



**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, May 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: Sam Pierzina, Ingrid Martin, Erin Booker, Walid Nasserdeen, Seyed Jalali

Voting Absent: Sheva Hosseinzadeh, Justin Wolske, Daniel Tapia

Guests: Ossie Cohen-PICKL

DLBA Staff: Austin Metoyer, Mo Mills, Cherisse Evans

1. **CALL TO ORDER & INTRODUCTIONS** – Sam Pierzina, Vice Chair
Meeting called to order at 9:07 am.
2. **ACTION ITEM: Approve minutes from [March 13, 2019 Economic Development Committee Meeting](#) 1st: Booker. 2nd: Martin. None opposed, no abstentions. Motion carries.**
3. **CHAIRPERSON'S REPORT** – Sam Pierzina, Vice Chair
 - a. **Update on City of Long Beach Economic Blueprint** – Seyed Jalali, Economic Development Department [Presentation](#)
 - For the implementation process, it was suggested to have a champion from each of these seven areas of focus, rather than having staff lead.
 - Partnership with CSULB innovation and entrepreneurship and Sunstone (focused on ED5 investment mostly from China). They wanted to create a workspace in Long Beach for entrepreneurs in this program that is free of charge.
 - Business assistance goals aligned with DLBAs goals. Shaun Lumachi Innovation Center, a new project at 309 Pine, managed by Blank Spaces. Co-working space where the city will have a permanent space to offer.
 - Access to capital—KIVA (DLBA acts as a trustee), NDC and Microenterprise Loans
 - Startitup, a mobile based platform connects mentors and mentees.
 - Collaboration: The creation of a new City-wide Economic Development Corporation beginning in June, separating from DLBA.
 - A new MOU with MAPLE which promotes trade between Southern California and Canada, attracting businesses to come to Long Beach and allowing Long Beach access to Canadian market.
 - b. **Working Group Status Updates**
Working Group #3 : Review [Sponsorship Deck](#)
 - Need to tell a story and create a sense of urgency.
 - Slide # 3 Suggestion: focus on where unemployment/business ownership is lower (northern half of Downtown) and add



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demographics and household income. Change the line on the map from 7th street to 4th Street.

- Slide # 2 Suggestion: Add what the dollar amounts refer to. Last sentence should focus on Downtown not the city of Long Beach.
- Add a group photo from the Educational/Entrepreneur Workshops to show the diversity and number of people benefitting from this program. Either add/replace the photo of Ashleigh Stone in Slide 6, add a separate slide, or show the group in the last “Thank You” slide.
- Bank meeting updates:
 - First Bank: waiting for approval from their Executive Team.
 - Farmers and Merchant Bank: Have an upcoming meeting within two weeks
 - City Bank: Working to set up a meeting.
- Working Group #2 [Commercial Office Report](#)

4. TIME CERTAIN 9:35PM

a. Kiva Trustee Endorsement: Ossie Cohen, Chief Brand n’ Crowd Commando with PICKL

- Help serving natural product Brands. These brands want more nation-wide support so PICKL wants to grow his service. These product lines lose money on “out of stock” These lines have moved more into mainstream grocery store not the specialty grocery stores.
- Currently have 150 shoppers in CA, 40 in LB. Have approved 900 more shoppers. 67 brands are testing PICKL (subscription platform). Will get this up and running well and then expand into other markets.
- 10,000 will be used for helped with POLY pitch fest. The students plus CSULB ??? want to intern for PICKL. 6-8 months employment paid 60% of minimum wage plus 120 hours free labor.
- Current PICKLers are paid through the subscription revenues
- If awarded, a \$10,000 Kiva Loan would go towards:
 - 3K office
 - 1K equipment buy some PICKL laptops to have interns use
 - 5K labor
 - 1K Marketing

Action Item: Consider Kiva Trustee Endorsement for PICKL

1st: Martin 2nd: Jalali. None opposed, no abstentions. Motion carries.

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

- ##### a. Programs and Projects Updates: [Dashboard](#) and distributed the 2019 Economic Profile released on April 15

6. Old Business

7. New Business: Daniel Tapia recently had a baby girl!

8. Public Comment (Three minutes on all non-agenda items)

9. Adjournment

Meeting adjourned at 10:02 am



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NEXT ECONOMIC DEVELOPMENT COMMITTEE MEETING

Wednesday, June 12, 2019

9:00 AM

**DLBA Conference Room
100 W. Broadway Suite 120**

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