

# DLBA Executive Committee

March 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 – February 3, 2022

- SECRETARY REPORT: Minutes presented and approved from January 7, 2022, meeting
- Approved Board seat movement for Alan Pullman, Sean Rawson, and Monica Garrett
- Update provided on President/CEO Search Committee
- PBID & DEIA updates

**ACTION:** Approve Minutes from February 3 Executive Committee Meeting

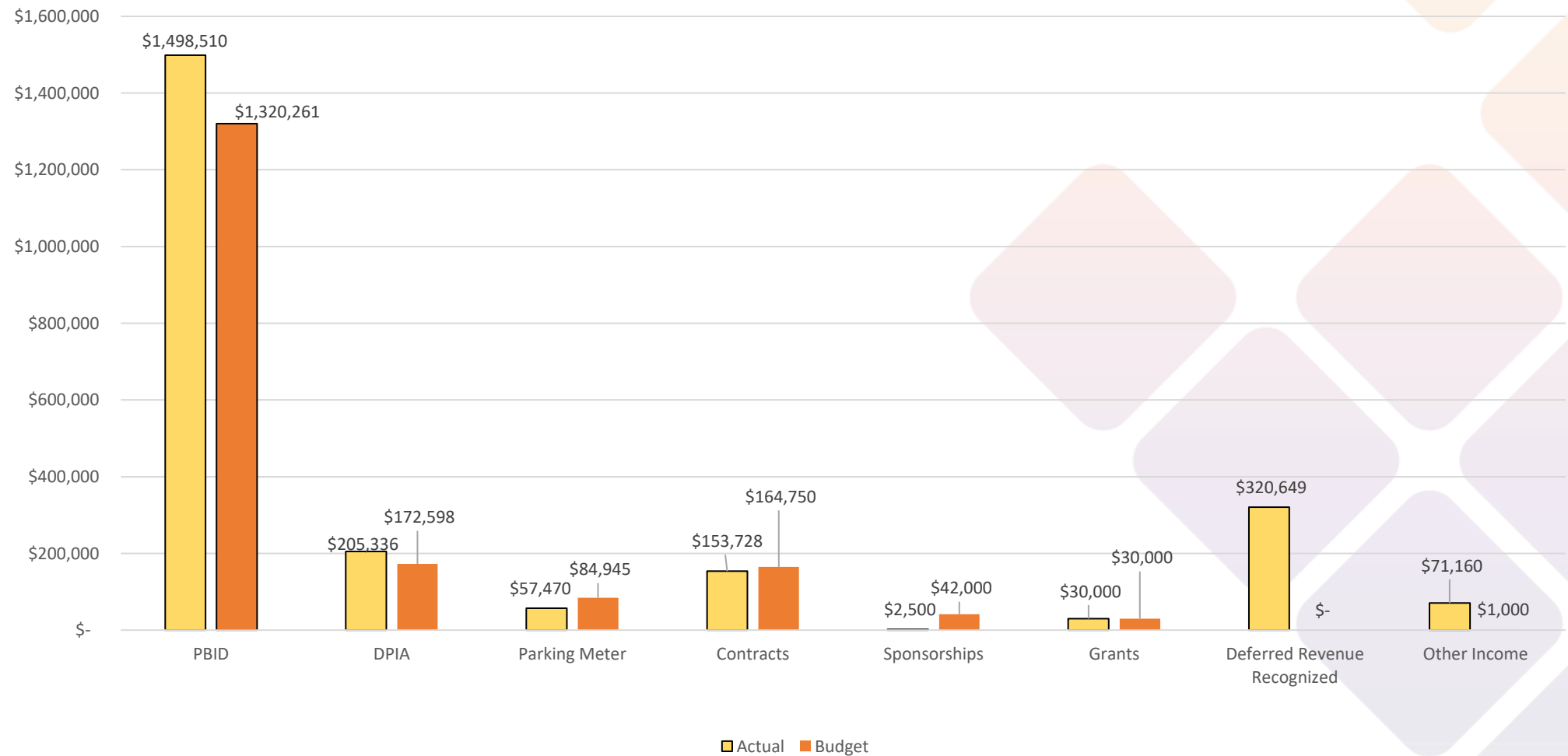
# 3. Treasurer's Report

Sheva Hosseinzadeh, Treasurer  
Jeremy Ancalade, CFO

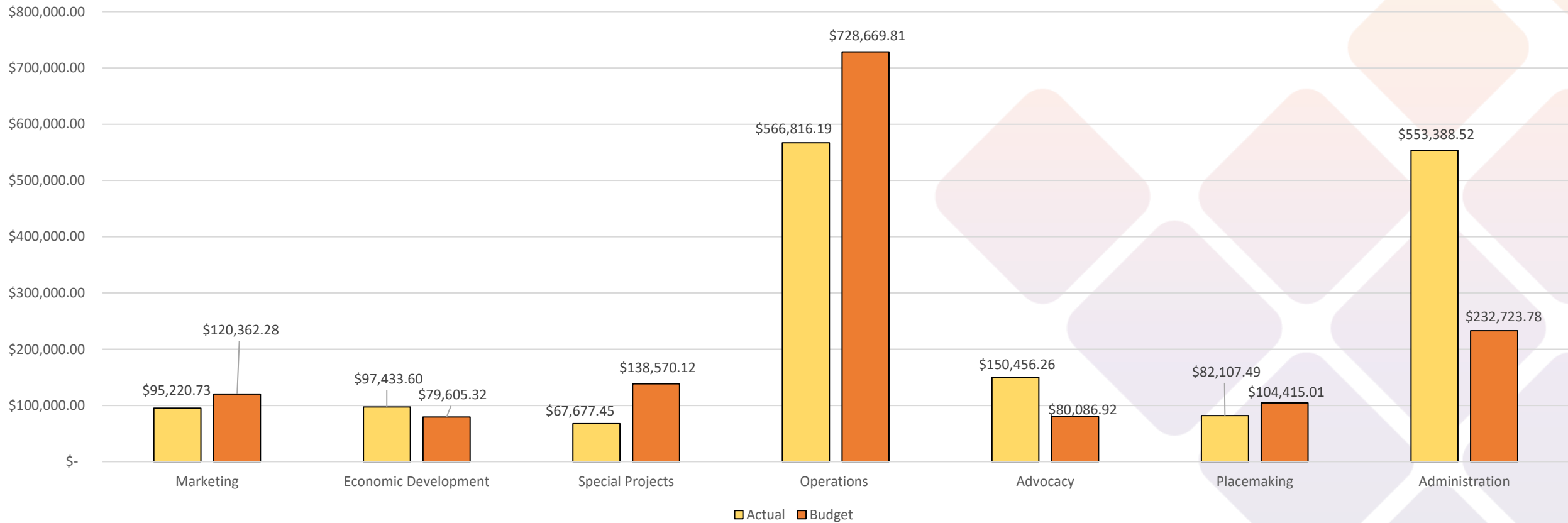
**Downtown Long Beach Alliance  
As of January 31, 2022  
(Fiscal Year Ending September 30, 2022)  
Financial Summary**

