



**DOWNTOWN
LONG BEACH
ALLIANCE**

**Economic
Development
Committee Members**

Sam Pierzina – Chair
Sheva Hosseinzadeh - Vice
Chair
Graham Gill
Sheila Hosseinzadeh
Nigel Lifsey
Ingrid Martin
Eric Romero
Ashleigh Stone
Justin Wolske

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ECONOMIC DEVELOPMENT COMMITTEE MINUTES

Wednesday, January 13, 2021

Start Time: 9:00 A.M.

End Time: 10:00 A.M.

<https://us02web.zoom.us/j/86123853623?pwd=TUNkTHlaTXZndW9KcWtFZytjcl0Zz09>

Meeting ID: 861 2385 3623

Passcode: 742725

Instructions:

1. Please click link above to join the meeting
2. Once there, you may be in the “waiting room” until the Host joins and invites you in
3. Once invited in, you will be prompted to choose phone or computer audio
 - a. if you select phone audio:
 - i. you will see a window that offers call -in numbers. Any one of them will work.
 - ii. you will then be prompted to enter both the meeting ID # and your personal ID# which will be displayed on your computer screen
 - b. If you select computer audio, you will automatically be entered into the meeting

Voting Present: Sam Pierzina, Sheva Hosseinzadeh, Sheila Hosseinzadeh, Ingrid Martin, Justin Wolske, Eric Romero, Nigel Lifsey

Voting Absent: Ashleigh Stone, Graham Gill

DLBA Staff: Austin Metoyer, Mo Mills, Kelsey Mader

1. CALL TO ORDER & INTRODUCTIONS – Sam Pierzina, Chair
[Meeting presentation](#). Meeting called to order at 9:02 AM.
2. **ACTION ITEM: Approve minutes from [December 9, 2020](#), Economic Development Committee Meeting**
MOTION: 1st: Sheila Hosseinzadeh; 2nd: Romero.
VOTE: None opposed. No abstentions. Motion passes.
3. Staff Report – Austin Metoyer, Economic Development & Policy Manager
 - a. DLBA Strategic Plan & PBID Renewal Process
 - Metoyer presented slides 4-5.
 - This project is officially kicking off next week, and is expected to last approximately two years. The DLBA Board and Committees will soon become involved.
 - The Strategic Plan is anticipated to cover a three-to-five-year time frame and will serve as a foundation for the Property Based Improvement District (PBID) renewal which assesses commercial and residential property.
 - Porgressive Urban Management Associates (PUMA) was awarded this contract among the four consulting firms that interviewed.
 - Pierzina requested this proposal be sent to the Committee.
 - Romero served on the Selection Committee which was tasked with choosing the consultant for these projects. He expressed his appreciation for the process and his high hopes for PUMA over the next couple years.
 - b. DTLB Snapshot: Residential Report
 - This quarterly report is part of the snapshot series that focuses on different market segments: residential, retail and office. This series results in an annual Economic Profile which will be sent out in April.



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- Mills focused on the for-rent residential market in Downtown. He reported that, as expected, there was noticeable growth in the residential market during the last quarter of 2020 contrary to what was observed in the 2nd and 3rd quarters. The increases and decreases of rent correlates with the impacts of COVID-19.
 - Parking occupancy during the 4th quarter of 2020 was still lower than pre-COVID-19 rates as expected
 - Mills elaborated on the micro-unit pilot program. This program consists of units that are about 200 square feet that can be fit in irregular plots.
 - Pierzina asked if Metoyer, Mills, or Romero are aware of the Pacific and Oceanaire buildings potentially being under contract to be sold through a state bond program that would convert these to 100% moderate income buildings. No one has awareness of this.
 - Pierzina added that the rent growth speaks largely to the success of the City and the desire of people wanting to live here.
- c. Annual Downtown Business Survey
- Metoyer presented slide 7.
 - The DLBA is partnering with California State University Long Beach (CSULB), and will begin this process very soon.
 - The DLBA is interested in the ease of permitting processes and the ease of working with the DLBA, among other things to get a better understanding of how businesses are operating in Downtown.
 - This will be included in the 2021 Economic Profile.
 - Metoyer reviewed Business Survey Questionnaire with the Committee.
 - Lifsey would like to know how businesses feel about parking accessibility for both employees and customers.
 - This survey was conducted at the same time last year.
4. CHAIRPERSON'S REPORT – Sam Pierzina, Chair
- Pierzina reviewed changes made to [Sponsorship slide deck](#) based off input from last committee meeting.
 - Having a Minority Business Enterprise (MBE) certification will no longer be required for the applicants, but rather the business must be eligible to receive this certification instead.
 - As part of the award, the DLBA will assist the awardees through the MBE certification process. At the last Committee meeting, suggested we reach out to the MBE certifying organization to see if they would be willing to sponsor the certification costs.
 - Sheila Hosseinzadeh asked that the final draft of this presentation can be sent to the Committee.
 - Romero and Pierzina clarified the prize package as is laid out on slide 6. Business license fees will be paid in addition to the funding. The funding amount or \$15,000-\$20,000 will be divided amongst the finalists.
 - Metoyer added that there are \$25,000 in funds from a surplus budget to kick-start this program.
 - Wolske and Metoyer discussed what success with this program would mean. From the DLBA's perspective, an increase in entrepreneurs of color, or retaining existing ones that may not have the necessary resources to grow would both show success. Pierzina added that the grant recipients will be



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required to follow up with the DLBA two years after awarded the funding to help track success rates.

a. FY 20-21 Goals & Milestones

i. First Committee Goal:

1. Develop a program that supports entrepreneurs and small business owners of color

ii. Second Committee Goal:

1. Work with City of Long Beach to encourage and promote pop-ups in underutilized retail spaces

- Romero shared that in 2019 a pilot program was launched in the Zaferia district. This program intended to offer a storefront to a business who had not yet operated in a Brick and Mortar shop. The City offered marketing and financial support throughout the process. A common issue with pop-up shop programs relates to business licensing. Currently businesses licenses are based off location, making it difficult for pop-up businesses with constantly changing addresses. Chicago resolved this by creating a pop-up business license.
- Pierzina asked if there are areas within Downtown Long Beach that qualify as low-to-moderate income areas and would that \$10,000 be potentially accessible to us? Metoyer answered that yes, majority of Downtown tends to qualify for that with a couple exceptions (core and ocean blvd)
- Pierzina asked Romero what kind of models he is familiar with for pop-up shops. Romero explained two different models: One is in Downtown Memphis where the Business Improvement District (BID) worked with landlords to negotiate leases for underutilized commercial real estate. Some of these temporary locations result in regular leases. In Downtown Los Angeles, one of the BIDs focuses on building relationships with landlords that have underutilized spaces and find a business that best suits their criteria. A central database is developed to help create the partnership and then hand it over to the landlord and the business.
- Lifsey asked Romero if a certain market is more successful for pop-ups. Romero replied that in his experience retail is more successful, largely due to change of use/zoning complications.

2. Conduct Resident Survey

5. Old Business

6. New Business

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

8. Adjournment

Meeting adjourned at 10:07 AM.

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

NEXT ECONOMIC DEVELOPMENT COMMITTEE MEETING

Wednesday, February 10, 2021

9:00 AM via Zoom

