

DLBA Executive Committee

September 2, 2021

Zoom Teleconferencing



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

1. Call to Order and Introductions

Alan Pullman, Chairperson

2. Secretary Report: Minutes – August 5, 2021

- SECRETARY REPORT: Minutes presented and approved from July 1, 2021 meeting
- PRESIDENT AND CEO REPORT
 - Approved Programming Committee Chairs and Vice-Chairs
 - Approved FY21-22 Budget to be presented to the Board for final approval
 - DEIA presentation on DEIA by Ishmael Nunez of BDS Planning

ACTION: Approve Minutes from August 5 Executive Committee Meeting

3. TREASURER'S REPORT

Debra Fixen

Jeremy Ancalade, DLBA CFO

3. Review Year-To-Date Financials *(July 31, 2021)*

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

Year-to-Date	Actual	Budget	Variance
Revenue	3,307,240	4,196,905	(889,665)
Expenses	3,509,419	4,223,124	(713,705)
Net	(202,179)	(26,220)	(175,960)

REVENUES:
<u>PBID Revenue</u> is under budget by 21% - (\$483,000). Staff projects this line will miss the budgeted total by \$235,000 (8%).
<u>DPIA Revenue</u> is under budget by 31% - (\$196,000). Staff projects this line will miss the budgeted total by \$99,000 (13%).
<u>Parking Meter Revenue</u> is under budget by 43% - (\$195,000). Staff projects this line will miss the budgeted total by \$195,000 (43%).
<u>Special Event Revenue</u> is projected to generate no revenue this fiscal year. All events were virtual.
<u>Grants & Contract Services Revenue</u> is under budget by 1% - (\$6,000). Staff projects this line will miss the budgeted total by \$9,000 (<1%). This is primarily due to lower than budgeted Small Business Grant fundraising/other Clean Team services, including then loss of revenue from the Midtown BID. PropA revenue was under budgeted, so offsets losses in other lines of this category.
<u>Government Grant</u> DLBA received notification in August of full forgiveness of the PPP loan totaling \$160,000. This will be recognized as a government grant this fiscal year.

