



**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

**ECONOMIC DEVELOPMENT COMMITTEE
MINUTES**

Wednesday, April 8, 2020

Start Time: 9 AM

Voting Present: Sam Pierzina, Sheva Hosseinzadeh, Sheila Hosseinzadeh, Justin Wolske, Ingrid Martin, Ashleigh Stone, Seyed Jalali, Graham Gill.

Voting Absent: Mark Dunton

DLBA Staff: Austin Metoyer, Mo Mills, Cherisse Evans, Brice Wildemuth, Kraig Kojian

1. CALL TO ORDER & INTRODUCTIONS – Sam Pierzina, Chair
[Meeting Presentation](#). Meeting called to order at 9:04 am
2. **ACTION ITEM: Approve minutes from [February 11, 2020 Economic Development Committee Meeting](#). 1st: Sheva Hosseinzadeh. 2nd: Martin. None opposed, no abstentions. Gill and Wolske not available on audio for the roll-call vote. Motion carries.**
3. TIME CERTAIN – 9:05 AM
 - a. Kiva Trustee Endorsement: Karina Martinez, Founder & CEO of Avana Creative
 - Wants to give back to the community. Taking on pro-bono clients during the public health crisis.
 - Loan money would be used to bring on an employee to do data analysis as well as take care of computer needs
 - Wants to make PR affordable so small businesses can compete with larger companies.
 - Pierzina asked about the period for the payroll for an employee. Martinez projects an additional employee would work for 3-4 months during this phase to help take on more business.
 - Sheva Hosseinzadeh asked if Martinez had sought any other loans. She has not, this would be the first.
 - Martin mentioned KIVA has raised the max to \$15,000 and asked if Martinez had considered raising her ask. Metoyer answered that the accelerator fund for KIVA is now only offering to match funds for food and beverage businesses. In the current environment he and Martinez felt that \$10,000 was more attainable.
 - Wolske asked about the employee being hired and whether it is for the purpose of working on a specific project or just to expand bandwidth. Martinez said she wants to bring back an employee who she had to let go so she can finish a postponed project.
 - Wolske also asked what projects her company does that have the lowest expenditure with the highest return. Martinez responded that creating press releases and media kits as well and rebranding.

ACTION ITEM: Consider DLBA trustee endorsement for Avana Creative for Kiva Micro-Loan. 1st: Sheva Hosseinzadeh. 2nd: Martin. None opposed, no abstentions. Motion carries.



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4. STAFF REPORT – Austin Metoyer, Economic Development & Policy Manager
a. Business, Programs and Projects Updates

Inclusionary Housing:

- Expecting the proposed Inclusionary Housing policy to go to City Council in mid-May.
- DLBA presented its recommendations for policy changes to Planning Commission in February. From there the following changes were made to the overall policy:
 - Within the affordability requirement, which had been set at 12% of new development units, the original request was for 50% to be moderate income and 50% to be low income. It has changed to 50% moderate, 25% low income and 25% very low income.
 - Start dates were suggested for Submarket: October 1, 2020 and Submarket 2 would have a start date of January 1, 2021. Planning Commission has changed its recommendation to having both areas start October 1.
- DLBA Executive Committee will send a letter requesting that City Council consider postponing any progression of the proposed inclusionary housing policy until more is known about the economic impacts the COVID-19 public health crisis, including a revised policy as part of the larger plan for recovery. The existing proposed policy could be based on data that is no longer accurate/relevant.
- April 15 board will review and approve DLBA stance.

Existing Programs:

- Completed Winter Small Business Workshop, all sessions were well attended with March being the first virtual workshop.
- Entrepreneur series will be postponed until Fall due to the current public health concerns and budget restrictions.
- The Economic Profile to be published this April, is on hold as it is now not relevant. The data collected will likely present a different picture than our current environment.
- Holding off on the annual Downtown resident survey as it was determined to not be appropriate or relevant at this time. Finding people out and willing to take an intercept survey currently is also a challenge. Including anecdotal stories from our small businesses. Business survey may have a new focus based on the impacts of COVID-19.
- August broker mixer will likely be canceled.
- I Million Cups canceled now but may be able to bring this back virtually.
- Some programs hopefully will return by the end of the year, which is the beginning of the new fiscal year.

DLBA Covid-19 response:

- Micro-grant sponsorship: Farmers & Merchant Bank has agreed to reposition \$30,000 of their original \$90,000 investment to use for emergency grants. This will allow 30 small businesses to apply for a \$1,000 grant. Have capped the applications at 35.