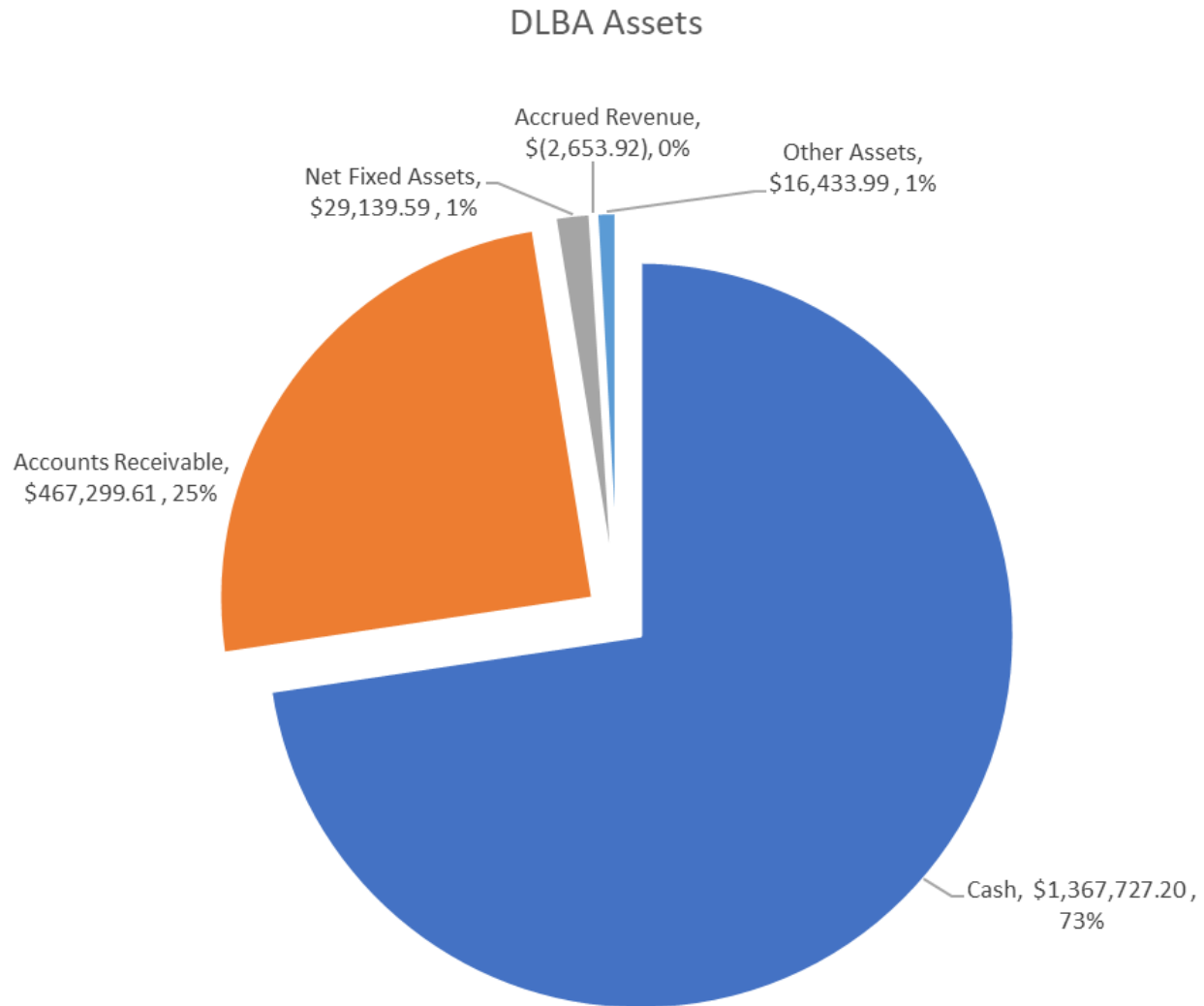


**Downtown Long Beach Alliance  
As of January 31, 2022  
(Fiscal Year Ending September 30, 2022)  
Revenue Summary**



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

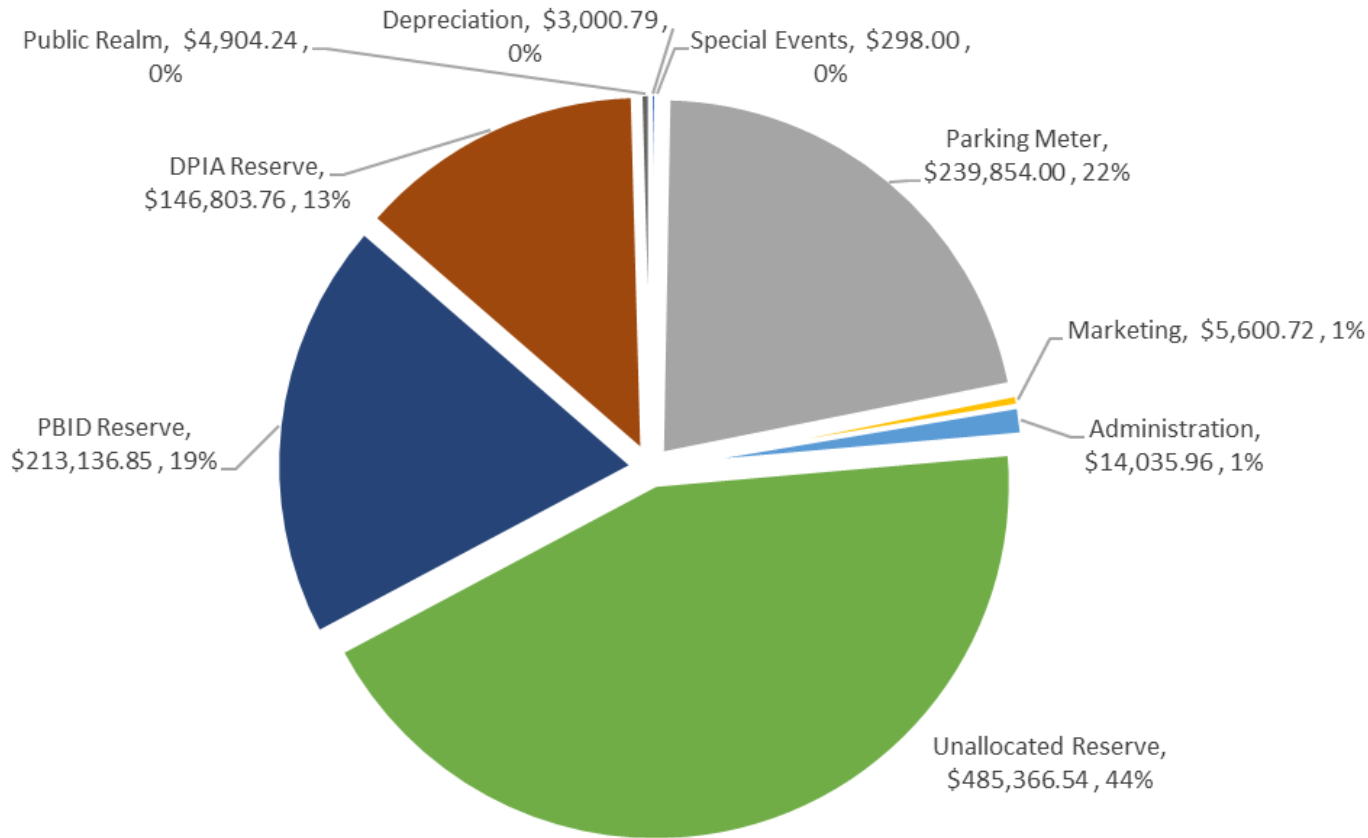




Cash	\$	1,367,727.20
Accounts Receivable	\$	467,299.61
Net Fixed Assets	\$	29,139.59
Accrued Revenue	\$	(2,653.92)
Other Assets	\$	16,433.99
<b>TOTAL</b>	<b>\$</b>	<b>1,877,946.47</b>



### DLBA Deferred/Reserve Revenue



Depreciation	\$	3,000.79
Special Events	\$	298.00
Parking Meter	\$	239,854.00
Marketing	\$	5,600.72
Administration	\$	14,035.96
Unallocated Reserve	\$	485,366.54
PBID Reserve	\$	213,136.85
DPIA Reserve	\$	146,803.76
Public Realm	\$	4,904.24
	\$	1,113,000.86

## Downtown Long Beach Alliance A/R Aging Summary

As of January 31, 2022

	Current	1 - 30	31 - 60	61 - 90	91 and over	Total
<b>Blu Community Association</b>	\$ -	\$ 800.00	\$ -	\$ -	\$ -	\$ 800.00
<b>CITY OF LONG BEACH</b>	\$ 161,195.98	\$57,470.07	\$ -	\$ -	\$ 4,098.72	\$222,764.77
<b>GSA</b>	\$ -	\$ -	\$ -	\$ -	\$ 38,160.46	\$ 38,160.46
<b>HILLCREST MONTEREY ASSOCIATES, INC</b>	\$ -	\$ -	\$ -	\$ -	\$ 1,053.00	\$ 1,053.00
<b>Jatin Laxpati</b>	\$ -	\$ 2,344.00	\$ -	\$ -	\$ 4,688.00	\$ 7,032.00
<b>Judicial Council of California</b>	\$ -	\$ -	\$ -	\$ -	\$169,988.53	\$169,988.53
