



**DOWNTOWN  
LONG BEACH  
ALLIANCE**

**MEMBERS:**

Sean Rawson– Chair

Sheva Hosseinzadeh - Vice  
Chair

Ashleigh Stone

Eric Romero

Sam Pierzina

Ingrid Martin

Justin Wolske

Nigel Lifsey

Sheila Hosseinzadeh

**STAFF:**

Austin Metoyer,  
Economic Development &  
Policy Manager

Morris Mills,  
Research & Public Policy  
Analyst

Kelsey Mader,  
Executive Assistant

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**ECONOMIC DEVELOPMENT COMMITTEE MINUTES**  
**Wednesday, January 12, 2022**  
**9:30 AM**

This meeting is being held via Zoom Teleconferencing, pursuant to Assembly Bill 361

[Join Zoom Meeting](#)

**Meeting ID: 884 3746 3779**

**Passcode: 937995**

**Voting Present:** Sean Rawson, Sheva Hosseinzadeh, Ashleigh Stone, Eric Romero, Sam Pierzina, Justin Wolske, Nigel Lifsey

**Voting Absent:** Ingrid Martin, Sheila Hosseinzadeh

**DLBA Staff:** Austin Metoyer, Mo Mills, Kelsey Mader, Michael Berman, Jeremy Ancalade, Amanda Barrera

**Guests:** Emily View

1. **CALL TO ORDER & INTRODUCTIONS** – Sean Rawson, Chair  
[Meeting presentation](#). Called to order at 9:33 AM.
2. **ACTION ITEM: Approve minutes from [November 10, 2021](#), Economic Development Committee Meeting**  
**MOTION:** 1<sup>st</sup>: Pierzina, 2<sup>nd</sup>: Lifsey  
**VOTE:** None opposed. No abstentions. Romero not present for vote. Motion passes.
3. **Staff Report** – Austin Metoyer, Economic Development & Policy Manager
  - a. [Long Beach Poly Pac Rim Pathway Partnership](#)
    - View advised the PAC RIM program is a 4-year course: Entrepreneurship, International Marketing, International Business, and Senior Capstone.
    - View advised partnering with Long Beach businesses and professionals will show students' real-world training and application of the skills being taught.
    - Professionals can help with guest speaking events, mentorship, internships, job shadows, project development, and advisory board memberships.
    - View advised there is a focus on entrepreneurship & marketing campaigns and the international aspect of the courses are partially due to being located near the Port and due to the international curriculum being written with CIC.
    - Wolske advised an entrepreneurship scenario training developed by his company Caseworkx, is administered by Professor Jason D'Mello at the institution for entrepreneurship at Loyola University, and he will put View in touch for the PAC RIM Program. Wolske will also share info with View for a series developed to manage interpersonal conversations on the job.
    - View said the goal is to establish 4 mentoring sessions per year: panel introductions, resume building, interview skills, ending with a celebration.
  - b. **Update on DLBA Economic Development Programs**
    - Mills advised the Q4 Snapshot will be released next week which focuses on the residential market in Downtown. He added that the market rents have mostly resumed their pre-pandemic trajectory, and occupancy is at 94%.
    - Metoyer advised the following: Downtown Business Survey running from Jan 10- Feb 28, Google Workshop scheduled on Jan 18, and PBID management plan finalized in January along with property owner rates, and the boundaries.
    - Metoyer said DLBA is looking to enhance the clean & safe program, focus on public space activation, bring on a business navigator, and expand boundaries.



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- c. City of Long Beach Economic Blueprint 2.0
  - i. [Existing Economic Development Blueprint](#)
    - Metoyer suggested the committee consider providing recommendations to City Council for the Long Beach Economic Blueprint 2.0 possibly in the areas of Small Business Expansion, Attraction & Retention, Real Estate Development, and Economic Equity & Inclusion.
    - Metoyer added that a small group could work on policy recommendations to revise with the full committee and aim for submission by the March 8<sup>th</sup> Economic Development & Finance Committee meeting.
    - Metoyer and Romero advised all focus areas should include equity, access, sustainability, and acknowledgement of climate change and its impact.
    - Metoyer will contact Lifsey and Hosseinzadeh to schedule a meeting in January as they both would like to participate in developing the recommendations. Romero advised he can provide some support.
4. Update on City of Long Beach Economic Development Programs – Eric Romero
  - Romero said some City services may be delayed during this time as some departments have 10% or more staff out due to Covid-19.
  - Romero advised the final rules were received from the U.S. Treasury on the use of America Rescue Plan Act funds and they can now finalize the development on programs providing grants to businesses and non-profits experiencing financial hardship due to Covid-19 and health orders.
  - The North Pine Ave. Community Vision & Action Plan has a draft framework with around 50 actions ranging in implementation timelines from now to 2-5 year and longer, Romero advised he can present the draft to the committee.
  - Romero said the draft proposal for next year’s state budget has been released and it includes plans to support small businesses that he will circulate.
5. CHAIRPERSON’S REPORT – Sean Rawson, Chair
  - a. Discussion and Approval of FY 21-22 Committee Goals
    - Metoyer confirmed he will email out the goals and draft timeline for input from the committee.
  - i. Assist new and existing businesses in accessing resources and working through City processes
  - ii. Work with property owners, developers, and the leasing community in support of Downtown retail and office tenants
6. Old Business
7. New Business
  - Lifsey inquired how the committee can leverage their profile to advocate for more city-wide legislative policy, Metoyer suggested it be placed as an agenda item on the February committee meeting to further discuss.
8. Public Comment (Three minutes on all non-agenda items)
9. Adjournment  
Meeting adjourned at 10:32 AM

**NEXT ECONOMIC DEVELOPMENT COMMITTEE MEETING**

Wednesday, February 9, 2022  
9:30 AM via Zoom

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



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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](mailto: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.

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