3. Review Year-To-Date Financials *(July 31, 2021)*

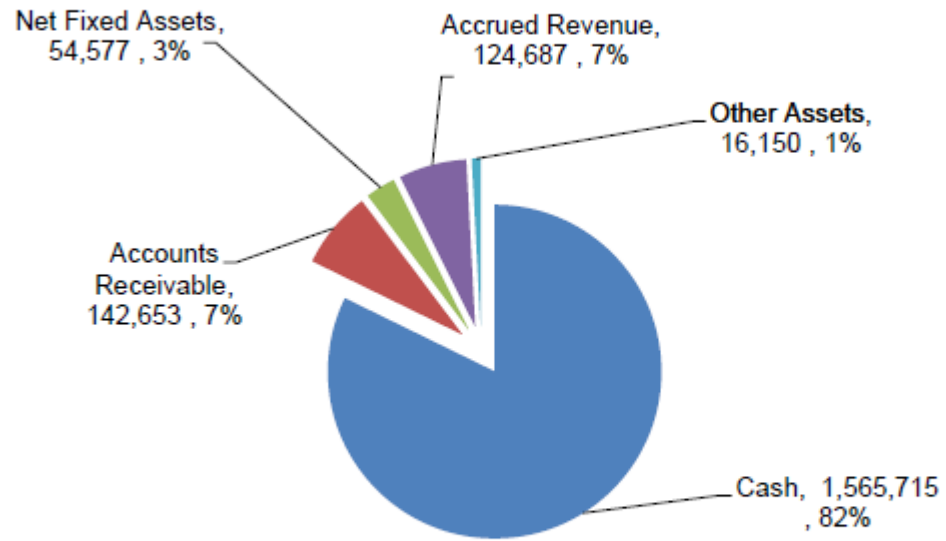
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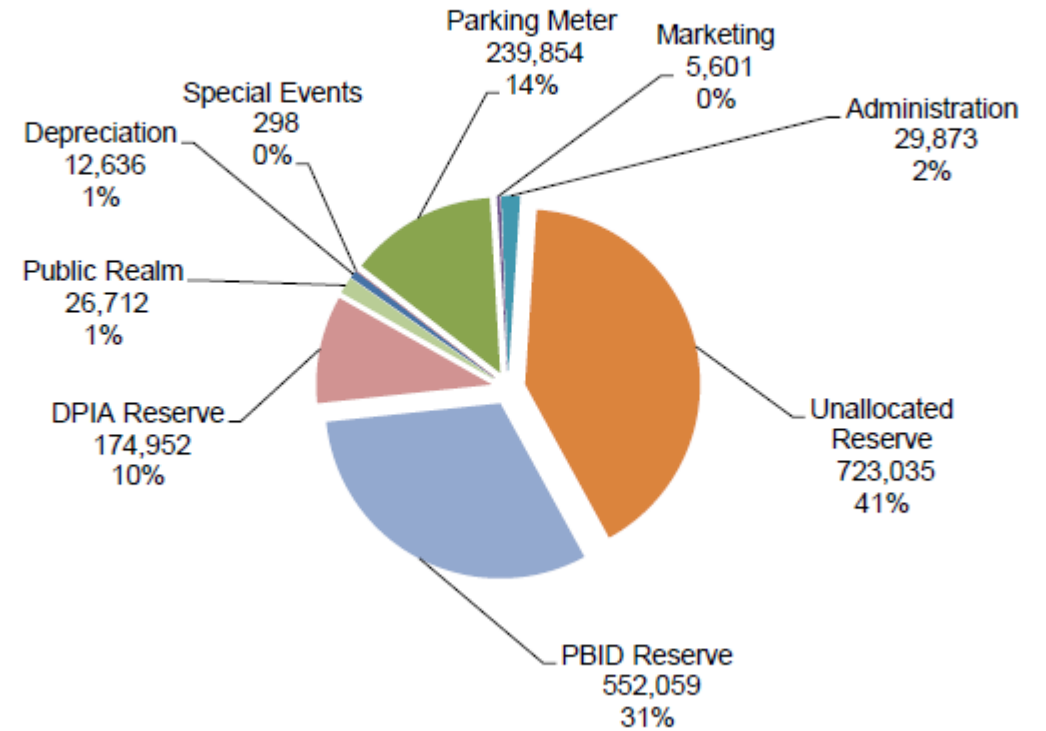
EXPENSES:
<p><u>Administrative Expenses</u> exceed budgeted figures by 5% - (\$27,000). Staff projects this line will exceed budgeted total by \$22,000 (3%). This is driven primarily by professional fees associated with accounting and legal expenses.</p>
<p><u>Research, Dev. & Advocacy Expenses</u> are under budget by 17% - (\$53,000), due to the timing of expenses related to Strategic Plan & PBID Renewal costs, travel and civic engagements. Expenses associated with Strategic Plan & PBID Renewal cost savings will carry over into FY 22. Staff projects this line will fall below budgeted total by \$94,000 (24%).</p>
<p><u>Placemaking Expenses</u> are under budget by 44% - (\$208,000), primarily due to timing of Community Grants as part of the CARES Act funded programs, which will catch up by fiscal year end. Staff projects this line will fall below budgeted total by \$32,000 (6%).</p>
<p><u>Economic Development Expenses</u> are under budget by 29% - (\$125,000) primarily due to timing of expenses associated with Small business grants, and Business Recruitment & Retention. Staff projects this line will fall below budgeted total by \$129,000 (25%).</p>
<p><u>Marketing Expenses</u> are under budget by 28% - (\$76,000) due to lower than budgeted Recovery Campaign costs and stakeholder outreach. Staff projects this line will fall below budgeted total by \$60,000 (18%).</p>
<p><u>Special Event Expenses</u> are under budget by \$90,000 or 38%. This is driven by the continuation of virtual events. Staff projects this line will fall below budgeted total by \$93,000 (35%).</p>
<p><u>Operations Expenses</u> are less than budget by \$187,000 or 10% due to Block By Block staffing expenses and Contract Services, pressure washing, and equipment maintenance. Staff is exploring recruitment and retention options for the Safe and Clean teams. Staff projects this line will fall below budgeted total by \$237,000 (16%).</p>

3. Review Year-To-Date Financials *(July 31, 2021)*

DLBA Assets



DLBA Deferred/Reserve Revenue



4. Chairperson Report

Alan Pullman

4. Chairperson's Report – Alan Pullman

- A. Governance Committee Report – Loara Cadavona
 - i. Update on Committees for FY21-22

ACTION: Approve Monica Garrett as Chair and Cameron Andrews as Vice-Chair for the Marketing & Communications Committee for one-year, commencing October 1, 2021, and expiring September 30, 2022, as recommended by the Governance Committee.

4. Chairperson's Report – Alan Pullman

B. Update on Annual CEO Evaluation

5. President and CEO Report

Kraig Kojian

5. President and CEO Report

A. Update on DLBA 2021 Strategic Plan & PBID Renewal Process - PUMA

5. President and CEO Report

B. [Organizational Dashboards](#)

5. President and CEO Report

C. Miscellaneous Updates



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

DLBA MEETINGS AND UPCOMING EVENTS

Meeting / Event	Date	Time	Location
Economic Development Committee	September 8	9 AM	Zoom
Marketing & Communications	September 8	4PM	Zoom
Special Events & Sponsorships	September 14	1PM	Zoom
Placemaking Committee	September 16	10 AM	Zoom
Governance Committee	September 22	8 AM	Zoom
Public Safety Committee	September 22	4:30 PM	Zoom
Finance Committee	September 24	10AM	Zoom
FY21-22	October 1	-	-