



**DOWNTOWN
LONG BEACH
ALLIANCE**

**Economic
Development
Committee Members**

Sam Pierzina – Chair

Sheva Hosseinzadeh - Vice
Chair

Mark Dunton

Graham Gill

Sheila Hosseinzadeh

Seyed Jalali

Ingrid Martin

Ashleigh Stone

Justin Wolske

**ECONOMIC DEVELOPMENT COMMITTEE
MINUTES**

Wednesday, October 9, 2019

Start Time: 9:00 A.M.

DLBA Conference Room

100 West Broadway, Suite 120 Long Beach, CA 90802

Voting Present: Sam Pierzina, Sheva Hosseinzadeh, Sheila Hosseinzadeh, Ingrid Martin, Ashleigh Stone, Justin Wolske

Voting Absent: Seyed Jalali, Mark Dunton, Graham Gill

DLBA Staff: Austin Metoyer, Mo Mills, Cherisse Evans

1. **CALL TO ORDER & INTRODUCTIONS** – Sam Pierzina, Chair
[Meeting Presentation](#)
Meeting called to order at 9:01 AM.
2. **ACTION ITEM: Approve minutes from [September 11, 2019 Economic Development Committee Meeting](#)**
1st: Sheva Hosseinzadeh. 2nd: Martin. None opposed, no abstentions. Motion carries.
3. **CHAIRPERSON'S REPORT** – Sam Pierzina, Chair
 - a. **Overview of DLBA's Economic Development Programs (Slides 5-7 presented)**
 - The Entrepreneur Educational series is done in partnership with CSULB, going into its fourth year.
 - DLBA receives monthly reports from KIVA about the progress of the trustee's loan payments. Two current business owners that have come through the DLBA/KIVA process are PICKL and Lady Kakes.
 - Commercial Improvement Rebate Program is offered through the city for exterior improvements. DLBA will help with the application process.
 - PACE program, in partnership with Fuller Management, had approximately 22 business participated during the 90-day pilot period. Extended for the remainder of the year. Office hours are 9-12 every other Friday. Addresses business owners' needs at all stages, to help them become and remain profitable.
 - Startitup-Sponsoring 23 6-month memberships for businesses.
 - A pedestrian sensor will be added to the Broadway/Magnolia intersection to gain more pedestrian traffic information.
 - Wolske mentioned the use of Object Key Results (OKRs) as a tool for business goal setting, which focuses on no more than three goals for a quarter. Metoyer mentioned that the PACE



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program utilizes this strategy. **Potentially schedule Kena Fuller to come speak to the committee at a future meeting to explain the PACE program in more detail.**

- Suggestion to create metrics that will evaluate the DLBA programs' success. Include questions in surveys that gauge the perception of success by users.

- b. Finalize and Confirm Economic Development Committee Goals and Milestones (See [Committee Goals NOTES](#) for detail).
 - Objective #1: Assist developers and entrepreneurs navigate the city permitting process by helping to streamline regulatory process. Committee Discussion:
 - Suggestion: Distribute “Welcome Kit” which makes business owners aware of the small business assistance that DLBA can offer, at events such as Entrepreneur Educational Series and I Million Cups.
 - Suggestion: Committee members attend local business organization’s meetings such as LBREC to share “Welcome Kit” throughout the year. **Committee would like to receive an [association list](#) including dates they meet.**
 - Wolske talked about the need for search engines to bring people to DLBA and specifically to user-friendly resources that make the experience easy and not overwhelming. Position the DLBA as the guide to help navigate new/existing business owners through the more complex city processes. The city could then link this resource on their website as well.
 - Discussion of the frequency of holding a Small Business/Entrepreneur mixer. The plan is to start with one this during the year, adding a second one if successful. In coming years, it could expand to quarterly.
 - Important to promote the top three things that business owners want assistance with most: marketing, funding, and maneuvering through city processes.
 - Suggestion: Create a QR Code so users can download the “Welcome Kit”
 - Objective #2: Attract ground floor retail options that align with the desires of the changing residential demographic.
 - Objective #3: TBD
 - Suggestions:
 - Support existing DLBA Economic Development programs by securing funding for programs and increasing participation.



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- Attract employment to Downtown.
 - Multi-year initiative: Connect residents with local businesses. Create passport book that businesses could stamp and once full, receive a discount/coupon. Encourage repeat business from residents.
 - **Committee members should email objective ideas to be shared in committee's Google folder, in order to have ideas ready for the next meeting. Will have an action item on next agenda to approve the third goal.**
 -
4. STAFF REPORT – Austin Metoyer, Economic Development & Policy Manager
(Slide 11 presented)
 - a. Business, Programs and Projects Updates
 5. OLD BUSINESS
 6. NEW BUSINESS
 7. PUBLIC COMMENT (Three minutes on all non-agenda items)
 8. ADJOURNMENT
Meeting Adjourned at 10:11 AM.

NEXT ECONOMIC DEVELOPMENT COMMITTEE MEETING

Wednesday, November 13, 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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