



**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, March 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 Hosseinzadeh, Sam Pierzina, Justin Wolske, Jill Harris, Ingrid Martin, Walid Nasserden, Erin Booker, Daniel Tapia

Voting Absent: Seyed Jalali

DLBA Staff: Austin Metoyer, Mo Mills, Mariah Hoffman, Cherisse Evans

Guests: Dr. Wade Martin- CSULB, Ossie Cohen – PICKL

1. CALL TO ORDER & INTRODUCTIONS – Sheva Hosseinzadeh, Chair
Meeting called to order at 9:01 am
2. **ACTION ITEM: Approve minutes from [February 13, 2019 Economic Development Committee Meeting](#). 1st: Pierzina. 2nd: Harris. None opposed, no abstentions. Motion carries.**
3. TIME CERTAIN 9:05AM
 - Kiva Trustee Endorsement: Ossie Cohen, Chief Brand n’ Crowd Commando with PICKL
 - PICKL began by serving mostly skincare lines at retailers such as Whole Foods, Sprouts in the LA area. Realized there is nationwide need for his services as large corporations are buying up smaller lines.
 - Out of stock is the biggest issue for natural product brands and retailers who sell them, losing 25 billion dollars a year. Companies spend 5-15% in commission on services similar to what PICKL provides, but at a much slower process. PICKL wants to help solve this concern.
 - How it works: Shoppers with the mobile app will be GEO-located and get alerts for tasks they can complete in approximately 5 mins (checking price and location of the vendors product and taking a photo) A dashboard is then created and the information goes to vendor.
 - Covers 60-70 brands currently
 - The \$10,000 KIVA loan will keep strengthen core base. Would go to follow up with 30-50 more brands, social media and shopper engagement and legal needs.

Action Item: Consider Kiva Micro-Loan trustee endorsement for PICKL. The committee decided not to endorse PICKL at this time. They asked that PICKL return to the next monthly committee meeting with a detailed plan of a hypothesis/experiment which would yield performance metrics that would be shared with the committee.



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The committee would then be prepared to vote on endorsement and may add conditions to endorsing the loan.

4. CHAIRPERSON'S REPORT - Sheva Hosseinzadeh, Chair
 - a. 2019 Downtown Business Survey: Dr. Wade Martin w/ Long Beach State
PRESENTATION:
 - In 2016 the University started this survey and now have gathered three years of data to compare. The list is generated from the city business license list (1700 Downtown businesses). Of those, 252 businesses were randomly selected to be surveyed by phone. Questions cover these categories:
 - Respondent Characteristics, Economic Confidence.
 - Opened-ended comments/most common concerns:
 - Safety/homeless population, Parking, Issues (lack of attention, street closures etc. above 4th/7th, Fees and Business License
 - Review of the survey data concludes that there is cautious optimism regarding growing business and employment. Business licensing and the permit process has gotten easier. There is less confidence in the downtown economy for 2018-2019.
 - b. Working Group Status Updates- No report given. A link to the most updated Sponsorship Deck was provided: **PRESENTATION**
5. Staff Report – Austin Metoyer, Economic Development & Policy Manager
 - a. Business, Programs and Projects Updates
 - b. Downtown Development Corporation Strategic Plan Update
6. New Business – Update on LA Angeles moving to Long Beach - Kraig Kojian, DLBA President/CEO
 - In October 2018, the LA Angels opted out of their license with Anaheim
 - Early discussions began in November 2018 with the City of Long Beach about the possibility of building a 13-acre stadium in the empty Elephant Parking Lot
 - There are no terms being proposed at this time.
 - Angels will continue to play in Anaheim through 2020. It is unlikely a new stadium would be built before 2023.
7. Adjournment
Meeting adjourned at 10:08 am

NEXT ECONOMIC DEVELOPMENT COMMITTEE MEETING

Wednesday, May 8, 2019

9: 00 AM

DLBA Conference Room
100 W. Broadway, Suite 120

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

