



**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

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**ECONOMIC DEVELOPMENT COMMITTEE MEETING
MINUTES**

Wednesday, December 11, 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: Seyed Jalali, Graham Gill, Ashleigh Stone, Sam Pierzina, Sheva Hosseinzadeh, Sheila Hosseinzadeh, Justin Wolske

Voting Absent: Mark Dunton, Ingrid Martin

DLBA Staff: Austin Metoyer, Mo Mills, Cherisse Evans

Guests: Ian Jahns, De'Sha Bridges

1. CALL TO ORDER & INTRODUCTIONS – Sam Pierzina, Chair
Meeting Presentation
Meeting called to order at 9:12 AM.
2. **ACTION ITEM: Approve minutes from November 13, 2019 Economic Development Committee Meeting. 1st: Jalali. 2nd: Stone. None opposed, no abstentions. Sheva Hosseinzadeh not present for the vote. Motion carries.**
3. STAFF REPORT–Austin Metoyer, Economic Development & Policy Manager
 - a. Business, Programs and Projects Updates
 - Recommendations for the inclusionary housing policy will be completed Friday at the Special Executive Committee meeting and then presented to the Board on Dec. 18.
 - Hi-Lo Grand Opening - Thursday, Dec. 12 at 5PM
 - Google Workshop at Studio 111 on Friday, Dec. 13 at 10 AM
4. CHAIRPERSON'S REPORT – Sam Pierzina, Chair
 - a. Update from Incubator Award Winners
DLBA sponsors a six-week series which culminates in Pitch Fest, where they pitch their business to a panel and there are prizes awarded.
 - i. Ian Jahns, Jahns Designs
 - Design services focusing on start-ups as well as established businesses. Specialize in 3D design and event project management. His challenge was finding clients, growing his network and awareness of his company, which is what prompted him to participate in Pitch Fest.
 - Positives for him were:
 - Free service at Common Grounds
 - Networking opportunities
 - Education series was beneficial and learning from other entrepreneurs
 - Would like to have had more checking in after the process, continued education/mentoring.
 - ii. De'Sha Bridges, DeShade Designer Eyewear
 - CEO of designer eyewear. Started with wholesale of existing product then began to create their own designs. Will work



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through purchase orders, not looking for a Kiva loan. Finished designs for 2020 and are paid for, now waiting for lenses to come as the manufacturer is based in Shanghai. The goal is to get her product in department stores as well as local Long Beach stores. She found the education series very helpful.

General Discussion:

- Jalali mentioned the City has a contract with the Long Beach Business Journal for a bi-weekly third page business feature. He suggested using this to highlight these winners in future editions.
 - Question: Metoyer asked what type of post-support they are looking for:
 - Jahns said he is already benefiting from one-on-one mentorship with Fuller Management through the Downtown PACE Program.
 - Would like to have community support (1-3 individuals as mentors) where you can work with people who are more experienced in areas that he is not.
 - Question: Jahns asked what the metrics are for measuring success in this type of program. Metoyer answered that the committee has been asked this before and something they can work on and create. Jalali added that the basis is: business creation, retention and expansion.
 - Suggestion: Expand education after the initial series “2.0”
 - Suggestion: Have local people with various business expertise involved such as: accounting, marketing, legal etc. By providing local resources it helps keep entrepreneurs in the area and connected to the DT community.
 - Suggestion: Wolske, have actual local business owners mentor the entrepreneurs. Then create a list of metrics for the specific industry they are in.
 - Suggestion: Meet with local business owners to ask for their support and in-kind services for this series.
 - Pierzina mentioned that the committee should continue this conversation regarding the award package created for the next series, which begins in March/April.
- b. Review of [Downtown Residential Survey](#) Instrument
- Last time this survey was conducted was FY16-17, developed in partnership with CSULB. Since then, there has been much more new residential development and therefore a need to gather updated information to better understand the residential demographics in Downtown.
 - Question: How does the survey get circulated? First year the survey was given to property management, leasing offices, HOA organizations to pass along to residents which only yielded 79 respondents. The second year there were surveyors on the streets asking questions and had over 800 respondents.
 - Need to control who is answering the survey as there is an incentive to answer. There is not a budget to provide incentives for 800 people.
 - The committee is being asked to review the survey questions and provide feedback. Want to keep the survey to approximately the



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same number of questions. **Need committee's feedback by next Friday via email.**

- Suggestion: Add a question about how many people are living in their home and what is the combined household income for all people living in the home. OR how many people in your home contribute to the household income.
- Surveyors are trained to help answer respondents' questions so they can answer the questions effectively.
- Need to let people know how long/how many questions there are so they may be more willing to answer the survey.
- 1100 new units online. Do we have what these residents are looking for to keep them patronizing businesses in the Downtown area, rather than going elsewhere.

5. OLD BUSINESS

6. NEW BUSINESS

- Metoyer explained the DLBA's Shop Small Passport - shoppers can get stamps in the different neighborhood stores. Once returned to the DLBA, the participants will be entered into a drawing to win up to \$600 in local gift cards.

7. PUBLIC COMMENT (Three minutes on all non-agenda items)

8. ADJOURNMENT meeting adjourned at 10:17 AM

NEXT ECONOMIC DEVELOPMENT COMMITTEE MEETING

Wednesday, January 8, 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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