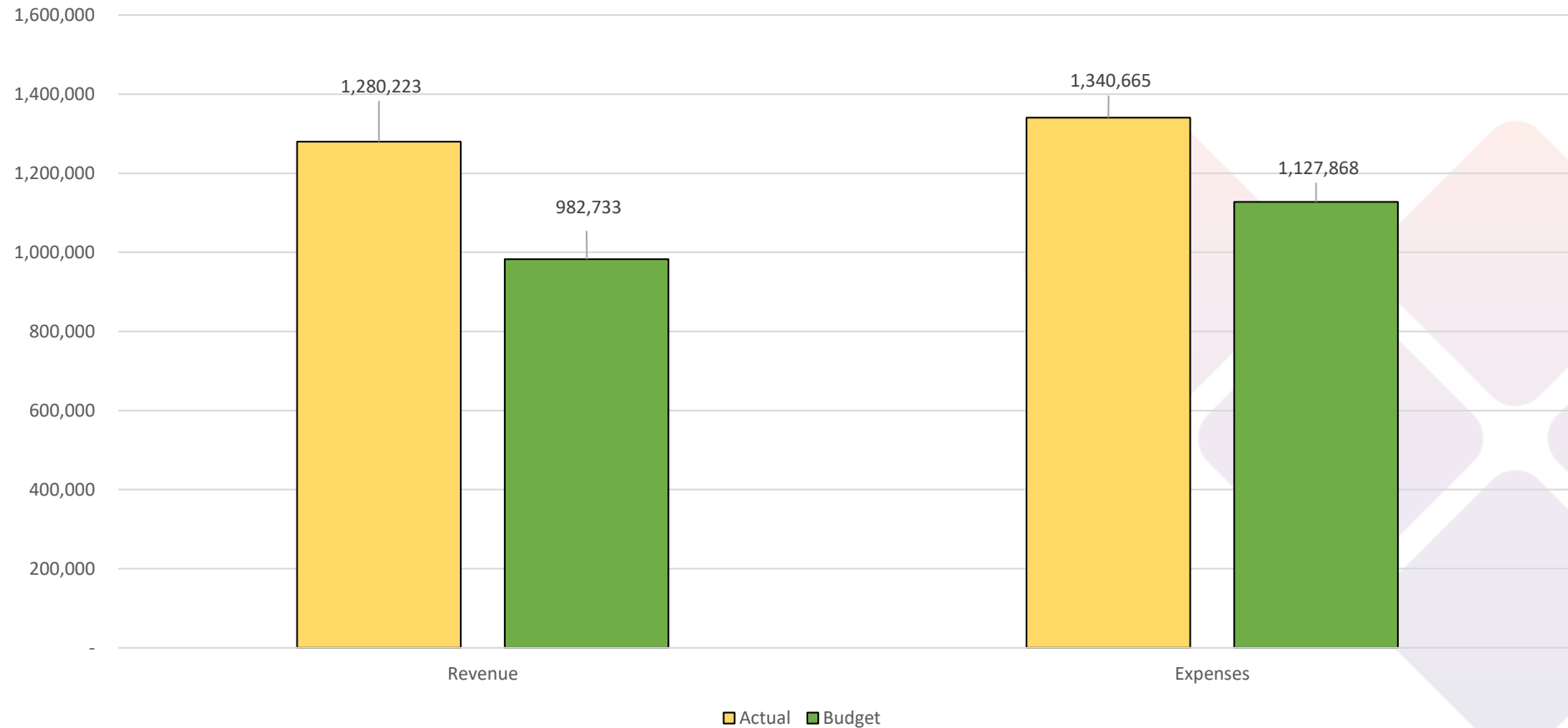
3. Treasurer's Report

Sheva Hosseinzadeh, Treasurer
Jeremy Ancalade, CFO

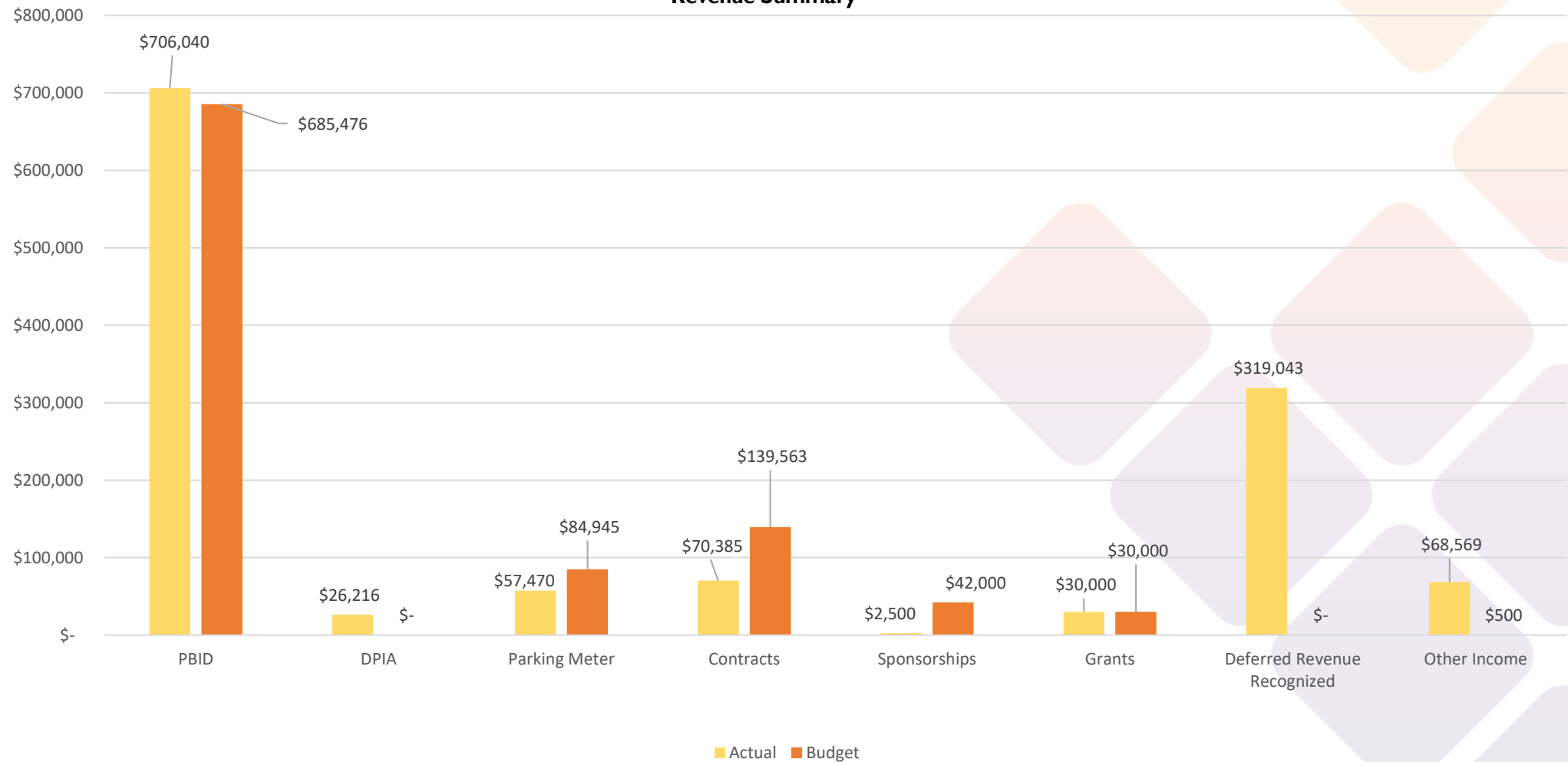
Downtown Long Beach Alliance
As of December 31, 2021
(Fiscal Year Ending September 30, 2022)
Financial Summary

Year-to-Date	Actual	Budget	Variance
Revenue	1,280,223	982,733	297,490
Expenses	1,340,665	1,127,868	212,798
Net	(60,443)	(145,135)	84,692

