



**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

100 West Broadway, Ste 120  
Long Beach, CA 90802  
T: 562.436.4259  
F: 562.437.7850

**ECONOMIC DEVELOPMENT COMMITTEE  
MINUTES**

**Wednesday, February 12, 2020**  
**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, Sheva Hosseinzadeh, Ingrid Martin, Justin Wolske, Graham Gill

**Voting Absent:** Sheila Hosseinzadeh, Seyed Jalali, Ashleigh Stone, Mark Dunton

**Guests:** Fiahna Cabana- CoLB, Christopher Koontz-CoLB, Eric Romero-CoLB, Michael Pergolini- Pot Holder

**DLBA Staff:** Austin Metoyer, Mo Mills, Cherisse Evans

1. CALL TO ORDER & INTRODUCTIONS – Sam Pierzina, Chair  
Meeting called to order at 9:06 AM  
[Meeting presentation](#)
2. **ACTION ITEM: Approve [Minutes from January 8, 2019, Economic Development Committee Meeting](#)**  
**1<sup>st</sup>: Hosseinzadeh. 2<sup>nd</sup>: Gill. None opposed, no abstentions. Motion carries.**
3. STAFF REPORT – Austin Metoyer, Economic Development & Policy Manager
  - a. Business, Programs and Projects Updates
    - [Snapshot Q4](#)-Residential Market Report. Asking for feedback from the committee. The next report will be the Annual Economic Profile.
    - Second session in the Winter Small Business Workshop series is being held February 29. The subject will be: Maximizing Profitability and Brand Identity. The program is targeted at existing businesses. They are still taking registrations.
    - LB Public Radio Station broadcast from Shannon’s At the Top has their ribbon cutting ceremony on February 28. Then Saturday February 29 they will be hosting a launch party in the evening.
    - Grand Opening Pike Park-tomorrow
    - Farmers and Merchant Bank are confirmed for a Legacy sponsorship (\$90,000 for 3 years). This money will fully fund both the small business workshop series including Pitchfest as well as the woman-owned business grant. Press release coming.
  - b. [Economic Development Committee Dashboard](#)
4. CHAIRPERSON’S REPORT – Sam Pierzina, Chair
  - a. New Business Owner Introduction
    - i. Michael Pergolini, Owner of Potholder Original & Potholder Too
      - Moved to Downtown Long Beach recently for this business opportunity. Recently purchased Potholder DT and Belmont Heights. Has worked in the restaurant, hotel and casino



**DOWNTOWN  
LONG BEACH  
ALLIANCE**

industry for most of his career. Wants to find a way to get involved in the community.

- b. **AUP/CUP Update Presentation** – Christopher Koontz and Fiahna Cabana, City of Long Beach Development Services
- Pierzina and Metoyer mentioned this presentation will provide information that could be helpful as the committee begins to compile a new business Welcome Kit.
  - There was a question about the timeframe to make changes to the current Downtown Plan. Approval of a plan should take about 12 months but can take up to three years depending on the amount of community meetings needed and what the new councilmembers' agendas are when they take office after the election in November.
  - Metoyer asked if the Downtown Plan revision would help information the discussion of PD6. Koontz answered that PD6 is part of the State tidelands-not City controlled. Any plans to develop in the tidelands would require state law changes as well as approval by the State Lands Commission and the California State Coastal Commission.
  - Hosseinzadeh asked now that the Land Use Element has been approved, when can developers begin to submit their plans. Koontz answered that the Land Use Element is in effect and plans can be submitted now, but there may be other permits required. The City is there to help guide developers with the process.
- c. Working Group Member Selection -**Committee Timeline**
- Martin offered to work on the Pop-up working group
  - Pierzina will reach out in the next week to get the working groups underway.

