



**DOWNTOWN
LONG BEACH
ALLIANCE**

**Economic
Development
Committee Members**

Sam Pierzina – Chair
Sheva Hosseinzadeh - Vice
Chair
Mark Dunton
Graham Gill
Sheila Hosseinzadeh
Seyed Jalali
Ingrid Martin
Ashleigh Stone
Justin Wolske

**ECONOMIC DEVELOPMENT COMMITTEE
MINUTES**

Wednesday, January 8, 2019

Start Time: 9:00 A.M.

End Time: 10:00 A.M.

DLBA Conference Room

100 West Broadway, Suite 120 Long Beach, CA 90802

Voting Present: Sheva Hosseinzadeh, Justin Wolske, Mark Dunton, Seyed Jalali, Sam Pierzina, Ashleigh Stone

Voting Absent: Ingrid Matrtin, Sheila Hosseinzadeh

DLBA Staff: Austin Metoyer, Mo Mills, Cherisse Evans

Guests: Jessica Bramlett-Jessica's Designs

1. CALL TO ORDER & INTRODUCTIONS – Sam Pierzina, Chair
Meeting called to order at 9:07 AM

Meeting Presentation

2. **ACTION ITEM: Approve minutes from December 11, 2019 Economic Development Committee Meeting**
1st: Jalali. 2nd: Wolske, None opposed, no abstentions. Motion carries.

3. STAFF REPORT – Austin Metoyer, Economic Development & Policy Manager
 - a. Business, Programs and Projects Updates
 - UPDATE on the Inclusionary Housing -On December 18th, the DLBA Board took action to approve six recommendations to submit to Planning Commission and City staff early this year. All committee and Board members will receive the summary of the Beacon Economic report and recommendations. The full Keyers Marston Associates (KMA) and Beacon Economics reports will also be available.
 - The tiered structure recommendation would be based on numbers of units in a development.
 - DT Business Survey was launched January 2-31. This is the fourth year conducting this survey. Looking for 275 responses from a random sample of businesses (survey done by phone).
 - Second year of the Winter Small Business Workshop Series-targeted to established businesses who are looking to expand their employment.
 - Grand Openings: Atomic Basement Cosmics (Jan. 18 at 12:00), Ficklewood Ciderworks (Jan. 25 at 3:00)
 - Jalali asked if there was an update on Hi-Lo at The Current. Construction is an issue for foot traffic, as well as for Poke Cat and B-More. DLBA staff is looking at ways to spread the word and support these businesses.

CHAIRPERSON'S REPORT – Sam Pierzina, Chair

- a. Update from Incubator Award Winners
 - i. Jessica Bramlett, Jessica's Designs
 - Pitch-fest winner last year.
 - Financially hit targets by the end of the year.



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- Five years in business and had a goal to scale the business and add employees by 2020, but has switched gears. Instead is looking to expand into new types of projects, now focused more on graphic design and illustration.
- Introducing products such as posters and art prints to add another income stream.
- Question: Wolske asked about the average revenue per project. \$4-6,000 for branding projects; \$600-2,000 for illustration. \$400-800 for retainers.
- Question: Hosseinzadeh asked how she markets her own business. Bramlett answered that it is mostly through word of mouth and social media. She participates in community-based events and mixers.
- Question: Wolske asked about her ideal client. Bramlett likes dealing with health and wellness businesses. Would like to focus more on illustrating.
- Question: Metoyer asked Bramlett what support she would be looking for from the committee and/or DLBA moving forward. She says she needs to determine how to transition her business. Will meet with Jalali and Stone for some advice.
- Question: Metoyer asked Bramlett what suggestions she has for changes to the education series. She thinks it would be helpful to have more hands-on work in addition to the lectures. New business owners may be overwhelmed but having written work, but it would help reinforce what they have learned and gain more retention. Design was not enough of a focus during the series for people just starting a business.

b. Review of Committee Goal Timeline/Milestones

COMMITTEE TIMELINE

- Will require small groups to work outside committee meetings to accomplish goals.
 - Break down all the goals based on timeframes/timelines to make tasks more manageable.
 - Residential survey will be delayed until April to allow time for new developments to be completed in order to include more residents. Once the survey is done, a one-pager can be created by DLBA marketing
- i. Awareness Campaign DLBA Resources
 - ii. Resident Demographic & Desires Brochure Committee create content and the give to DLBA marketing team. Dunton offered to help create this “welcome kit”
 - iii. Downtown Pilot Retail Pop-up Program
 - Create working groups:
 1. Welcome kit: **Dunton, Stone, Hosseinzadeh**
 2. Pop-Up pilot program: (1-2 year project). Committee can be most helpful with match-making: to find DT spaces and business owners.



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May want to work in coordination with the Public Realm committee who is working on activating public spaces. **Wolske, Gill, Hosseinzadeh**

3. Business mixer-create brochure. Plan Mixer towards end of the fiscal year: **Hosseinzadeh, Stone**

Wolske discussed the need to lay out a path after the pop-up experience for business owners on what the next steps are. Dunton added that during the pop-up experience, we can give the business owners examples of what opening a brick and mortar business would be like (leases, permits, etc.)

4. OLD BUSINESS
5. NEW BUSINESS
6. PUBLIC COMMENT (Three minutes on all non-agenda items)
7. ADJOURNMENT

Meeting adjourned at 10: 11 AM.

NEXT ECONOMIC DEVELOPMENT COMMITTEE MEETING

Wednesday, February 5, 2019

9:00 AM

DLBA Conference Room

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

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