



**DOWNTOWN
LONG BEACH
ALLIANCE**

Economic

Development

Committee Members

Sam Pierzina – Chair

Sheva Hosseinzadeh - Vice

Chair

Graham Gill

Sheila Hosseinzadeh

Ingrid Martin

Ashleigh Stone

Justin Wolske

Eric Romero

ECONOMIC DEVELOPMENT COMMITTEE MINUTES

Wednesday, October 14, 2020

Start Time: 9:00 A.M.

End Time: 10:00 A.M.

Voting Present: Sam Pierzina, Sheva Hosseinzadeh, Sheila Hosseinzadeh, Ingrid Martin, Justin Wolske, Graham Gill, Eric Romero

Voting Absent: Ashleigh Stone

DLBA Staff: Austin Metoyer, Mo Mills, Kelsey Mader, Erica Beighley, Broc Coward, Sam Mehlinger, David Hughes

1. CALL TO ORDER & INTRODUCTIONS – Sam Pierzina, Chair
[Meeting Presentation](#). Meeting called to order at 9:02 AM.
2. **ACTION ITEM: Approve minutes from [September 9, 2020](#), Economic Development Committee Meeting**
MOTION: 1st: Sheva Hosseinzadeh. 2nd: Sheila Hosseinzadeh
VOTE: None opposed, no abstentions. Motion passes.
3. Staff Report – Austin Metoyer, Economic Development & Policy Manager (Presented slide 5-8)
 - a. Open Streets Survey: Key Data Points
 - i. [Open Streets Letter + Evaluation](#)
 - Metoyer shared that parklet costs generally fall between \$1,000 and \$10,000. Future focus on cost associated with making parklets more permanent/up to code with the City requirements.
 - Most participating restaurants noticed a positive shift after the Open Streets initiative began. Furthermore, an overwhelming majority of these businesses would like to see Open Streets extended permanently. This attitude changes moving north on pine.
 - Metoyer will work with businesses over the next couple months to assess how parklets can be made more permanent while decreasing barriers in terms of approval and cost.
 - Sheila Hosseinzadeh asked what to expect when making parklets permanent. Metoyer explained that most parklets are approved based off a sketch. The City will look for ADA accessibility, if it is structural sound, and if there is room for storm water to pass through without flooding. If these criteria are met, then the business should not expect any additional costs other than permit fees.
 - Romero added that the City now requires reflectors on parklets. Public Works is developing new protocols for all parklets including insurance requirements, indemnification documents, etc.
 - b. Update on Pedestrian Count Sensors Program
 - Phase I of censor install is complete. Twelve sensors will be up and running by the end of October and are able to count cars, bicyclists, pedestrians, and dogs.



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4. CHAIRPERSON'S REPORT – Sam Pierzina, Chair
 - a. City of Long Beach Everyone In & Digital Inclusion Initiative Findings and Recap Rebecca Kauma, Economic & Digital Inclusion Program Manager, City of Long Beach
 - Pierzina introduced Rebecca Kauma to the committee and explained its functions/goals. The committee hopes to get insight from Kauma on potential information for a Minority Owned Business Education Program.
 - [Kauma's presentation](#)
 - Focus on economic and digital disparities throughout Long Beach.
 - The Blueprint for Economic Development outlines the goals/objectives for the City. Focus on improving support to low-income communities and communities of color through advancement of economic equity, financial literacy, and wealth building opportunities.
 - Goal to intentionally prioritize the mentioned communities because they previously have been left out of economic opportunity.
 - Kauma discussed economic barriers that disproportionately affect low income communities and communities of color such as:
 - Access to good jobs
 - Living wages
 - Ability to build wealth
 - Access to transportation
 - Youth preparedness for the future
 - Explained the difference between equality and equity.
 - Equality = sameness
 - Equity = fairness
 - Shared information on the Long Beach Center for Economic Inclusion. Its purpose is to act as a one stop shop where Long Beach residents can get access to different resources and services.
 - City's Digital Inclusion Initiative promotes digital literacy. This is a collective approach to address the digital divide.
 - Sheila Hosseinzadeh asked for links for resources and if the training programs referenced are active during COVID. Kauma will provide links at close of the meeting and answered that there is a financial literacy training with the Pacific Gateway team. Kauma and Romero also shared similar trainings through the Small Business Development Center.
 - Sheila Hosseinzadeh and Kauma discussed the need to promote the resources/assistance that is available to the public.
 - Sheila Hosseinzadeh asked how much money is available through the grant programs mentioned. Kauma and Romero answered that small businesses in Long Beach may be eligible to receive up to seven thousand dollars for capital and technology pertaining to COVID-19 and preventing its spread. Pop-up shops are available throughout the City to help those who prefer to work directly with a person, or for those who do not have access to internet and/or technology devices. Romero clarified that once an applicant receives a grant approval email they can expect to receive a check in seven to ten business days.
 - Pierzina stressed the importance of an educational component to any new programs created. He suggested partnering with the City to cosponsor or copromote existing programs. Pierzina explored the option of requiring attendance for an educational series to receive grant funding. The committee expressed support for this idea.



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- Pierzina worries about defining “minority” and the fear of limiting this potential program to a specific minority. Romero suggested avoiding utilizing the word “minority” and encouraged the substitution of more empowering language. Kauma added that “minority” is no longer considered politically correct.

5. Old Business
6. New Business
 - Romero requested the committee continue its discussion on digital inclusion and entrepreneurship.
7. Public Comment (Three minutes on all non-agenda items)
8. Adjournment
Meeting adjourned at 10:15 AM.

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

NEXT ECONOMIC DEVELOPMENT COMMITTEE MEETING

Wednesday, November 11, 2020

9:00 AM via Zoom



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Key Points

Details

Action Items

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