



**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

Staff:
Austin Metoyer, Economic
Development & Policy
Manager
Morris Mills, Research &
Public Policy Analyst

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ECONOMIC DEVELOPMENT COMMITTEE MINUTES

Wednesday, February 10, 2021
Start Time: 9:00 A.M.
End Time: 10:00 A.M.

<https://us02web.zoom.us/j/82761675315?pwd=OURmYkFuNE9lamVwbTVldXB6enptQT09>
Meeting ID: 827 6167 5315
Passcode: 662643

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, Justin Wolske, Graham Gill, Eric Romero, Nigel Lifsey
Voting Absent: Sheila Hosseinzadeh, Ingrid Martin, Ashleigh Stone
DLBA Staff: Austin Metoyer, Mo Mills, Kelsey Mader, Justine Nevarez

1. CALL TO ORDER & INTRODUCTIONS – Sam Pierzina, Chair
Meeting presentation. Called to order at 9:09AM.
2. **ACTION ITEM: Approve minutes from January 13, 2021, Economic Development Committee Meeting**
MOTION: 1st: Sheva Hosseinzadeh. 2nd: Romero.
VOTE: None opposed. No abstentions. Motion passes.
3. TIME CERTAIN – Jewelle Kennedy, Project Manager Ensemble Real Estate Investments
Ensemble Presentation
 - Kennedy reviewed the current Ensemble projects in Long Beach.
 - Kennedy acknowledged the recent demand for lower density and focus on open spaces due to the pandemic.
 - The project at 3rd & Pacific is decreasing in size. It will now be a single midrise building with 271 units rather than 345.
 - The Planning Department is currently reviewing the plans. If it moves forward for approval it will go through Planning Commission again. Ensemble is requesting another support letter from the DLBA.
 - Sheva Hosseinzadeh asked if the Planning Commissions approves in the next month or two, when does Ensemble plan to break ground. Kam Baboff answered that it likely will be sometime next year.
 - Romero inquired about how Ensemble will attract retail tenants and if there is a preferred type of tenant. Baboff suggested food and other local necessities such as a small gourmet market.
 - a. **ACTION ITEM: Reaffirm DLBA support for the 3rd & Pacific Project**
MOTION: 1st: Sheva Hosseinzadeh. 2nd: Lifsey.
VOTE: None opposed. Pierzina and Romero abstained. Motion passes.



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4. Staff Report – Austin Metoyer, Economic Development & Policy Manager
 - a. Winter Small Business Workshop Series
 - Metoyer presented slide 4.
 - This year's first workshop focused on operations and marketing. The next workshop will focus on legal and accounting practices. The final workshop highlights action planning for the remainder of the year.
 - These programs are free for anyone who wants to participate. All businesses who participate are eligible for a one-on-one with one of the presenters.
 - Lifsey asked how well the most recent workshop was attended compared to previous years. Metoyer answered that typically there are 40-50 RSVPs with 15-20 attendees per workshop. This year, there were about 20 RSVPs with about 5 attendees.
 - b. Black History Month Business Campaign
 - Metoyer presented slide 5.
 - Nevarez briefed the Committee on the projects DLBA is working on in relation to Black History Month. This month's gift card giveaways will feature Black business owners. The Marketing & Communications department is also work on Black-owned business profiles for Downtown Scene Newsletters which will be an every-growing project. Finally, February's Virtual Taste of Downtown will feature all Black-owned businesses with 10 businesses and performers so far.
 - Metoyer added that the DLBA Marketing & Communications department is developing a Black-owned Downtown business map to go along with the Shop DTLB and Dine DTLB campaigns.
 - February's Downtown Discussions Webinar: The Black Experience in Long Beach, Past, Present, and Future will be announced soon with a date and time.
 - Pierzina suggested expediting the Entrepreneurs of Color Accelerator Grant Program so it can be advertised this month.
 - Romero asked if the DLBA currently has any demographic information on business ownership in the Downtown area, and if not is this something that the DLBA would be interested in exploring. Metoyer responded that the DLBA does not have any information further than what the City has but has been able to collect some demographic data from surveys conducted. DLBA would like to brainstorm ideas to help gather this information.
 - c. City of Long Beach Economic Development Department Update
 - Romero spoke about focus on personal care service businesses. The City is including this sector in its Economic Recovery Strategy Roundtable discussions.
 - Romero touched on the Outdoor Dining Grant Program. There is about \$1.7 million dollars dedicated to this program, with 174 applications from restaurants bars and breweries. About 160 of the applications have prequalified for these grants. This is a digital grant program which is only the 2nd time the City has done this.
 - Businesses that have already paid 2020 taxes and fees will likely be reimbursed soon.
 - The next program will be the Commercial Rent Relief Program. It is a \$1.7 million grant program that will provide \$4,000 grants to businesses in low-moderate income areas. This will be a partnership between the



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- City's Economic Development department and Development Services. It is expected to roll out at the beginning of March.
- d. Economic Development & Finance Committee Roundtable
 - There will be about 24 roundtable discussions over a 2-week period. The goal is to come up with recommendations to present to the City Council for recovery for the City of Long Beach.
 - Sheva Hosseinzadeh shared that the roundtable with the DLBA Board and Committee members on February 4th was very helpful. The business community was able to voice their ideas for how to help survive and recover through the rest of the pandemic. Participants at this discussion were able to speak directly to city representatives.
 - Pierzina, Wolske, and Gill participated in this discussion as well and shared a similar appreciation as Hosseinzadeh.
 5. CHAIRPERSON'S REPORT – Sam Pierzina, Chair
 - a. FY 20-21 Goals & Milestones
 - i. First Committee Goal: Entrepreneurs and small business owners of color
 - I. Finalize program sponsorship deck
 - Pierzina reiterated that the DLBA should prioritize this effort so it can be marketed. This program is expected to occur in the summer.
 - ii. Second Committee Goal: Encourage and promote pop-ups in underutilized retail spaces
 - I. Review draft retail pop-up program document for Downtown
 - Metoyer presented slides 10-14.
 - Metoyer reviewed two different styles of pop-up retail support: Match Making Service Style and a grant only program.
 6. Old Business
 7. New Business
 8. Public Comment (Three minutes on all non-agenda items)
 9. Adjournment
- Meeting adjourned at 10:02 AM.

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

NEXT ECONOMIC DEVELOPMENT COMMITTEE MEETING

Wednesday, March 10, 2021
9:00 AM via Zoom