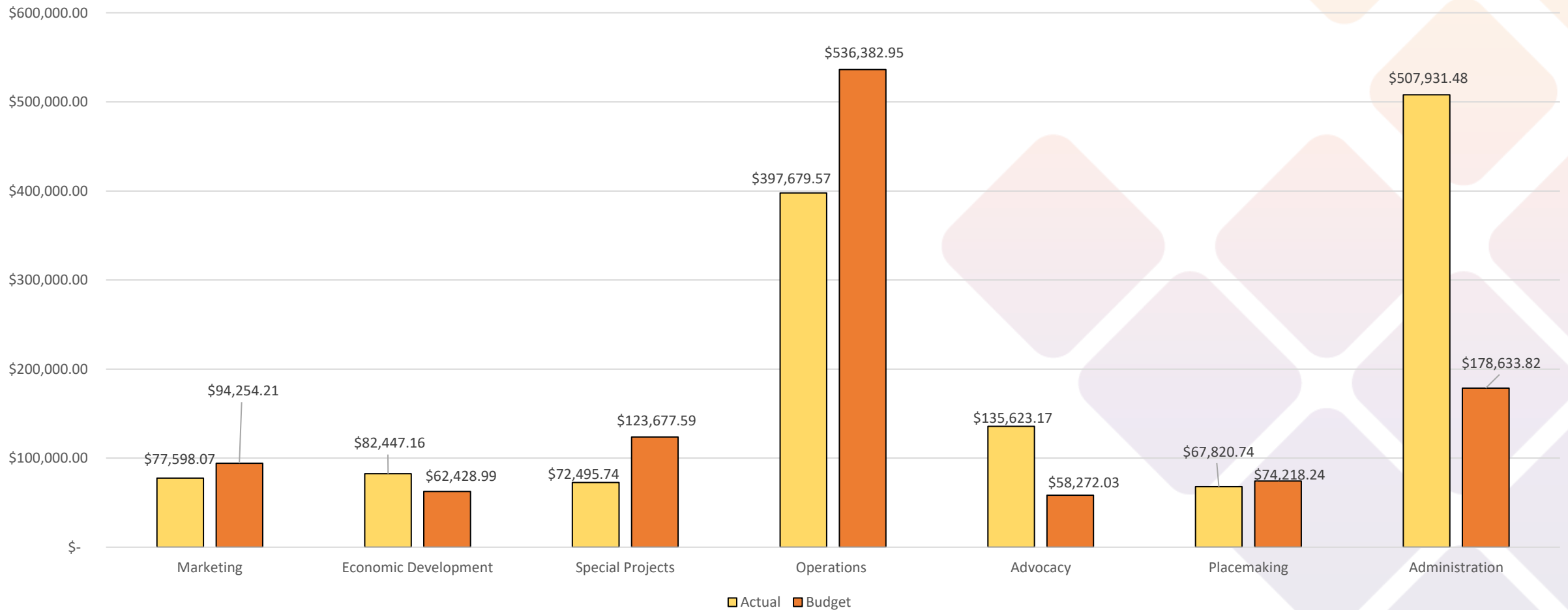
Downtown Long Beach Alliance
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Financial Summary

