



**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, July 10, 2019

Start Time: 9:00 a.m.

DLBA Conference Room

100 West Broadway, Suite 120 Long Beach, CA 90802

Voting Present: Sheva Hosseinzadeh, Sam Pierzina, Justin Wolske, Jill Harris, Walid Nasserden, Seyed Jalali

Voting Absent: Erin Booker, Ingrid Martin, Daniel Tapia

DLBA Staff: Austin Metoyer, Mo Mills, Cherisse Evans

Guests: Gabe Copeland, Josh Jochem, Talmadge Lowe, Sue Lasky

1. **CALL TO ORDER & INTRODUCTIONS** – Sheva Hosseinzadeh, Chair
Meeting called to order at 9:09 AM.
2. **ACTION ITEM: Approve minutes from [June 12, 2019 Economic Development Committee Meeting](#)**
1st: Wolske. 2ND Jalali. None opposed, no abstentions. Motion carries.
3. **CHAIRPERSON’S REPORT** –Sheva Hosseinzadeh, Chair
Presentation
 - a. **Business Roundtable Discussion**
Talmadge Lowe- Hi Lo Liquor:
 - Categorized as a “New-Fashioned” bodega-style liquor market, Hi Lo offers craft beer, a curated selection of spirits and wine as well as boutique snacks and grocery basics. There will be a tasting bar at the counter where they will host weekly wine and beer tasting (themed) and occasional spirits tasting as well. It’s meant to be a place for the community to meet. Their concept embraces craft, convenience and community. Located on the ground floor of The Current on Ocean Blvd. next to Starbucks.
 - Hi Lo has had a Culver City location for the last 2.5 years which has been successful. They now have a good understanding of the market and are ready to expand into other Southern California cities. They chose Downtown Long Beach after the owner/management of The Current approached them. They have been very helpful, making introductions to the City Council, Planning Department, Mayor’s Office and DLBA.
 - Working now on permits/licenses: Building Safety, Health and ABC. The CUP (conditional use permit) approval process takes two months. They are applying for two licenses and one permit: type 21 (retail drink off premise), type 42 (sell for on-site consumption) and type 86 (free tasting of spirits). There will be a Public Protest period lasting approximately 60-75 days. The lease was signed in May. They plan to open in October 4th.
 - The challenges have been time. Processes are lengthy. They want to stay energized during the waiting period. They had anticipated the length of time as their expeditor had helped notify of them of delays.

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Having had a pre-review of paperwork by the city prior to submitting, was helpful to speeding up the processes.

Sue Lasky-Salon Row:

- Located at Promenade and 4th street. What sets them apart from other salon suites is that they mentor their clients to help develop their businesses, providing such support as social media, photo studio access.
- City permitting process has been a challenge: getting responses and reviewing the plans in a timely manner.
- Individual business owners within the building will hold their own business license and establishment license which the city was not familiar with. Their business model is similar to a co-working space, which has a business act a property manager and lease space to individual businesses. Also, the city does not differentiate between small and large projects. In some cities, the approval of building permits would have been expedited based on the size/scope of the project. Theirs took two months.
- More expensive than they had planned due to fees for all submissions. Planning is now complete and beginning the building stage. Had they known about DLBA, during the business license process, they feel it might have helped to speed up the process.
- Wolske suggested a need for increased messaging about the support that DLBA can provide. He also suggested having monthly workshop to help people wanting to start a business by explaining the process involved.

4. Staff Report – Austin Metoyer, Economic Development & Policy Manager (Slide 4 presented).

- a. Economic Development Dashboard Review
- b. Programs and Projects Updates –

P.A.C.E. 90-day pilot program offers on-site business consulting with Fuller Management. There are 30-minutes time slots every other Friday. They will help each business set and achieve their 90-day goal. Participants must be located in Downtown. There will be a kick-off event at the Long Beach Taco Company on July 12. Exclusive benefits are offered to participants (3-months free gym membership, free Motiva juice, discounts at Salt Lounge and Long beach Taco Company).

- A joint Grand Opening for **Burke Mercantile & BYO** on July 13, which is the same day as the Long Beach Art Walk in the East Village. Councilwoman Pearce and the Mayor's staff will be in attendance. Big City Pomade Grand Opening on August 3 at Elinor.
- Green Business Academy being held in the DLBA conference room on August 8. Bringing in businesses that want to apply for Green certification and Blue certification for restaurants.



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- Annual Investor/Broker Mixer on August 28 or 29 (depending on which night the fireworks are scheduled), being held at the waterfront during the Taste of Downtown event. A great event to showcase Downtown Long Beach as a place to operate a business.
5. Old Business
 - Wolske needs one final piece to complete the [sponsorship deck](#) related to what sponsors will be offered. The committee will discuss this at the next committee meeting.
 6. New Business
 7. Public Comment
 - DRUGS Coffee (Daily Ritual Under Ground Spot) will be presenting to the committee at a future meeting as they are applying for a KIVA loan. Their business: coffee, boutique for skateboard and motorcycle retail, with a 70's style. Located at 7th and Cedar, there is a total of 1200 sq. ft. plus outdoor space. Additionally, they have received permission from the city to take two parking spots for use as a parklet. Jalali offered to discuss other micro loans that might be available to them.
 8. Adjournment

Meeting adjourned at 10:08 AM.

NEXT ECONOMIC DEVELOPMENT COMMITTEE MEETING

Wednesday, August 14, 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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