<b>Long Beach Transit (Customer)</b>	\$ -	\$ -	\$ -	\$ -	\$ 1,831.80	\$ 1,831.80
<b>Midtown Property &amp; Business Owners Association</b>	\$ -	\$ -	\$ -	\$ -	\$ 500.00	\$ 500.00
<b>State of California</b>	\$ -	\$ -	\$ -	\$ -	\$ 18,813.84	\$ 18,813.84
<b>US Government</b>	\$ -	\$ -	\$ -	\$ -	\$ (807.80)	\$ (807.80)
<b>USPS (C)</b>	\$ -	\$ -	\$ -	\$ -	\$ 4,266.74	\$ 4,266.74
<b>Zaferia Business Association</b>	\$ 3,081.21	\$ -	\$ -	\$ -	\$ -	\$ 3,081.21
<b>TOTAL</b>	<b>\$ 164,277.19</b>	<b>\$60,614.07</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$242,593.29</b>	<b>\$467,484.55</b>

### FY 22 Projections As of 1/31/21

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
<b>TOTAL REVENUE</b>	<b>5,059,452</b>	<b>4,678,917</b>	<b>380,535</b>

EXPENSE			
Department	Projection	Budget	Variance
Administration	1,061,364	670,449	390,915
Advocacy	237,900	221,186	16,714
Economic Development	494,179	440,609	53,570
Events	480,816	461,601	19,215
Marketing	282,618	320,288	(37,670)
Operations	2,264,819	2,328,435	(63,616)
Placemaking	237,756	236,348	1,408
<b>TOTAL EXPENSES</b>	<b>5,059,452</b>	<b>4,678,917</b>	<b>380,535</b>

NET TOTAL			
Total Revenue	5,059,452	4,678,917	380,535
Total Expenses	5,059,452	4,678,917	380,535
<b>NET TOTAL</b>	<b>0</b>	<b>(0)</b>	<b>0</b>