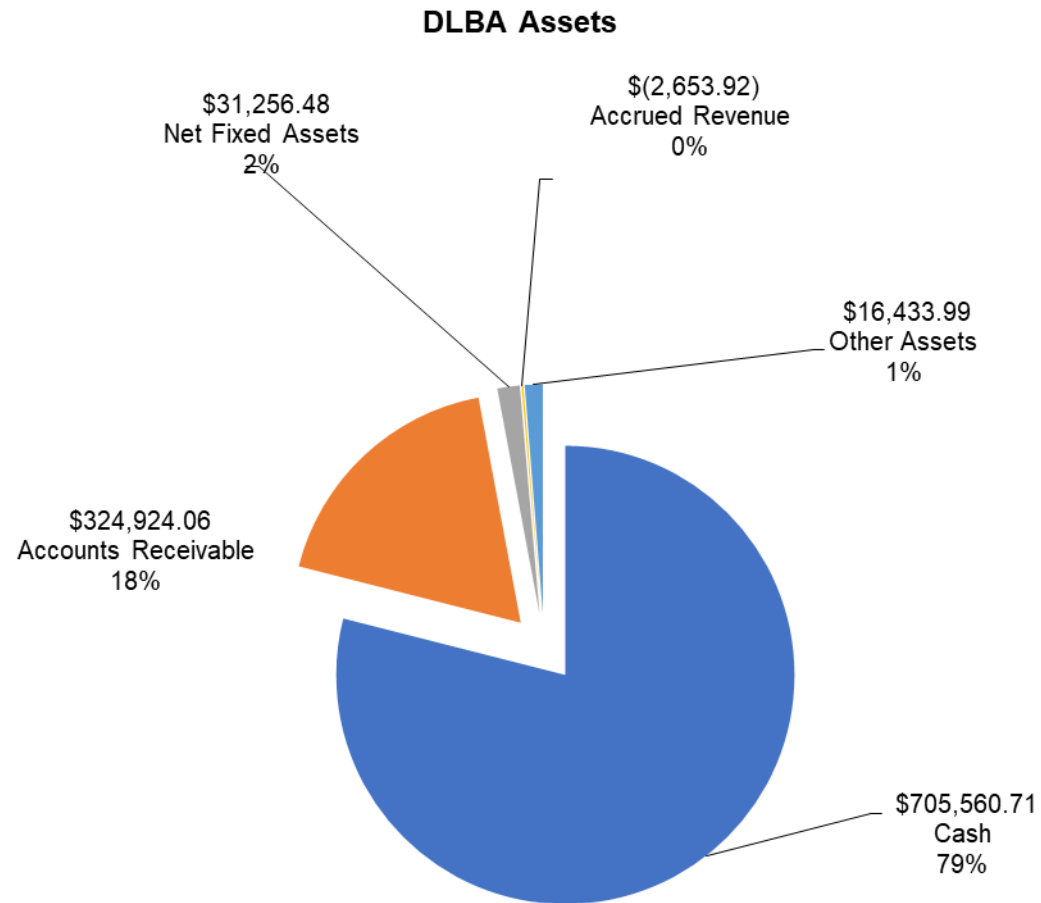


**Downtown Long Beach Alliance
As of December 31, 2021
(Fiscal Year Ending September 30, 2022)
Revenue Summary**



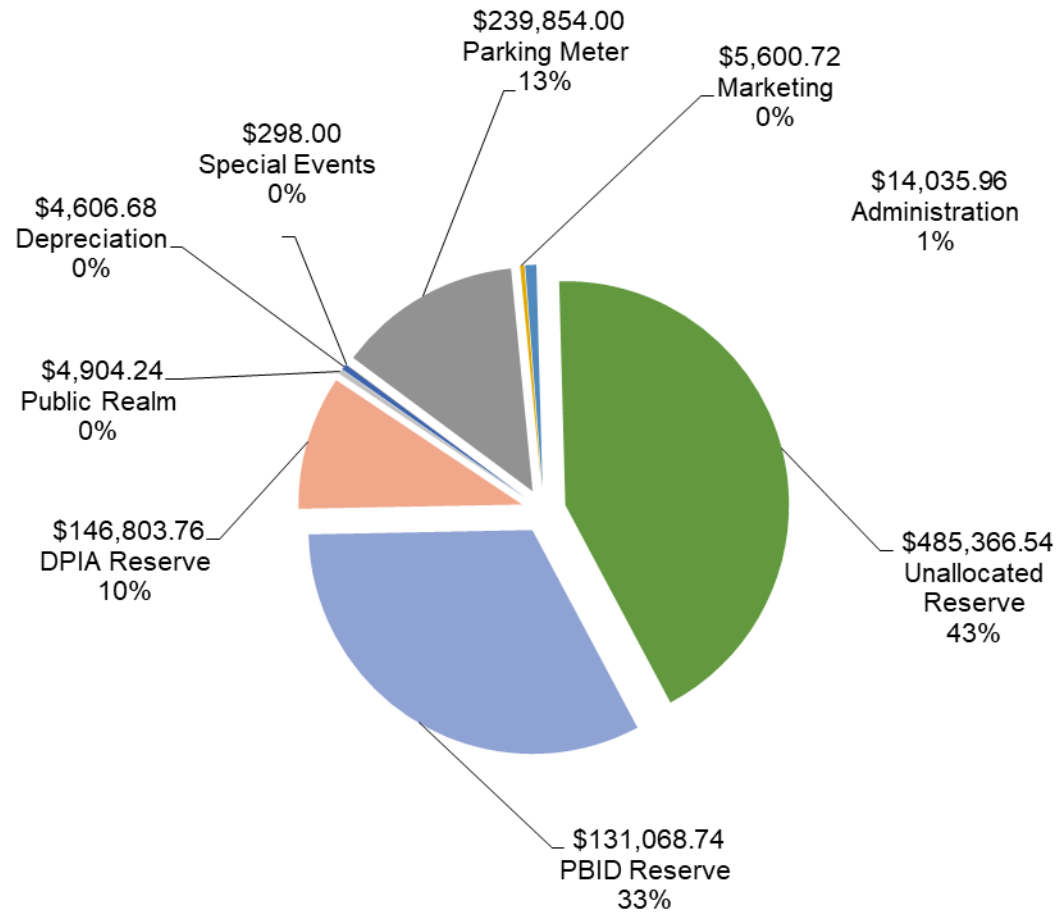
**Downtown Long Beach Alliance
As of December 31, 2021
(Fiscal Year Ending September 30, 2022)
Expense Summary**





