



**DOWNTOWN
LONG BEACH
ALLIANCE**

**Economic
Development
Committee Members**

Sheva Hosseinzadeh - Chair
Sam Pierzina – Vice Chair
Erin Booker
Jill Harris
Seyed Jalali
Ingrid Martin
Walid Nasserden
Daniel Tapia
Justin Wolske

**ECONOMIC DEVELOPMENT COMMITTEE
MINUTES**

Wednesday, August 14, 2019

Start Time: 9:00 a.m.

DLBA Conference Room

100 West Broadway, Suite 120 Long Beach, CA 90802

Voting Present: Sheva Hosseinzadeh, Sam Pierzina, Erin Booker, Ingrid Martin, Justin Wolske, Seyed Jalali, Jill Harris

Voting Absent: Daniel Tapia, Walid Nasserden

DLBA Staff: Kraig Kojian, Austin Metoyer, Mo Mills, Cherisse Evans

Guests: Sergio Ramirez-City of LB Economic Development, Kristine Gaa-City of LB, Louis Baglietto-City of LB Vice Mayor's Office

1. CALL TO ORDER & INTRODUCTIONS – Sheva Hosseinzadeh, Chair
Meeting called to order at 9:07 AM.
2. **ACTION ITEM: Approve [Minutes from July 10, 2019 Economic Development Committee Meeting](#). 1st: Pierzina. 2nd: Wolske. Harris was not present for the vote. None opposed, no abstentions. Motion carries.**
3. CHAIRPERSON'S REPORT - Sheva Hosseinzadeh, Chair
 - a. **[Update on City of Long Beach Vacant Property Fee Initiative](#)** – City of Long Beach Economic Development Department (Sergio Ramirez)
 - Councilmembers from North Long Beach and West Long Beach are seeking to assess the feasibility of a vacant properties tax to motivate owners to renegotiate their lease terms or invest money back into their properties to get their space rented.
 - This initiative is in the beginning stages. The City's Economic Development Commission have begun exploring the feasibility of such a fee, what the goals would be and what properties would be targeted.
 - Goals:
 - Address property where blighted conditions exist
 - Turn over vacant properties in order to provide economic inclusion and improve the development environment
 - Identify business assistant programs.
 - Decide whether this initiative will be punitive or provide incentives.
 - Code Enforcement already has an ordinance which addresses buildings that are vacant and boarded up (entire building is vacant). Analyzing whether these ordinances can be modified to accomplish the goals that Council has presented.
 - Need to learn more about what factors are causing some of these vacancies and clearly define "vacant".
 - Will need to determine what the criteria is and what types of vacant properties are targeted. There will be exceptions due to individual circumstances
 - Will conduct a thorough study of inventory and provide a "heat map" to show what the areas of concentration are.

100 West Broadway, Ste 120
Long Beach, CA 90802
T: 562.436.4259
F: 562.437.7850

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- Look at examples of what actions other cities have taken to address these concerns.
- Looking for feedback about concerns and solutions

Louis Baglietto, Vice Mayor's Office added:

- There is concern about how vacant properties negatively effect the business development corridors. The focus will be on properties that have been vacant for one-two years or more. He feels there will be a need for both incentives and fees/taxes in order to motivate action. Fees are preferable to taxes as the funds generated will go back into solving the problems in the business corridors.
- Societies' needs are changing and therefore may need to look at different parking requirement as the public moves away from driving and more towards public transport and Uber/Lyft. Retail is on a decline so looking at other uses for vacant buildings.

Austin Metoyer:

- DLBA is conducting a Vacant Property Fee Initiative survey to provide feedback to City Council. The committee is asked to share this survey with any of their contacts that would have an interest. This will also be shared with COBA members and the Lon Beach Real Estate Council (CBREC). The Economic Development Commission meets on August 27, continuing the conversation from their July meeting. DLBA would like to provide feedback from the survey and from the committee at that time.

Seyed Jalali:

- If a policy is adopted, there will be full disclosure about where the funds will go. Many committee members expressed concern about this. Also, there was discussion about the many reasons why a property might be vacant, and a 5% vacancy rate downtown is not significant. There is a general feeling that there may not be a benefit to imposing such fees because the field of targeted properties would be so narrowed down even further from that 5%, once all the conditions are defined.

b. Daily Ritual UnderGround Spot (D.R.U.G.S) Coffee & Boutique Kiva Endorsement Presentation – NOT AVAILABLE FOR PRESENTATION

4. Staff Report – Austin Metoyer, Economic Development & Policy Manager

- a. Economic Development Dashboard Review
- b. 4th Annual Broker, Developer & Investor Mixer

This is an opportunity to highlight Downtown and reach out to non-downtown associates/employers with a goal of attracting new business and retail. The committee was asked to share this invitation with their contacts.

c. [**DTLB Snapshot: Commercial Office Report**](#)

- Each quarter focuses on a different sector: 2nd Quarter: Office Space, 3rd Quarter: Retail, 4th Quarter: Residential
- Looking for feedback from the committee. Ask local brokers to review the listings to ensure accuracy and provide highlighted properties on the market.. Verify data and add information to create a "feature" or "story".

5. Old Business



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6. New Business
7. Public Comment (Three minutes on all non-agenda items)
8. Adjournment
Meeting adjourned at 10:06 AM

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

NEXT ECONOMIC DEVELOPMENT COMMITTEE MEETING

Wednesday, September 11, 2019

9:00 AM

DLBA Conference Room
100 W. Broadway Suite 120