



**DOWNTOWN
LONG BEACH
ALLIANCE**

ECONOMIC DEVELOPMENT COMMITTEE MINUTES

Wednesday, November 13, 2019

Start Time: 9:00 A.M.

End Time: 10:00 A.M.

DLBA Conference Room

100 West Broadway, Suite 120 Long Beach, CA 90802

Voting Present: Sam Pierzina, Shva Hosseinzadeh, Sheila Hosseinzadeh, Seyed Jalali, Graham Gill, Justin Wolkse, Ingrid Martin, Ashleigh Stone

Voting Absent: Mark Dunton

DLBA Staff: Austin Metoyer, Mo Mills, Cherisse Evans

Guests: Eric Romero – City of Long Beach, Economic Development

1. **CALL TO ORDER & INTRODUCTIONS** – Sam Pierzina, Chair
Meeting Presentation. Meeting called to order at 9:07 am.
2. **ACTION ITEM: Approve minutes from October 9, 2019, Economic Development Committee Meeting. 1st: Sheva Hosseinzadeh. 2nd: Sheila Hosseinzadeh. None opposed, no abstentions. Motion carries.**
3. **TIME CERTAIN 9:05AM**
 - a. Overview of City of Long Beach Economic Development Resources – Seyed Jalali, Economic Development Department
Presentation
 - BUSINESS NAVIGATION
 - SITE SELECTION SUPPORT
 - LOAN PROGRAMS:
 - Micro loans have matching funds of one million dollars from the City. This loan is a character-based loan for those that do not qualify for a bank loan.
 - KIVA is available to all entrepreneurs on line but the benefit for going through the City is that they have matching funds and they will help endorse the business along with the trustees.
 - COMMERCIAL IMPROVEMENT REBATE PROGRAM
 - BUSINESS LICENSE INCENTIVES
 - WORKFOCE DEVELOPEMENT
 - INTRODUCTION TO NON-CITY RESOURCES
 - Final stages of creating a Business Resource Directory, including access to capital. A pamphlet will be available that the city will share with DLBA.
 - STRENGTHEN ENTREPRENEURIAL ECOSYSTEM
 - The City is experimenting with a program for retail pop-up businesses. They have leased a retail space and making it available to pop up businesses free of charge. Beginning November 21, the first business will be there for five weekends. Chicago has a similar program and

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

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will look at this as a template to use for a pilot program. Currently in Long Beach, the business license process takes approximately 60-90 days which would need to be accelerated for Pop Ups. Considering waiving BID fees as well.

Questions:

- How to educate entrepreneurs about the differences between
 - Liability insurance education. Does the BID offer the insurance? Listen at 9:42
4. CHAIRPERSON'S REPORT – Sam Pierzina, Chair
- a. Finalize and Confirm **Economic Development Committee Goals and Milestones**
 - i. Goal 1: Assist developers and entrepreneurs navigate the city permitting process by streamlining the regulatory process
 - ii. Goal 2: Attract ground floor retail options that align with the desires of the changing residential demographic
 - iii. Goal 3: TBDOf the potential Objective listed:
 - #1 is something DLBA can support the City's efforts but not a task
 - #2 Create opportunities for Pop Up retail locations. The committee could find ways to help support the City's initiative. Metoyer added that the Public Realm committee can get involved as well.
 - #3 - #5 there is overlap between these three objectives. Focused on new business and what the next steps are beyond DLBA small business programs. Also want to support existing business, creating sustainability.
5. STAFF REPORT- Austin Metoyer, Economic Development & Policy Manager Meeting Presentation slides 5-6 presented)
- a. Business, Programs and Projects Updates
 - Pacific and 3rd development unanimous approved by city council
 - Grand opening B'More Protein Pub at the Current Saturday, November 23
 - Shop Small Saturday - Nov. 30
 - I Million Cups - Dec. 4th
 - Inclusionary housing update: a policy that requires a percentage of new development to be available as affordable housing. See timeline in presentation. Beacon doing a peer review of the KMA report, that are more specific to local market. Key take aways-KMA report broad/general not specific to LB. try to find a middle ground with the discrepancies between the two reports. Trying to delay planning commission reviews until early



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next year. DLBA board will review and recomned the final report before it is shared with the city.

- b. Review Q3 DTLB Snapshot: Retail Report
 - **Requesting committee feedback/suggestions on the report between now and next meeting.**

6. OLD BUSINESS
 7. NEW BUSINESS
 8. PUBLIC COMMENT (Three minutes on all non-agenda items)
 9. ADJOURNMENT
- Meeting adjourned at 10:21 AM.

NEXT ECONOMIC DEVELOPMENT COMMITTEE MEETING

Wednesday, December 11, 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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