Cash	\$	705,560.71
Accounts Receivable	\$	324,924.06
Net Fixed Assets	\$	31,256.48
Accrued Revenue	\$	(2,653.92)
Other Assets	\$	16,433.99
		<hr/> <hr/>
	\$	1,075,521.32

DLBA Deferred/Reserve Revenue



Depreciation	\$	4,606.68
Special Events	\$	298.00
Parking Meter	\$	239,854.00
Marketing	\$	5,600.72
Administration	\$	14,035.96
Unallocated Reserve	\$	485,366.54
PBID Reserve	\$	131,068.74
DPIA Reserve	\$	146,803.76
Public Realm	\$	4,904.24
	\$	<u>1,032,538.64</u>

Downtown Long Beach Alliance A/R Aging Summary As of December 31, 2021

	Current	1 - 30	31 - 60	61 - 90	91 and over	Total
BLOCK-BY-BLOCK	\$ 250.00	\$ -	\$ -	\$ -	\$ -	\$ 250.00
Blu Community Association	\$ 1,600.00	\$ -	\$ -	\$ -	\$ -	\$ 1,600.00
CITY OF LONG BEACH	\$57,470.07	\$ -	\$ -	\$ -	\$ 4,098.72	\$ 61,568.79
GSA	\$ -	\$ -	\$ -	\$ -	\$ 38,160.46	\$ 38,160.46
HILLCREST MONTEREY ASSOCIATES, INC	\$ -	\$ -	\$ -	\$ -	\$ 1,053.00	\$ 1,053.00
Jatin Laxpati	\$ 2,344.00	\$ -	\$ -	\$2,344.00	\$ 2,344.00	\$ 7,032.00
Judicial Council of California	\$ -	\$ -	\$ -	\$ -	\$169,988.53	\$169,988.53
Long Beach Transit (Customer)	\$17,770.43	\$ -	\$ -	\$ -	\$ 1,831.80	\$ 19,602.23
Midtown Property & Business Owners Association	\$ -	\$ -	\$ -	\$ -	\$ 500.00	\$ 500.00
State of California	\$ -	\$ -	\$ -	\$ -	\$ 18,813.84	\$ 18,813.84
US Government	\$ -	\$ -	\$ -	\$ -	\$ (807.80)	\$ (807.80)
USPS (C)	\$ -	\$ -	\$ -	\$ -	\$ 4,266.74	\$ 4,266.74
Zaferia Business Association	\$ 3,081.21	\$ -	\$ -	\$ -	\$ -	\$ 3,081.21
TOTAL	\$82,515.71	\$ -	\$ -	\$2,344.00	\$240,249.29	\$325,109.00

**FY 22 Projections
As of 12/31/21**

REVENUE			
Source	Projection	Budget	Variance
PBID (net)	2,814,275	2,814,275	-
DPIA	690,392	690,392	-
PKG MTR	400,000	400,000	-
Fundraising for Grants	55,000	55,000	-
Event Tickets/Sales/Sponsorship	158,000	158,000	-
Contract/Misc	561,250	561,250	-
Other Misc. Income	66,310	-	66,310
Deferred Revenue Recognized	314,225	-	314,225
TOTAL REVENUE	5,059,452	4,678,917	380,535

EXPENSE			
Department	Projection	Budget	Variance
Administration	1,057,726	670,449	387,277
Advocacy	242,202	221,186	21,015
Economic Development	494,179	440,609	53,570
Events	480,816	461,601	19,215
Marketing	266,589	320,288	(53,699)
Operations	2,264,819	2,328,435	(63,616)
Placemaking	214,431	236,348	(21,917)
TOTAL EXPENSES	5,020,762	4,678,917	341,845

NET TOTAL			
Total Revenue	5,059,452	4,678,917	380,535
Total Expenses	5,020,762	4,678,917	341,845
NET TOTAL	38,690	(0)	38,690