**As of January 31, 2022**  
**(Fiscal Year Ending September 30, 2022)**  
**Financial Summary**

<b>Year-to-Date</b>	<b>Actual</b>	<b>Budget</b>	<b>Variance</b>
<b>Revenue</b>	2,339,353	1,815,554	523,800
<b>Expenses</b>	1,613,100	1,484,433	128,667
<b>Net</b>	726,253	331,120	395,133

# 4. Chair Report

Loara Cadavona

## 4. Chair Report – Cadavona

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

## 4. Chair Report – Cadavona

### B. President/CEO Search Committee Update – Fixen

# 5. Staff Report

Broc Coward



## 5. Staff Report

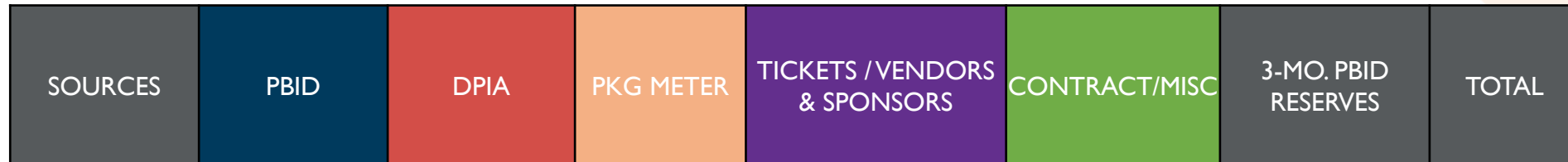
### A. Assembly Bill 361 (AB 361) Compliance

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

## 5. Staff Report

### B. Annual Assessment Review and Preliminary Discussion on Adjustments to PBID and DPIA Rates – Austin Metoyer

## 2021-22 SOURCES & USES



### RESTRICTED REVENUE:

**PBID:** The Environment portion accounts for 64.1% of the PBID revenue and includes Clean and Safe Programs as well as Beautification efforts. The Economy activities aimed at improving Downtown's overall image accounts for 25.1%, and Advocacy and Administrative costs of 10.8% have been included.

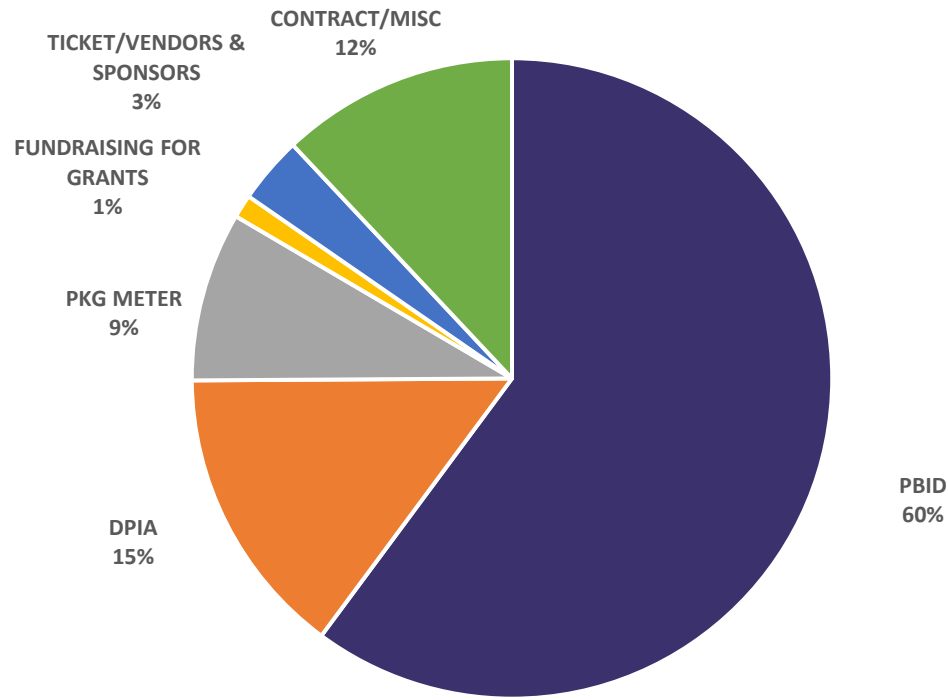
**PARKING METER:** The Ordinance relating to Downtown Parking Meter Revenues dictates it be spent with one-half used for Capital Improvements and one-half used for Marketing purposes to promote the Downtown.

