



**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, June 12, 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, Jill Harris, Seyed Jalali, Walid Nasserden, Justin Wolske

Voting Absent: Erin Booker, Ingrid Martin, Daniel Tapia

Guests: Ian Jahns, Jessica Bramlett, Calvin Bramlett, De'Sha Bridges, Amy Stock

DLBA Staff: Austin Metoyer, Cherisse Evans, Monica Morrill

1. CALL TO ORDER & INTRODUCTIONS – Sheva Hosseinzadeh, Chair
Meeting called to order at 8:58am
2. **ACTION ITEM: Approve minutes from [May 8, 2019](#), Economic Development Committee Meeting 1st: Jalali 2nd: Pierzina. None opposed, no abstentions. Motion carries.**
3. CHAIRPERSON'S REPORT - Sheva Hosseinzadeh, Chair
 - a. **Entrepreneur Education Series** – Pitchfest Presentations
 - i. **[Jahns Designs](#)** – Ian Jahns
Action Item: Approved [Incubator Award](#) for Ian Jahns
1st: Pierzina 2nd: Wolske
 - Full-service design agency, offering design options for clients using 3D-CAD software and computer-generated renderings. The company strives to effectively communicate ideas through design.
 - Biggest challenge Jahns is facing is getting his name and brand recognition. Jahns plans to focus his business and networking in Downtown. For further growth, Jahns is actively looking to expand his staff, by adding a marketing manager in the coming months.
 - Answers to Committee Member questions:
 - Jahns is using a coworking space at P3, working from home and working on site when need be. He is actively looking for a brick and mortar location in Downtown.
 - Currently has an administrative team, and sources freelancers for specific projects.
 - Networking, word of mouth and competitions has helped in customers finding Jahns Designs.
 - ii. **[Jessica Design Co.](#)** – Jessica Bramlett
Action Item: Approved [Incubator Award](#) for Jessica Bramlett
1st: Harris 2nd: Wolske
 - Answers to Committee Member questions:
 - Bramlett feels that what sets her business apart is the 12-week masterminding approach/deep dive brand development she does with her clients.



**DOWNTOWN
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- Most brands Bramlett works with are small businesses. She helps guide them through all the paperwork and processes it takes to become a successful business, holding them accountable along the way. She creates a timeline for the business owner to follow has proven to be key in success of the business.
- Most small businesses don't have the funds for data analysis. She wants to incorporate this into her process in the future, first by gaining the knowledge to do it herself and then as the company grows, hiring someone.
- Bramlett is hoping to purchase a high-quality printer and photography equipment for her own marketing/promotional materials as well as more sustainable options in printed materials. The cost for all equipment needed is approximately \$1k.

iii. **De'Shade Designer Eyewear** – De'Sha Bridges

**Action Item: Approved Incubator Award for De'Sha Bridges
1st: Wolske 2nd: Harris**

- De'Shade Eyewear is geared toward women between the ages 18-35, who are stylish and are willing to spend a little extra on accessories. De'Sha is utilizing social media, giveaways, and social media influencers to get her name out in the market.
- Answers to Committee Member questions:
 - De'Sha has locked in a wholesale vendor, designed and approved custom designs, and is looking for funding to get inventory.
 - Wholesale costs range from \$20-\$60 per pair and selling for up to \$250.
 - Pre-ordering will be available once the funding for custom designs has been secured. At that time De'Shade can start the application process with major retailers such as LensCrafters (for prescription users) and Nordstrom and Macy's.
 - The wholesaler has set the minimum order at 75 for each style, most manufacturers are 250

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

- a. Review Economic Development Committee (Dashboard- Slide 5 Presented)
- b. Review Economic Development Department 19/20 Budget & Programs (Slides 6-9 Presented)

Metoyer asked for feedback from the committee related to current and future department budgeting needs as DLBA assess its FY 2019-20 budget:

- The bulk of the cost for Business Recruitment, Development and Retention goes towards a mix of staffing facility/instructors, marketing materials and food.
- Committee feedback for new or expanded department programs:
 - Downtown Residential Survey has not done one since 2016. With the ever-changing downtown and recent new development, it may be time to re-survey to learn more about the change in demographics and how people are spending their time and money.
 - No need to expand the Entrepreneur Education Series to twice a year but rather, provide more networking/mixer events for EES participants as well as other new or existing businesses.
 - What is the cost of Motionloft Sensor? Are there funding opportunities? There is a cost of \$3K for the first year and install. With a \$1,200 renewal fee for all existing sensors. DLBA has



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installed eight, pay at their own cost. Now looking for businesses to partner with and split the cost. Broadway & Magnolia is a high traffic area that would be ideal for a sensor.

5. Old Business
 - A updated version of the [Sponsorship Desk](#) has been submitted.
6. New Business
7. Public Comment (Three minutes on all non-agenda items)
Amy Stock-Representing the East Village Association brought feedback from her group:
 - East Village business are looking for ways to bring more foot traffic into the neighborhood and are hoping for more of a partnership with the DLBA, beyond the support that is already being offered.
 - The East Village would like to see events that highlight small retail shops, (what the area is known specifically for). Most events tend to focus primarily on restaurants.
 - Businesses feel there has been a decline in support from Clean and Safe team and would love to see more of a presence/interaction with the business owners during their routes.
 - Committee member suggested for the EV Association to brainstorm events and pitch it to the DLBA for a potential partnership
8. Adjournment
Meeting adjourned at 10:12 am

NEXT ECONOMIC DEVELOPMENT COMMITTEE MEETING

Wednesday, July 10, 2019

9:00 AM

DLBA Conference Room
100 W. Broadway Suite 120

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

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