Downtown Long Beach Alliance
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Financial Summary

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4. Chair Report

Loara Cadavona

4. Chair Report – Cadavona

- A. Governance Committee Report - Fixen
 - i. Board Seat Representation

Downtown Long Beach Alliance Board of Directors 2021-22

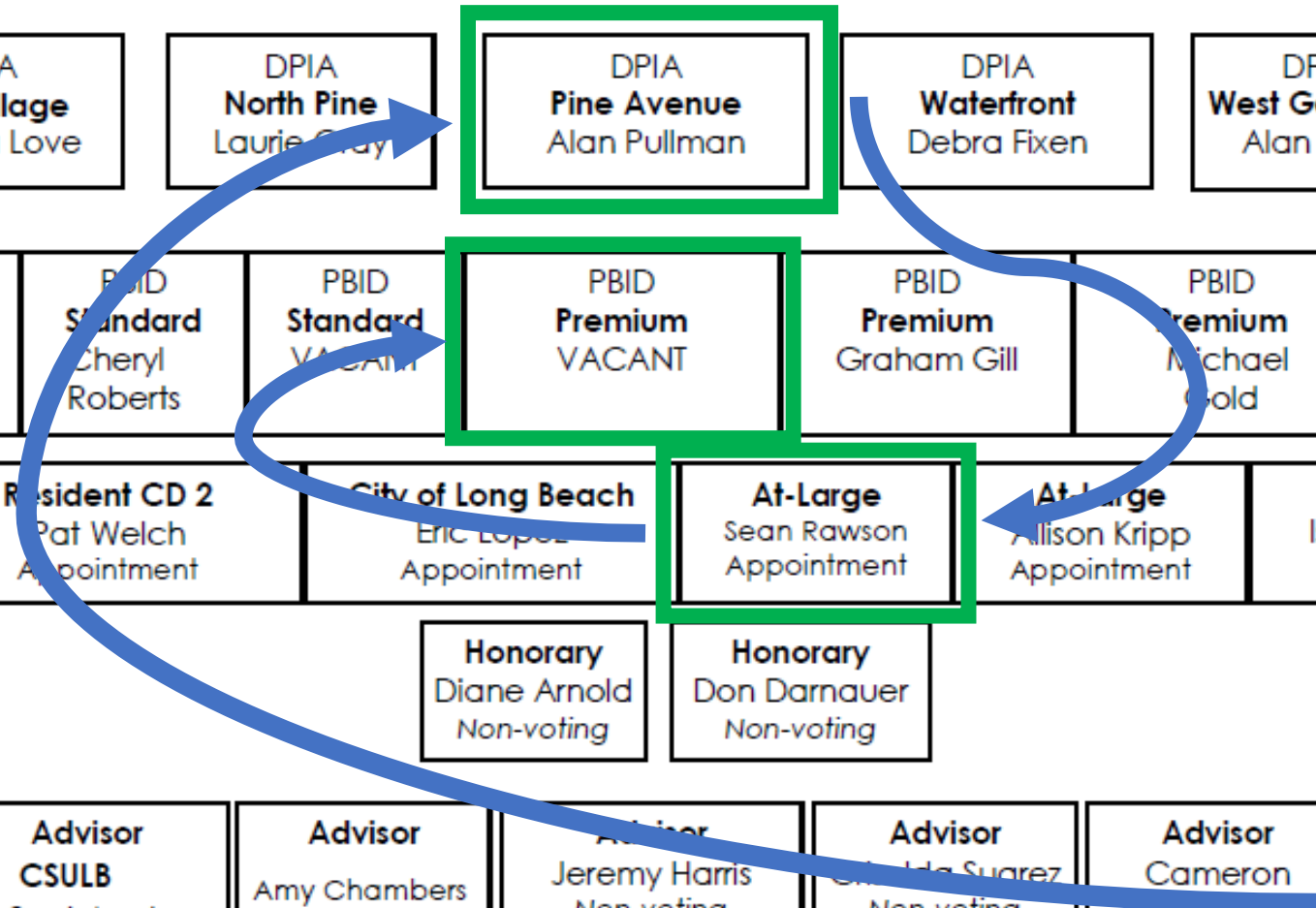
DPIA East Village Rhonda Love	DPIA North Pine Laurie Gray	DPIA Pine Avenue Alan Pullman	DPIA Waterfront Debra Fixen	DPIA West Gateway Alan Burks
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PBID Standard Sam Pierzina	PBID Standard Sheva Hosseinzadeh	PBID Standard Cheryl Roberts	PBID Standard VACANT	PBID Premium VACANT	PBID Premium Graham Gill	PBID Premium Michael Gold	PBID Premium Michael Vitug	PBID Resident Bob Kelton
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Resident CD 1 Loara Cadavona Appointment	Resident CD 2 Pat Welch Appointment	City of Long Beach Eric Lopez Appointment	At-Large Sean Rawson Appointment	At-Large Allison Kripp Appointment	At-Large Isidro Panuco Appointment	At-Large Denise Carter Appointment
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Honorary Diane Arnold Non-voting	Honorary Don Darnauer Non-voting
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Advisor 1st Council Mary Zendejas Non-voting	Advisor 2nd Council Cindy Allen Non-voting	Advisor CSULB Scot Apel Non-voting	Advisor Amy Chambers Non-voting	Advisor Jeremy Harris Non-voting	Advisor Cristina Suarez Non-voting	Advisor Cameron Andrews Non-voting	Advisor Monica Garrett Non-voting	Advisor VACANT Non-voting
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Downtown Long Beach Alliance Board of Directors 2021-22

