



**DOWNTOWN  
LONG BEACH  
ALLIANCE**

**Economic  
Development  
Committee Members**

Sam Pierzina – Chair  
Sheva Hosseinzadeh - Vice  
Chair  
Graham Gill  
Sheila Hosseinzadeh  
Nigel Lifsey  
Ingrid Martin  
Eric Romero  
Ashleigh Stone  
Justin Wolske

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## ECONOMIC DEVELOPMENT COMMITTEE MINUTES

**Wednesday, December 9, 2020**

**Start Time: 9:00 A.M.**

**End Time: 10:00 A.M.**

<https://us02web.zoom.us/j/85615514285?pwd=MXprRDdzd0tYQ3IBVUVZYUo1bU9MZz09>

**Meeting ID: 856 1551 4285**

**Passcode: 704552**

**Instructions:**

1. Please click link above to join the meeting
2. Once there, you may be in the “waiting room” until the Host joins and invites you in
3. Once invited in, you will be prompted to choose phone or computer audio
  - a. if you select phone audio:
    - i. you will see a window that offers call -in numbers. Any one of them will work.
    - ii. you will then be prompted to enter both the meeting ID # and your personal ID# which will be displayed on your computer screen
  - b. If you select computer audio, you will automatically be entered into the meeting

**Voting Present:** Sam Pierzina, Sheva Hosseinzadeh, Sheila Hosseinzadeh, Ingrid Martin, Justin Wolske, Ashleigh Stone, Graham Gill, Nigel Lifsey, Eric Romero

**Voting Absent:**

**DLBA Staff:** Austin Metoyer, Mo Mills, Kelsey Mader

1. CALL TO ORDER & INTRODUCTIONS – Sam Pierzina, Chair  
[Meeting presentation](#). Meeting called to order at 9:02 AM.
2. **ACTION ITEM: Approve minutes from [November 11, 2020](#), Economic Development Committee Meeting**  
**MOTION:** 1<sup>st</sup>: Sheva Hosseinzadeh; 2<sup>nd</sup>: Sheila Hosseinzadeh  
**VOTE:** None opposed. Stone abstained. Romero not present for vote.  
**Motion Passes.**
3. Staff Report – Austin Metoyer, Economic Development & Policy Manager 20 mins
  - a. Update on Local & Regional COVID-19 Regulations & Resources
    - Presented slides 4-6.
    - Metoyer reviewed the new Stay at Home order that went into effect in the Southern California region on Monday, December 7.
    - Long Beach’s numbers are being tracked in comparison to county and state and can be found on the Long Beach COVID-19 dashboard. These numbers are about one day behind.
    - Metoyer briefed the Committee on a county dining grant (\$30k per restaurant). Restaurant must be Brick-and-Mortar and they cannot have received previous CARES funding through the county of LA. Though the filing period has closed, its reopening is being considered.
    - On the City level, Long Beach City Council held a Study Session to discuss how Long Beach Health Department develops citywide health orders and why Long Beach generally runs alongside the county.
    - City Council also discussed the creation of a \$5 million restaurant, brewery, and bar fund from future stimulus packages. The DLBA sent a letter of support for this. Romero will later speak to in greater detail.



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- Monday, December 14 the Economic Development Commission will meet to discuss BIDs and small business and entrepreneurship which will be incorporated into the Economic Blueprint 2.0.
- Sheva Hosseinzadeh asked why the county grant program launched for such a short time and how much was awarded from the previous grant that will not allow restaurateurs to apply for this one. Metoyer answered that the Los Angeles grant program for breweries and wineries was max of 25k per business and was CARES funding. Time period was short because the maximum applications were received in only a couple days.
- b. COVID-19 Impact Survey Update
  - Presented slides 7-10.
  - This survey compared the impacts of COVID during Q2 and Q4 of 2020. It also provided direction on what resources were needed for recovery.
  - Detailed results will be presented to the Board on Wednesday, December 16.
- c. Brief on Downtown Small Business Support Program Outline
  - The DLBA will be trying to launch a program in early January focused on how to continue to support businesses that have suffered because of COVID.
  - Wolske suggested to add an evaluation for businesses to understand what their business is valued at.
  - Pierzina inquired about the source of funding for this program. Metoyer says at this point funds are on track which come from existing funding for this year and CARES Act reimbursable funds.
  - Pierzina asked if there have been any updates on the WOBA recipients. Metoyer shared that all participants were notified and sent a memorandum of understanding (MOU). 3 Women and Burke Mercantile have submitted their signed MOUs, and Modica's is expected before the holiday.
  - Pierzina asked Romero to update the committee on activity at the City level
    - City Council met last night, Tuesday, December 8 to continue conversation around COVID-19 and its impacts on the Southern California region. The development of a restaurant resiliency strategy was discussed. The City plans to repurpose existing CARES Act funding to develop an outside dining grant program. This program would support mainly restaurants, but likely bars and other establishments as well. An estimated \$10,000 will be made available per business and provided to over 105 businesses to help set up and operate outdoor parklets.
    - Romero shared that the City aims to simplify the application process by requiring less documentation. Currently the application process is too much work for the applications to submit, and too much work for city staff to process.
    - Long Beach City Council has directed staff to work with the City Attorney's office to place a 15% cap on 3<sup>rd</sup> party delivery fees.
    - Next week the City Council will be considering an additional \$5 million fund to support gyms and personal care establishments. In addition, an economic recovery strategy will be discussed.



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4. CHAIRPERSON'S REPORT – Sam Pierzina, Chair 40 mins
- a. FY 20-21 Goals & Milestones
- First Committee Goal:
    - I. Develop a program that supports entrepreneurs and small business owners of color
  - Second Potential Committee Goal:
    - I. Work with City of Long Beach to encourage and promote pop-ups in underutilized retail spaces
  - Third Potential Committee Goal:
    - I. Attract ground floor retail options that align with the desires of the changing residential demographic
- Pierzina reviewed a [draft deck](#) that the committee can present to potential sponsors to request funding for programs.
- Romero suggested removing the requirement that applicants must be a qualified Minority Business Enterprise (MBE), as many minority-owned businesses do not have the resources to file for this. Stone suggested that the applicant be eligible for this certification, then the DLBA can partner with those certifying agencies and at the end of this process the business would acquire their MBE certification.
  - Sheva Hosseinzadeh suggested the time frame for on-going compliance be shortened from 2 years. Pierzina added that the 2-year period would be mutually beneficial by allowing the business to build a relationship with the DLBA.
  - Lifsey suggested offering education to the pool of applicants, since most will not be awarded the prize package.
  - Stone requested clarification on the criteria of the business applicant and whether this grant program is geared towards new businesses or established businesses. Is a business license required? Is this for Brick-and-Mortar type businesses? Pierzina answered that the intent is for established businesses, but is open to new businesses as well, adding that he does not see a detriment to leaving the criteria vague.
5. Old Business
6. New Business
7. Public Comment (Three minutes on all non-agenda items)
8. Adjournment
- Meeting adjourned at 10:14 AM.

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

### **NEXT ECONOMIC DEVELOPMENT COMMITTEE MEETING**

Wednesday, January 13, 2021  
9:00 AM via Zoom



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**Key Points**

**Details**

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**Action Items**

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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](mailto: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.

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