



**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, October 13, 2021
9:00 AM

[Join Zoom Meeting](#)

Meeting ID: 842 7805 0190

Passcode: 632903

Voting Present: Sean Rawson, Sheva Hosseinzadeh, Sam Pierzina, Ingrid Martin, Justin Wolske, Nigel Lifsey, Sheila Hosseinzadeh

Voting Absent: Ashleigh Stone, Eric Romero

DLBA Staff: Austin Metoyer, Mo Mills, Justine Nevarez

1. CALL TO ORDER & INTRODUCTIONS – Sean Rawson, Chair
[Meeting presentation](#). Called to order at 9:00 AM.
2. **ACTION ITEM: Approve minutes from [September 8, 2021](#), Economic Development Committee Meeting**
MOTION: 1st: Sheva Hosseinzadeh; 2nd: Sam Pierzina
VOTE: None opposed. No abstentions. Wolske not present for vote. Motion passes.
3. Staff Report – Austin Metoyer, Economic Development & Policy Manager
 - a. Update on DLBA Economic Development Programs
 - Metoyer announced that the Women Owned Business Accelerator program (WOBA) closed for applications. In total there were 42 applicants, about half of which were eligible for the program. Several applicants were outside the district, some even outside of Long Beach. The Selection Committee is meeting on Friday, October 15 to pick finalists.
 - The Selection Committee includes Ingrid Martin, Wade Martin, Kena Fuller, and a representative from Farmers & Merchants Bank.
 - Pierzina asked if the applicants are asking for the full \$10,000. Metoyer explained that some are, but they are being asked to breakdown how this money would be allocated to help the Committee better distribute the money across all grant winners.
 - Metoyer presented an update on the Retail Pop-Up Program. Recently he toured City Place and what spaces would be useable for pop-up. The interest form is ready.
 - Metoyer announced the grand opening of Torisho (a Japanese restaurant new to Long Beach) and the start of the Back to Basics: Marketing Series.
4. Update on City of Long Beach Economic Development Programs – Eric Romero
 - Romero not present for the meeting. Updates to be provided in November.
5. CHAIRPERSON'S REPORT – Sean Rawson, Chair
 - a. Discussion and Approval of FY 21-22 Committee Goals
 - i. Review of Draft DLBA Strategic Framework - Strengthen existing businesses and encourage entrepreneurship and innovation in Downtown
 - Rawson reviewed the potential goals previously discussed with Metoyer and Sheva Hosseinzadeh.
 - Metoyer reminded the committee that this discussion began at the annual Board/committee Orientation that took place in



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September, adding that these goals must align with the new Strategic Plan.

- Sheila Hosseinzadeh and Metoyer discussed mixers and the benefit these bring for brokers and property owners.
- Pierzina asked if the DLBA has gauged comfort with returning to in-person meetings when discussing the idea of mixers, elaborating on the pros and cons of virtual meetings vs. in-person gatherings. Metoyer explained that there are no plans of holding committee meetings in person yet, but mixers and similar events have slowly become reintroduced in the Downtown.
- Pierzina noted that Goal 3 would involve committee members committing to an additional monthly meeting to achieve this which may not be realistic when taking on two other goals.
- Wolske asked what the metrics will be used to determine the successes and failures of past and future goals. Metoyer explained that metrics and tactics have been added to the Strategic Plan that addresses this, however, the Committee and staff can further develop this for this year's specific goals.
- The Committee discussed the three different goals presented, with some suggesting focusing on two and others recommending all three. Rawson agreed that all three goals are attainable within the year but wants to first make sure the group has the resources it needs to be successful.
- Wolske advised specifying Goal 3 to be more actionable because as it stands it may be too broad/vague.
- Sheva Hosseinzadeh asked if the Committee can split, with specific individuals working on one designated goal rather than the entire Committee tackling each goal together. Metoyer said this is a possibility and is often the approach of other DLBA committees.
- Goals will formally be approved at the November meeting.
- This committee will move to 9:30AM moving forward to accommodate the entire group's schedules.

6. Old Business
 7. New Business
 8. Public Comment (Three minutes on all non-agenda items)
 9. Adjournment
- Meeting adjourned at 9:58 AM.

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. 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.

NEXT ECONOMIC DEVELOPMENT COMMITTEE MEETING

Wednesday, November 10, 2021

9:00 AM via Zoom

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