DPIA
East Village
Rhonda Love

DPIA
North Pine
Laurie Gray

DPIA
Pine
Monica Garrett

DPIA
Waterfront
Debra Fixen

DPIA
West Gateway
Alan Burks

PBID
Standard
Sam Pierzina

PBID
Standard
Sheva Hosseinzadeh

PBID
Standard
Cheryl Roberts

PBID
Standard
VACANT

PBID
Premium
Sean Rawson

PBID
Premium
Graham Gill

PBID
Premium
Michael Gold

PBID
Premium
Michael Vitug

PBID
Resident
Bob Kelton

Resident CD 1
Loara Cadavona
Appointment

Resident CD 2
Pat Welch
Appointment

City of Long Beach
Eric Lopez
Appointment

At-Large
Alan Pullman
Appointment

At-Large
Allison Kripp
Appointment

At-Large
Isidro Panuco
Appointment

At-Large
Denise Carter
Appointment

Honorary
Diane Arnold
Non-voting

Honorary
Don Darnauer
Non-voting

**Advisor
1st Council**
Mary Zendejas
Non-voting

**Advisor
2nd Council**
Cindy Allen
Non-voting

**Advisor
CSULB**
Scot Apel
Non-voting

Advisor
Amy Chambers
Non-voting

Advisor
Jeremy Harris
Non-voting

Advisor
Griselda Suarez
Non-voting

Advisor
Cameron Andrews
Non-voting

**Advisor
VACANT**

**Advisor
VACANT**
Non-voting

Downtown Long Beach Alliance Board of Directors 2021-22

DPIA
East Village
Rhonda Love

DPIA
North Pine
Laurie Gray

DPIA
Pine Avenue
Monica Garrett

DPIA
Waterfront
Debra Fixen

DPIA
West Gateway
Alan Burks

PBID
Standard
Sam Pierzina

PBID
Standard
Sheva Hosseinzadeh

PBID
Standard
Cheryl Roberts

PBID
Standard
VACANT

PBID
Premium
Sean Rawson

PBID
Premium
Graham Gill

PBID
Premium
Michael Gold

PBID
Premium
Michael Vitug

PBID
Resident
Bob Kelton

Resident CD 1
Loara Cadavona
Appointment

Resident CD 2
Pat Welch
Appointment

City of Long Beach
Eric Lopez
Appointment

At-Large
Alan Pullman
Appointment

At-Large
Allison Kripp
Appointment

At-Large
Isidro Panuco
Appointment

At-Large
Denise Carter
Appointment

Honorary
Diane Arnold
Non-voting

Honorary
Don Darnauer
Non-voting

**Advisor
1st Council**
Mary Zendejas
Non-voting

**Advisor
2nd Council**
Cindy Allen
Non-voting

**Advisor
CSULB**
Scot Apel
Non-voting

Advisor
Amy Chambers
Non-voting

Advisor
Jeremy Harris
Non-voting

Advisor
Griselda Suarez
Non-voting

Advisor
Cameron Andrews
Non-voting

**Advisor
VACANT**

**Advisor
VACANT**
Non-voting

4. Chair Report – Cadavona

- A. Governance Committee Report - Fixen
 - i. Board Seat Representation

ACTION: Approve Sean Rawson, current DLBA Board Director representing an At-Large seat, to finish the 2021-22 Fiscal Year representing PBID premium, expiring September 30, 2023.