**Ticket/Vendors & Sponsors:** Funding received from DLBA signature events is reinvested back into Special Events & Marketing

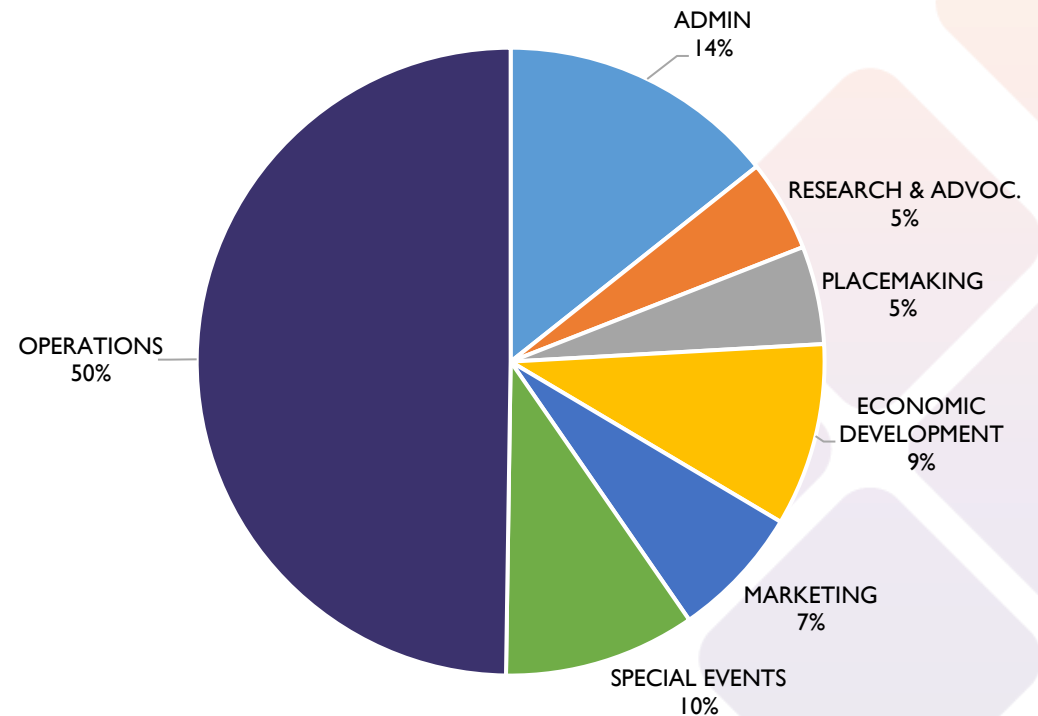
**Contracted Services:** Revenue from Clean Team contract services provided above and beyond levels mandated in the PBID management plan is reinvested back into Operations

# 2021-22 SOURCES & USES

SOURCES



USES



# HISTORICAL TRENDS: DPIA

<b>Historical DPIA Trends</b>			
<b>Year</b>	<b>Consumer Price Index</b>	<b>City Adjustment</b>	<b>DLBA Adjustment</b>
2011-12	2.12%	2.67%	2.00%
2012-13	2.03%	2.00%	2.00%
2013-14	1.08%	1.08%	1.08%
2014-15	1.35%	1.00%	1.00%
2015-16	0.91%	1.00%	1.00%
2016-17	1.89%	1.89%	1.89%
2017-18	2.79%	2.79%	2.89%
2018-19	3.81%	3.81%	3.81%
2019-20	3.07%	3.07%	3.07%
2020-21	1.62%	1.63%	0.00%
2021-22	3.83%	-	-
<b>10-Year Avg.</b>	<b>2.23%</b>	<b>2.18%</b>	<b>1.87%</b>
<b>5-Year Avg.</b>	<b>3.02%</b>	<b>2.87%</b>	<b>2.44%</b>

# HISTORICAL TRENDS: PBID

<b>Historical PBID Adjustment</b>		
<b>Year</b>	<b>Consumer Price Index</b>	<b>DLBA Adjustment</b>
2010-11	1.96%	2.50%
2011-12	2.12%	2.00%
2012-13	2.03%	2.00%
2013-14	1.08%	1.50%
2014-15	1.35%	3.00%
2015-16	0.91%	3.00%
2016-17	1.89%	3.00%
2017-18	2.79%	3.80%
2018-19	3.81%	4.00%
2019-20	3.07%	3.00%
2020-21	1.62%	3.00%
2021-22	3.83%	-
<b>10-Year Avg.</b>	<b>2.10%</b>	<b>2.78%</b>
<b>5-Year Avg.</b>	<b>2.49%</b>	<b>3.36%</b>

