



**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

100 West Broadway, Ste 120
Long Beach, CA 90802
T: 562.436.4259
F: 562.437.7850

ECONOMIC DEVELOPMENT COMMITTEE MINUTES
Wednesday, November 10, 2021
9:30 AM

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

[Join Zoom Meeting](#)

Meeting ID: 879 6202 2143

Passcode: 370798

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

Voting Absent: Ingrid Martin

DLBA Staff: Austin Metoyer, Kelsey Mader, Morris Mills, Jeremy Ancalade, Michael Berman

Guests: Kena Fuller; Chrissy Cox & Dawna Bass, Rainbow Juices & Under the Sun; Angela Mesna, District Wine; Cat Cleveland, Ash Bay Soap; Sasha Pace, Vida Plant Shop; Denise Maldonado, Confidential Coffee

1. CALL TO ORDER & INTRODUCTIONS – Sean Rawson, Chair
Meeting presentation. Called to order 9:37 AM.
2. **ACTION ITEM: Approve minutes from [October 13, 2021](#), Economic Development Committee Meeting**
MOTION: 1st: Lifsey; 2nd: Sheva Hosseinzadeh.
VOTE: None opposed. No abstentions. Romero not present for vote. Motion passes.
3. CHAIRPERSON'S REPORT – Sean Rawson, Chair
 - a. Woman-Owned Business Accelerator Grant Program Presentations
 - Metoyer reminded the committee that this is the fourth year for WOBA. This program targets existing business in Downton Long Beach. 42 applications were received, 23 of which were eligible for the grant.
 - Marisela Cristich of Farmers & Merchants Bank, Wade Martin from the Institute for Innovation & Entrepreneurship, Ingrid Martin from California State University of Long Beach, and Kena Fuller from Fuller Management reviewed the applications and pushed forward five finalists who will present today.
 - i. Chrissy Cox & Dawna Bass of Rainbow Juices & Under the Sun – Presentation
 - Wolske asked if it is more important for Cox and Bass to encourage the recurring monthly customer to come more frequently, or to engage a customer who does not have experience with the business yet. In short, both, however the focus right now is on existing customers. Cox added that the business is specific to a certain diet/lifestyle, so it can be difficult to attract new customers if they do not identify with this culture.
 - ii. Angela Mesna of District Wine – Presentation
 - Wolske asked what the average order value per table is. Mesna said \$65. Wolske followed up by asking what it would take to drive this up 15%. Mesna answered that this could accomplished by upselling, which she hopes can be achieved by incorporating an educational component into her business. The main servers do not yet have a strong enough foundation to do this yet.
 - iii. Cat Cleveland of Ash Bay Soap - Presentation



**DOWNTOWN
LONG BEACH
ALLIANCE**

- Sheva Hosseinzadeh asked where specifically the funds are going. Cleveland said she needs inventory for the holidays; supplies such as retail bags, a new retail set-up (iPad with stand), and more employees for holiday weekends
 - Sheva Hosseinzadeh recommended Romero help connect these businesses with City resources.
- iv. Sasha Pace of Vida Plant Shop – Presentation
- Stone asked what the differentiating factor is for Vida Plant Shop that sets it apart from other plant shops, and what are the best marketing channels. Pace says the service, packing, and educational aspect differentiates her shop from others. Marketing is primarily on social media, as there is not a ton of foot traffic where the shop is located on Pine.
- v. Denise Maldonado of Confidential Coffee - Presentation

ACTION ITEM: Approve selected finalist for Woman-Owned Business Accelerator Grant as recommended by Selection Committee in the following amounts:

- **Rainbow Juices - \$3,000**
- **District Wine - \$2,000**
- **Ash Bay Soap - \$2,000**
- **Vida Plant Shop - \$2,000**
- **Confidential Coffee - \$1,000**

MOTION: Sheva Hosseinzadeh; 2nd: Lifsey

VOTE: None opposed. No abstentions. Motion passes.

4. Staff Report – Austin Metoyer, Economic Development & Policy Manager
- a. Update on DLBA Economic Development Programs
5. Old Business
6. New Business
7. Public Comment (Three minutes on all non-agenda items)
8. Adjournment
- Adjourned at 10:50 PM.

NEXT ECONOMIC DEVELOPMENT COMMITTEE MEETING

Wednesday, December 8, 2021
9:30 AM via Zoom

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

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.



**DOWNTOWN
LONG BEACH
ALLIANCE**

Key Points

Details

Action Items

--