



**DOWNTOWN
LONG BEACH
ALLIANCE**

**Economic
Development
Committee Members**

Sheva Hosseinzadeh - Chair

Sam Pierzina – Chair

Erin Booker

Jill Harris

Seyed Jalali

Ingrid Martin

Walid Nasserden

Daniel Tapia

Justin Wolske

**ECONOMIC DEVELOPMENT COMMITTEE
MINUTES**

Wednesday, December 12, 2018

9:00 a.m. – 10:00 a.m.

DLBA Conference Room

100 West Broadway, Suite 120 Long Beach, CA 90802

Voting Present: Sheva Hosseinzadeh, Sam Pierzina, Erin Booker, Seyed Jalali, Daniel Tapia, Justin Wolske, Jill Harris (not present for vote), Ingrid Martin (not present for vote)

Voting Absent: Walid Nasserden

DLBA Staff: Austin Metoyer, Mo Mills, Cherisse Evans

1. **CALL TO ORDER & INTRODUCTIONS** – Sheva Hosseinzadeh, Chair
Meeting called to order at 8:55 am.

2. **ACTION ITEM: Approve minutes from November 14, 2018 Economic Development Committee Meeting. 1st: Pierzina. 2nd: Tapia. None opposed, no abstentions. Motion carries.**

3. **CHAIRPERSON'S REPORT** - Sheva Hosseinzadeh, Chair
 - a. Follow-up on a grant discussion
 - b. Committee Working Group Selection (see slide 4 of Chairperson's report)
 - i. Select members
 - ii. Define task and objectives
 - iii. Project due dates
 - o **Goal #1** Hosseinzadeh (lead), Jalali, Harris
 - o **Goal #2** Hosseinzadeh (lead), Pierzina (lead), Jalali, Tapia
 - o **Goal #3** Hosseinzadeh (lead), Pierzina (lead), Wolske, Martin, Booker (?)
Need to create two separate marketing packets (including success stories of past grant recipients) ready for the committee to review at January 9th meeting in order to prepare for fundraising for education series program in late March. Martin will work on content, Wolske will work on final presentation. Metoyer will provide information to both Martin and Wolske. Can use project management tools such as Slack Channel and Teamwork to facilitate working groups outside of meetings. Will also need to determine who to target once the marketing materials are ready.
 - o **Goal #4** Hosseinzadeh, Pierzina (lead)
Pierzina shared some information from a meeting he was involved in with (including DLBA, City and Downtown Brokers who represent commercial buildings with large vacancies). The focus was on developing a strategy to attract new businesses, starting with raising awareness of the Downtown Long Beach office market and deciding who the target audience should be. Need to gather an inventory list, identify companies to contact, and create a marketing tool to highlight the benefits of relocating to Downtown Long Beach.



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4. Staff Report – Austin Metoyer, Economic Development & Policy Manager
Business, Programs and Projects Updates (see slide 5 of Chairperson’s report)
 - i. Policy Update / Initiatives
Long Beach City has started to develop an inclusionary housing policy for new development. The first step will be an Economic Impact Study which will come out in late Spring, preliminary inclusionary housing policy recommendations will follow in Summer, with final approval sometime in Fall. If the committee wants to share thoughts or feedback on the study’s findings, the DLBA can act as a community advocate.
DLBA will issue letters of support for two development projects seeking approval at Planning Commission in January
 - ii. Economic Development Programs
 - iii. Introduce New Hire: Morris (Mo) Mills
5. Old Business
6. New Business
The committee members went around the room, updating the group on any news/announcements they wanted to share.
7. Public Comment (Three minutes on all non-agenda items)
8. Adjournment
Meeting adjourned at 9:45 am.

NEXT ECONOMIC DEVELOPMENT COMMITTEE MEETING

Wednesday, January 9, 2018

9:00 AM

DLBA Conference Room

100 W. Broadway Suite 120

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

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.