



**DOWNTOWN
LONG BEACH
ALLIANCE**

MEMBERS:

Sam Pierzina – Chair

Sheva Hosseinzadeh - Vice
Chair

Ashleigh Stone

Eric Romero

Graham Gill

Ingrid Martin

Justin Wolske

Nigel Lifsey

Sheila Hosseinzadeh

STAFF:

Austin Metoyer,
Economic Development &
Policy Manager

Morris Mills,
Research & Public Policy
Analyst

Kelsey Mader,
Executive Assistant

ECONOMIC DEVELOPMENT COMMITTEE AGENDA
Wednesday, April 14, 2021
9:00 AM

[Join Zoom Meeting](#)

Meeting ID: 812 1560 4030

Password:

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

Voting Absent: Justin Wolske, Sheila Hosseinzadeh

DLBA Staff: Austin Metoyer, Mo Mills, Kelsey Mader, Justine Nevarez

1. CALL TO ORDER & INTRODUCTIONS – Sam Pierzina, Chair
[Meeting presentation](#). Meeting called to order at 9:04 AM.
2. **ACTION ITEM: Approve minutes from [March 10, 2021](#), Economic Development Committee Meeting**
MOTION: 1st: Hosseinzadeh; 2nd: Stone.
VOTE: None opposed. No abstentions. Motion passes.
3. Staff Report – Austin Metoyer, Economic Development & Policy Manager
 - a. Entrepreneur Education Series Update
 - Metoyer presented slides 4-5.
 - The Entrepreneur & Small Business Education Series is a 6-week program partnered with California State University Long Beach's Institute for Innovation & Entrepreneurship.
 - This program began last Saturday, April 10, and focused on the value of a business plan which was led by Martin. In total there were about 70 registrants and 40 attendees. The intent is for participants to build upon each week. Those who participate in all sessions are eligible to partake in the PitchFest competition of week 6.
 - PitchFest winner(s) will present at the Economic Development Committee meeting where they will be approved for the grant funding.
 - The Outdoor Dining Reimbursement Program run through Placemaking has opened for applications. This program is designed to complement a similar one at the City and will provide up to \$10,000 in funding for restaurants owners.
 - The DLBA's Economic Profile provides a comprehensive overview of the entire Downtown over the last year with focus in various market segments. It also looks at walkability, parks, education, workforce, etc. and will be presented to the Board of Directors of April 21.
 - Pierzina asked what the intention is for the outdoor dining parklets post-COVID. Romero says this has yet to be determined. Some business owners and business improvement district (BID) leaders that are encouraging this to become a permanent feature, however, there is a lot to consider if making these permanent. In the meantime, City Council has extended this program through June of 2021 thus far.



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- b. Update on City of Long Beach Economic Development Programs – Eric Romero
 - Romero presented information on the [Long Beach Recovery Act](#).
 - The City facilitated over 30 different meetings to help understand potential solutions for restoring the Long Beach economy.
 - One recurring theme was the concern around cutting the red tape, specifically around grants for small businesses and non-profit organizations. Romero and his team are determined to find the best way to make this a more user-friendly process while reducing as many barriers as possible.
 - The City will continue prioritizing racial and economic equity. This includes language access.
 - The Long Beach Recovery Act plan builds on existing plans such as the Blueprint for Economic Development and The Digital Inclusion Initiative.
 - About \$235 million dollars is expected for this program from the federal and state government. Though these funds have yet to be received, plans/programs are already in place so that funds can be spent as soon as they are delivered.
 - Metoyer asked if the City intends to prioritize certain programs to get full funding before addressing other programs that may only receive partial funding. Romero advised that this decision will be made by City leadership, but nothing has been confirmed yet.
 - Gill noted the \$15 million designated to directly go to businesses suggesting it get out as soon as possible while expressing his concern that this amount seems small when looking at the total funding the City is expected to receive. Romero agreed and emphasized the importance of direct funding for businesses. He added that the job of the City extends past simply providing money to those struggling, but also to connect those in need with all other resources available to help alleviate these financial burdens.
 - Metoyer asked about the status of the commercial rent relief program being coordinated out of Development Services. Romero said this is now in Economic Development and is a program with \$30 million designated for relief for residential landlords and tenants. A separate \$1.7 million commercial rent relief program is expected to launch by the end of April and will provide \$4,000 in grants for Community Development Block Grant (CDBG) or low-moderate income areas.
 - Hosseinzadeh and Romero discussed potential solutions to permitting/licensing hurdles.
 - Pierzina asked Metoyer about the status of the \$25,000 check from Waterford designated for the advancement of entrepreneurs of color. The intent is that this will go into the program the Economic Development Committee has already discussed. This donation was made without being asked, so no details have been discussed as it pertains to Waterford's involvement. Pierzina welcomed Rawson and Waterford to present at a committee meeting.
4. CHAIRPERSON'S REPORT – Sam Pierzina, Chair
 - a. Finalize Program Outline for Downtown Long Beach Retail Pop-up Program
 - Referred to [DLBA Retail Pop-Up Program Overview](#).
 - The focus here is on areas within the Property-Based Improvement District (PBID) and more specifically high traffic zones within CDBG areas.
 - Pierzina and Hosseinzadeh suggested shortening the rental terms from 90 days, to 60 or even 30 days. Metoyer noted this may be less favorable for a prospective landlord but is worth looking into.



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- Part of this grant is to provide program support services. This could be regular meetings with Kena Fuller, Fuller Management Corp., or the PACE program directly.
- Pierzina asked if working with Kena Fuller will be a requirement for this grant or if it is optional. Metoyer sees this as a requirement to which Pierzina agreed.
- Lifsey asked if the \$25,000 from Waterford is included. Metoyer clarified that those funds are specially designated for the Entrepreneurs of Color Accelerator Program.
- Pierzina highlighted the timing of when the Entrepreneur series ends and the Pop-Up Program begins. One can lead into the other.
- Metoyer and Pierzina plan to follow up with owners who may be interested in this program (with assistance from Gill and Hosseinzadeh), along with getting a full list of vacant properties for the window-cling program.
- Pierzina suggested targeting locations for window displays rather than allowing property-owners to apply.

5. Old Business
 6. New Business
 7. Public Comment (Three minutes on all non-agenda items)
 8. Adjournment
- Meeting adjourned at 10:04 AM.

NEXT ECONOMIC DEVELOPMENT COMMITTEE MEETING

Wednesday, May 12, 2021
9:00 AM via Zoom

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. 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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Key Points

Details

Action Items

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