4. Chair Report – Cadavona

- A. Governance Committee Report - Fixen
 - i. Board Seat Representation

ACTION: Approve Alan Pullman, current DLBA Board Director representing DPIA – Pine, to finish the 2021-22 Fiscal Year representing an At-Large seat, expiring September 30, 2022.

4. Chair Report – Cadavona

- A. Governance Committee Report - Fixen
 - i. Board Seat Representation

ACTION: Approve Monica Garrett, current DLBA Advisory Board member, to finish the 2021-22 Fiscal Year representing DPIA – Pine, expiring September 30, 2022.

4. Chair Report – Cadavona

- A. Governance Committee Report - Fixen
 - ii. Remaining Board Vacancies
 - a. PBID Standard (1)
 - b. Advisory (2)

4. Chair Report – Cadavona

B. President/CEO Search Committee Update – Fixen

Committee Members

Debra Fixen (Co-Chair) – DLBA Chair-Elect, Shoreline Village

Alan Pullman (Co-Chair) – DLBA Past-Chair, Studio One Eleven

Denise Carter – DLBA Executive Committee Member, Downtown Resident

Suny Lay Chang – President & COO of Linc Housing

Graham Gill – DLBA Board Member, Senior Associate at Lee & Associates

Steve Goodling – President & CEO of Long Beach Convention & Visitors Bureau

Jeremy Harris – DLBA Advisory Board Member, President & CEO of LB Chamber

Linda Tatum – Assistant City Manager

Sean Rawson – DLBA Board Member, Co-Founder of Waterford Property Company

5. Staff Report

Broc Coward

5. Staff Report

A. Assembly Bill 361 (AB 361) Compliance

ACTION: Vote to authorize DLBA Board and its committees to conduct business via teleconferencing in compliance with AB 361.

5. Staff Report

B. PBID Renewal Update – Austin Metoyer

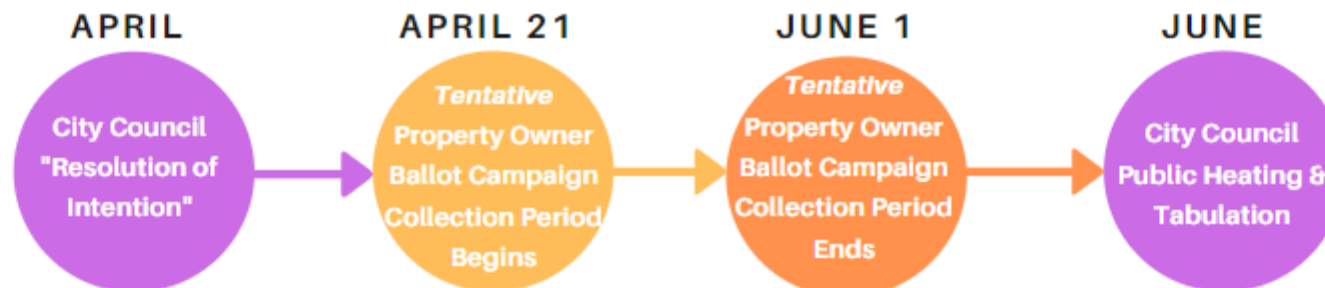
PBID RENEWAL TIMELINE

February 2022 - June 2022

Petition Campaign:



Ballot Campaign:



5. Staff Report

C. Miscellaneous



DLBA MEETINGS AND UPCOMING EVENTS

Meeting / Event	Date	Time	Location
Marketing & Communications Committee	February 7	4:30 PM	Zoom
Special Events & Sponsorships Committee	February 8	1 PM	Zoom
Economic Development Committee	February 9	9:30 AM	Zoom
Board of Directors	February 16	8 AM	Zoom
Placemaking Committee	February 17	4 PM	Zoom
Governance Committee	February 23	8 AM	Zoom
Public Safety Committee	February 23	4:30 PM	Zoom
Executive Committee	March 3	8 AM	Zoom

6. Old Business
7. New Business
8. Public Comments (three minutes on all non-agenda items)
9. Adjournment