



**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

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

**ECONOMIC DEVELOPMENT COMMITTEE MINUTES**

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

**Voting Present:** Sam Pierzina, Sheva Hosseinzadeh, Sheila Hosseinzadeh, Ingrid Martin, Ashleigh Stone, Graham Gill, Nigel Lifsey  
**Voting Absent:** Justin Wolske, Eric Romero  
**DLBA Staff:** Austin Metoyer, Morris Mills, Kelsey Mader, Justine Nevarez

1. **CALL TO ORDER & INTRODUCTIONS** – Sam Pierzina, Chair  
[Meeting presentation](#). Called to order at 9:02 AM.
2. **ACTION ITEM: Approve minutes from [February 10, 2021](#), Economic Development Committee Meeting**  
**MOTION:** 1<sup>st</sup>: Sheva Hosseinzadeh; 2<sup>nd</sup>: Nigel Lifsey  
**VOTE:** None opposed. Stone abstained. Motion passes.
3. **CHAIRPERSON'S REPORT** – Sam Pierzina, Chair
  - a. Working Group Goal II: Retail Pop-up Presentations
    - i. Nick Griffin, Executive Director, Downtown Center (LA) BID
      1. [DCBID Pop-up Connect Program](#)
        - Metoyer reviewed slides 5-6.
        - This program takes a matchmaking approach built off good relationships with property owners.
        - The lease/terms are decided upon by property owner and tenant.
        - Storefront Billboard Program/ "Art of Retail" utilizes vacant storefronts in Downtown and adds window displays/clings to make the space more appealing. This cost is covered by the Business Improvement District (BID).
          - This is a good option for property owners who are not willing to have a pop-up in their space.
      - ii. Roxanne Lundy, Storefront Manager, Downtown Raleigh Alliance (DRA)
        1. [Downtown Raleigh Alliance Pop-up Grant Program](#)
          - This grant covers one-time purchases which means rent and utilities are considered ineligible items.
          - The first phase is gauging interest among businesses and property owners through the submission of interest forms. After a match is made, the prospective tenant then needs to submit an application and business plan to be eligible to receive grant funding.
          - Lundy clarified that part of the DRA's goal is to provide support for women and minority owned business.
          - Metoyer asked if there are certain types of businesses that DRA is aiming to fill the spaces with.
          - Lundy is interested in creative options. The only restriction is office tenants will not be considered. The property owners will ultimately get to decide the type of business that will be awarded the grant.



**DOWNTOWN  
LONG BEACH  
ALLIANCE**

- Lifsey asked if there have been any other reservations from the property owners other than the lease or the business type. Lundy said those were the main questions from property owners. She noted some property owners wanted to have the option to remove the tenant if someone wanted to sign a longer lease.
  - Sheva Hosseinzadeh asked how many landlords were approached before finding some that were willing to participate in the program. Lundy answered that, out of the six different property owners that have been contacted, only one has said they were not interested.
  - Gill asked if the DRA is helping the pop-up shops with insurance or permitting. Lundy said insurance decisions are up to the property owner, though the DRA helps facilitate these discussions as much as possible.
  - Pierzina asked Lundy if, after their first run at this grant program, the DRA would now require a business license when submitting an interest form. Lundy recommended more thorough questions to weed out people who are not qualified.
- b. Downtown Long Beach Retail Pop-up Program Discussion
- Reviewed slides 10-15.
  - Metoyer noted that the Committee needs to decide on the definition of short term to help define pop-up lease agreements.
  - Pierzina suggested collaborating with Placemaking for the Window Display funding.
  - Lifsey and Gill discussed the types of business who will apply/qualify for these different programs. Lifsey noted that the age of the business may determine what kind of support they are looking for.
  - Lifsey recalled the social justice artwork that was seen throughout Downtown during the civil unrest seen in May and June and asked if DLBA involved with this. Metoyer said there was some level of involvement, though MADE by Millworks did majority of coordinating with artists and Long Beach Arts Council. DLBA helped collect all these wooden panels and had hoped to utilize in a type of display. For now, there are no plans
  - Sheva Hosseinzadeh asked what type of contracts were signed between property owners and pop-up tenants. Lundy shared that the property owners drew up a lease based on a 3-month agreement, provided by the property owner. The tenant and property owner would discuss what happens after that lease ends.
4. Staff Report – Austin Metoyer, Economic Development & Policy Manager
- a. [Long Beach Economic Quarterly Forum “Accelerate Long Beach”](#)
- There will be networking breakout sessions with some panelists and elected officials after the workshop. Mayor and Councilwoman Cindy Allen will be in some of the breakout rooms.
- b. Winter Small Business Workshop Series
- This is the last workshop in the series and will feature Ashleigh Stone and Kena Fuller.
- c. Entrepreneur Education Series
- April 10 – May 15
  - The DLBA is collaborating with the Institute for Innovation & Entrepreneurship on the content. Farmers & Merchants, as a financial

