



**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, February 13, 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 Housseinzedah, Sam Pierzina, Erin Booker, Seyed Jalali, Justin Wolske, Ingrid Martin

Voting Absent: Daniel Tapia, Jill Harris, Walid Nasserman

Guests: Dan Han- Fuse Fellow, Devin Ablard- Councilwoman Pearce's office CD2

DLBA Staff: Austin Metoyer, Mo Mills, Cherisse Evans

1. CALL TO ORDER & INTRODUCTIONS – Sheva Hosseinzadeh, Chair
Meeting called to order at 9:06 am.
2. **ACTION ITEM: Approve minutes from [January 9, 2019 Economic Development Committee Meeting](#). There was a motion to open and amend the minutes from January 9, 2019 1st: Jalali. 2nd: Booker. All in favor. None opposed, no abstentions. Motion was made to amend the approval of 3rd & Pacific Project with Pierzina abstaining. 1st: Booker. 2nd: Jalali. None opposed, Pierzina abstained. Finally, a motion was made to close and approve the minutes from January 9. 1st: Jalali. 2nd: Booker. None opposed, no abstentions. Motion carries.**
3. TIME CERTAIN 9:05AM
 - a. Economic Inclusion – Access to Capital: Daniel Han, Executive Fuse Fellow with the City of Long Beach
 - Han works with lenders to generate inclusive capital for non-traditional capital resources such as minority- and women-owned businesses.
 - Access to capital is a challenge for small businesses especially in the first 5 years and this is the main reason those businesses fail. They have the initial capital to start their business but by the second year they apply for loans and get denied. One third of small business loan applicants are declined but classified as “credit worthy” if they had an underwriter.
 - Han wants to understand the needs of small business owners in Long Beach. He proposes connecting with community banks and getting them involved in sponsoring DLBA grant programs, to secure longer-term funding for DLBA grant and entrepreneur programs.
 - Banks are required to meet federally mandated CRA obligations. Look to contact either the CRA officer or a senior manager in a local bank branch to start conversations about potential sponsorship involvement.
 - Look at which DLBA grant/KIVA loan participants bank at which banks and approach those banks.
 - Han offered to review our sponsorship deck and suggest feedback.

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

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4. CHAIRPERSON'S REPORT - Sheva Hosseinzadeh, Chair
 - a. Working Group Status Updates
 - i. WG 1: Streamline City Permitting Process – Chair Hosseinzadeh
 - Will have Listening Tours at upcoming committee meetings where business owners who may have had negative experiences with the city are invited to participate in an open dialog with City representatives from the Economic Development and/or Planning Department. Ablard (from CD2) was present and wants to be involved in these conversations. Talk about obstacles, stream-lined processes, possible fee reductions, shorten timelines, offer more certainty to businesses owners as they go through the process.
 - ii. WG 2: Commercial Office Recruitment Strategy – Vice Chair Pierzina
 - Pierzina reported that a new group has formed including staff from DLBA, local brokers and city employees to discuss strategies and new opportunities for investment and employment growth through Long Beach. Long Beach has formed partnership with MAPLE Business Council, a US/Canadian Business Council who deals with trading across borders, specifically in tech investment. Delegates from Long Beach are going to attend an invest tech conference in Vancouver this month to discuss opportunities. The Canadian members will come to Long Beach in April during the CSULB Regional Economic Forum to further previous conversations and to get a tour of DTLB. To encourage further investment by potential Canadian tech firms. In addition, delegates from the Port will be meeting with industry leaders to see how we can improve trade relationships with other cities' ports (import/export).
 - Hypothesis Ventures working with Ensemble looking for commercial space in Long Beach for tech businesses.
 - On April 18 CSULB will host their Regional Economic Forum in the morning. The Chamber will host a lunch time reception. DTLB commercial brokers will provide a tour of Downtown office space and the DLBA will host a reception at the end of the day. The DLBA Economic Development Committee is encouraged to be involved.
 - iii. WG 3: Fundraising for Grant Programs – Chair Hosseinzadeh & Vice Chair Pierzina
 - I. The committee reviewed the draft slide deck to date. Justin Wolske informed the committee of the rational and direction of the presentation's layout/structure.
 - iv. WG 4: Ground Floor Retail Recruitment Strategy – Vice Chair Pierzina
 - I. Chair Hosseinzadeh provided the committee with an update on the Long Beach Grocery Co-op who is seeking potential space in Downtown Long Beach



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2. Metoyer provided an update on initial conversations DLBA has had with Krueger representatives seeking potential space in Downtown.
 5. Staff Report – Austin Metoyer, Economic Development & Policy Manager
 - a. Business, Programs and Projects Updates
 - b. Downtown Development Corporation Strategic Plan Update
 6. Old Business
 7. New Business
 8. Public Comment (Three minutes on all non-agenda items)
 9. Adjournment
- Meeting adjourned at 10:05 am

NEXT ECONOMIC DEVELOPMENT COMMITTEE MEETING

Wednesday, March 13, 2019

9:00 AM

DLBA Conference Room

100 W. Broadway Suite 120

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

All meetings held by the Downtown Long Beach Alliance shall be conducted in compliance with the Brown Act, California Government Code Section 54950 et seq., and its requirement that public commissions, boards, councils, and public agencies conduct business openly. The agenda and supporting documents are available on the Internet at <http://downtownlongbeach.org>. E-Mail correspondence regarding agenda items can be directed to info@dlba.org. Agenda items may also be reviewed as posted in public view at the DLBA offices or at City Hall. If special accommodation is desired pursuant to the Americans with Disabilities Act, please make your request by phone to (562) 436-4259, by noon the day prior to the meeting.