5. OLD BUSINESS
  6. NEW BUSINESS
  7. PUBLIC COMMENT (Three minutes on all non-agenda items)
  8. ADJOURNMENT
- Meeting adjourned at 10:00AM

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

Wednesday, March 11, 2020

9:00 AM

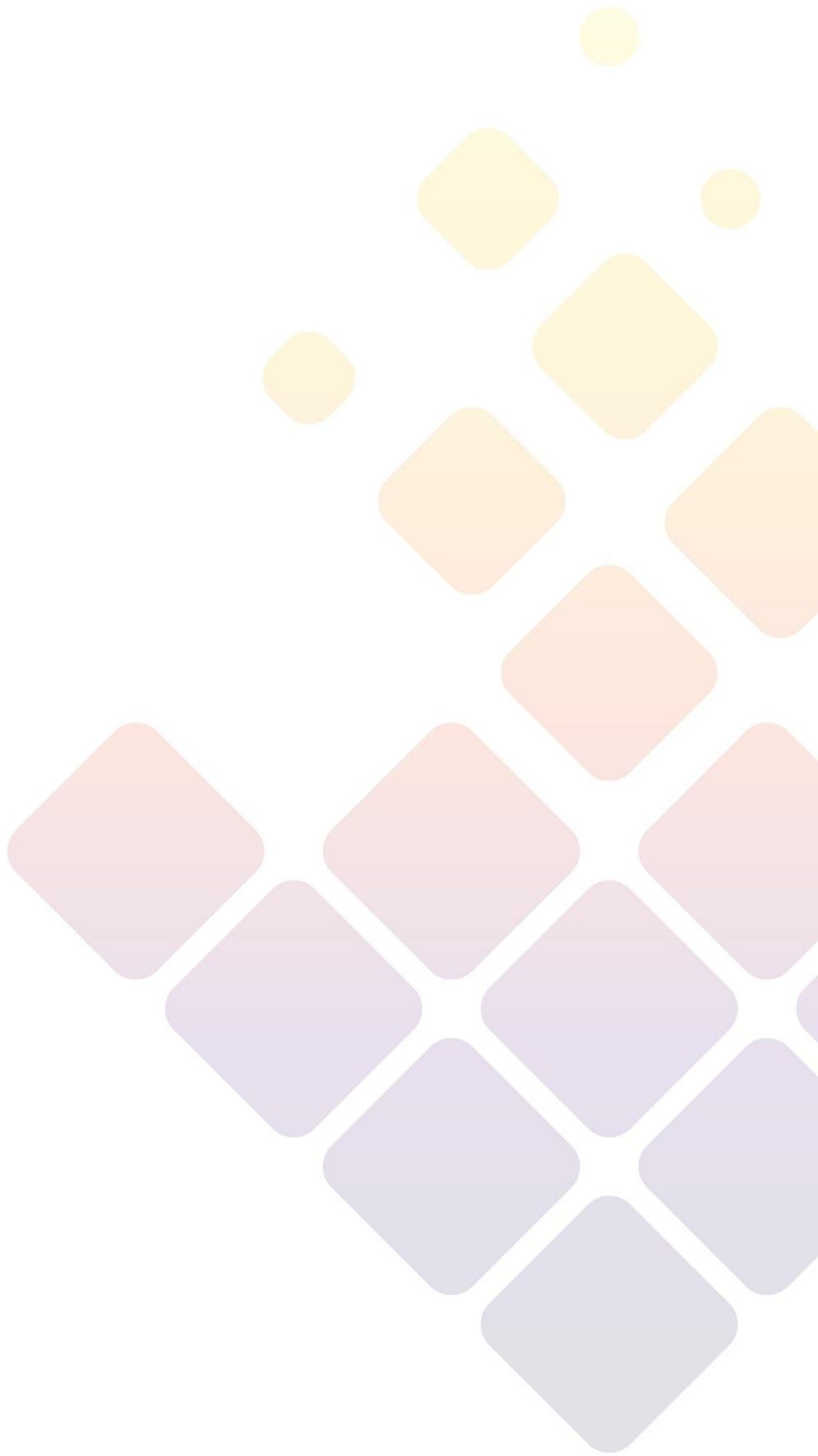
DLBA Conference Room  
100 W. Broadway Suite 120

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

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.



**DOWNTOWN  
LONG BEACH  
ALLIANCE**



100 West Broadway, Ste 120  
Long Beach, CA 90802  
T: 562.436.4259  
F: 562.437.7850

**[DOWNTOWNLONGBEACH.ORG](http://DOWNTOWNLONGBEACH.ORG)**