# 5. Staff Report

## C. PBID Renewal Update – Austin Metoyer

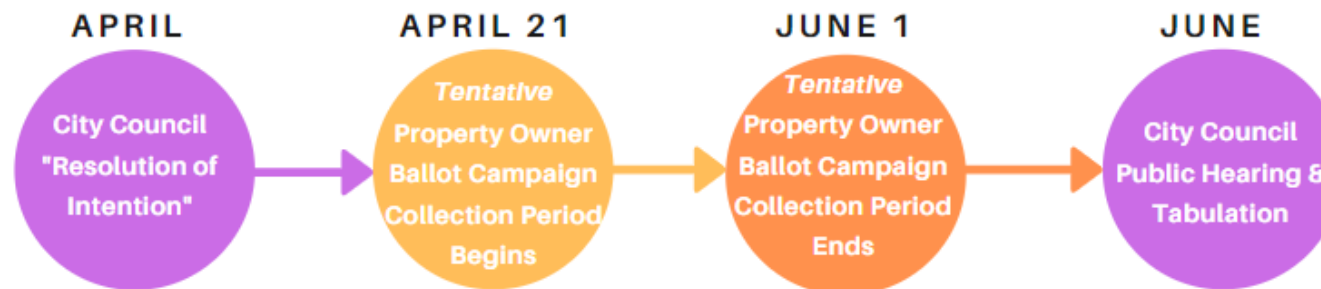
### PBID RENEWAL TIMELINE

MARCH 2022 - June 2022

#### Petition Campaign:



#### Ballot Campaign:



# 5. Staff Report

## D. DEIA Update – Mo Mills

### DEIA INITIATIVE TIMELINE

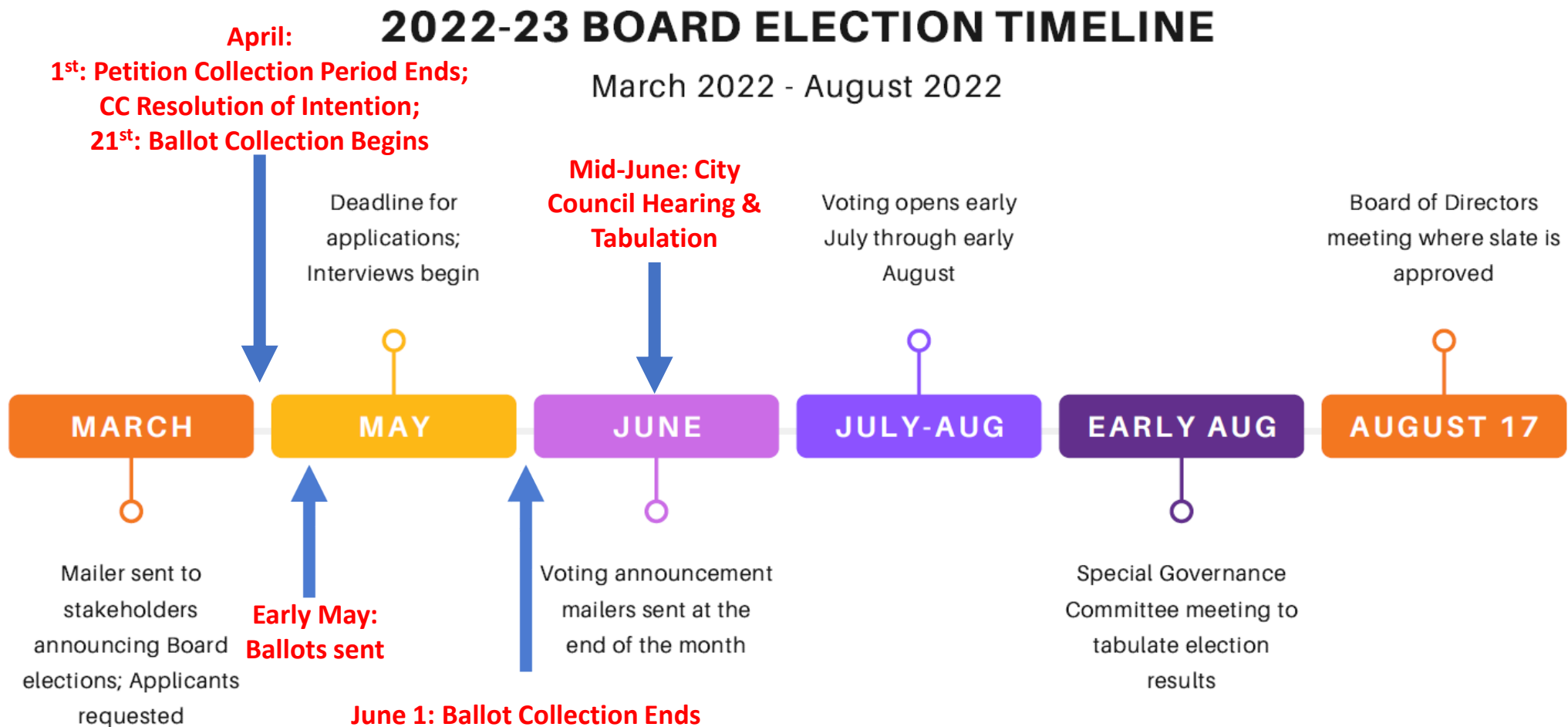
Fall 2021 - Summer 2022





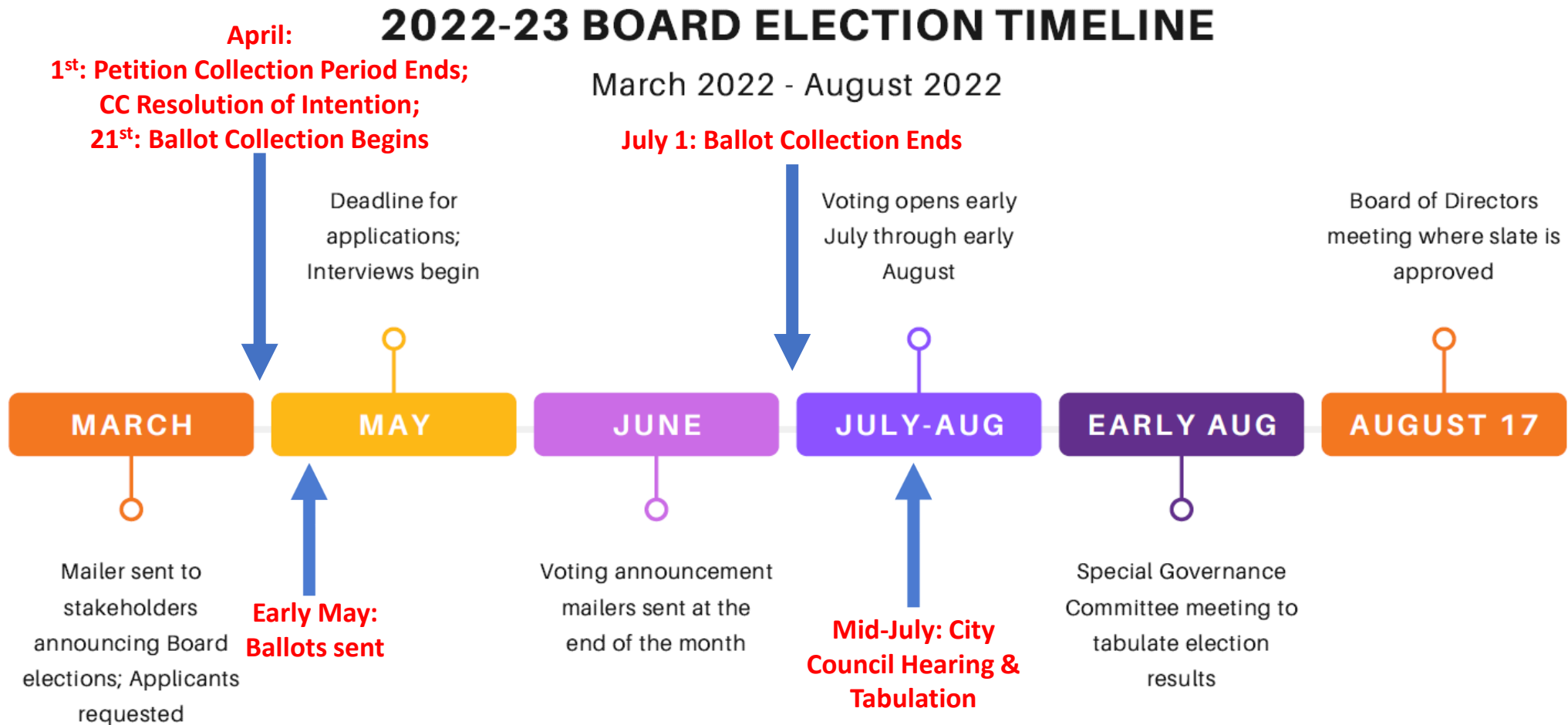
# 5. Staff Report

## E. Board Election Timeline – Kelsey Mader



# 5. Staff Report

## E. Board Election Timeline – Kelsey Mader



# 5. Staff Report

## F. Miscellaneous



## DLBA MEETINGS AND UPCOMING EVENTS

Meeting / Event	Date	Time	Location
Marketing & Communications Committee	March 7	4:30 PM	Zoom
Special Events & Sponsorships Committee	March 8	1 PM	Zoom
Economic Development Committee	March 9	9:30 AM	Zoom
Placemaking Committee	March 17	4 PM	Zoom
Governance Committee	March 23	8 AM	Zoom
Public Safety Committee	March 23	4:30 PM	Zoom
Finance Committee	March 25	10 AM	Zoom
Executive Committee	April 7	8 AM	Zoom

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