Two requirements:

- Attend a mandatory webinar providing an overview of city resources (Thursday, April 9)



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- Follow up session with an SBA advisor.
- Gift Card Giveaway: DLBA is purchasing gift cards from local business and created a daily giveaway on social media to promote businesses that are operating and offers immediate money coming in and ideally more when the card is redeemed.
- Created PSA videos of DLBA Clean and Safe Teams out working in the district. And are beginning to produce some with local business owners to send the message that even though general operations and hours may have changed, Downtown is still open for businesses.
- Launched We're All In This Together resource page on the DLBA website for business, residents and property owners. Also launched an Open For Business page which offers information about specific operations such as hours, pickup and delivery, online gift cards.
- Developed a business impact survey in partnership with Council of Business Association (COBA), the Long Beach Chamber of Commerce and the city's Economic Development Department in order to learn more about the businesses' needs immediately and as we move into a recovery phase. With this partnership, the survey's reach will be city-wide.
- PACE program recreated as a virtual meeting and opened more opportunities. This month there will be 16 timeslots available.

b. [Economic Development Committee Dashboard-March](#)

5. CHAIRPERSON'S REPORT – Sam Pierzina, Chair

**a. COVID - 19 Impact Brainstorming Discussion
What should DLBA be doing to support**

- Metoyer explained the DLBA is looking at the current public health crisis as having three phases:
 - Survival from the beginning of the crisis through to May
 - Stabilization from May to October
 - Recovery from October onward
- What programs and support should be focused on providing to stakeholders (business, residential and property owners)

Jalali reported on the City's response to the crisis:

- Immediately offered deferred payments until Jan. 1, 2021 for the city's micro loan program borrowers.
- Worked with the Economic Development Administration (EDA) the federal agency funding the Long Beach loan program and asked them for some immediate modifications: lower thresholds to \$10,000 and relax the underwriting criteria, creating a new Long Beach Emergency Loan. This required approval from the of the City of Long Beach Economic Development Loan Committee and was adopted immediately.
- There is \$800,000 left in the micro loan program which offers \$10,000 loans, totally 80 loans available of which 20 need to be saved for non-profits (501 c3 only). These are unsecured, 2.44% fixed- rate with deferred payments and no fees.
- There have been 90 inquiries, with 20 applications being submitted and approved. A few more expected in the pipeline.



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- Once the \$800,000 is dispersed, the City will ask the federal agency for an additional 2 million dollars. 20% will be matched by the City which requires approval by City Council.
- No restrictions on how many loans people apply for. The City is encouraging businesses to take advantage of all resources.

Sheila Hosseinzadeh:

- Guiding clients through the SBA disaster loan process. Payroll Protection Program gives small business owners access to capital by providing money for up to eight weeks of payroll, utilities or overhead. Once employers have maintained their staff for a period of time and has followed all the guidelines, the loan will be relieved.
- Must apply with a bank there is a relationship established as of February 15, 2020. There is a list available of lenders that will process loans without having that established relationship. There is a set amount of \$350 billion dollars available for these loans. The asset cap is being lifted to allow more people to apply.
- Access to capital is very important for businesses right now. Wells Fargo has a line of credit available for up to \$100,000 which is an unsecured loan, with no collateral with a 4.99% interest for 12 rolling months.
- Wells Fargo is also offering deferred payments for all loans for up to 90 days.

OTHER RESOURCES:

Graham Gill provided the following links:

- <https://covid19relief.sba.gov/#/>
- <https://www.sba.gov/funding-programs/loans/coronavirus-relief-options/paycheck-protection-program-ppp>
- <https://www.sba.gov/>

Justin Wolske:

- Offering two free programs due to the COVID-19 crisis. The first is for early-stage entrepreneurs: <https://www.eventbrite.com/e/street-fighting-entrepreneurship-for-new-founders-tickets-101937566004>.
The second is for workplace conflict mitigation, and is for Workplace Ed, HR & DEI professionals: <https://www.eventbrite.com/e/cube-method-for-conflict-problem-solving-work-tickets-102115787068>.

What other support are small businesses looking for?

- Martin offered to put together a one-sheet of what resources the California State University of Long Beach is offering
- Gill says business need help applying for PPP loans
- Pierzina asked the committee members to compile a comprehensive list of all capital resources and share this information with businesses on social media.
- DLBA Research Analyst, Mo Mills is compiling a resource information document that lists access to capital at the local, state and federal level which will be shared with the committee.
- Stone is currently working with small businesses that need assistance with filing for unemployment and access to capital. She feels DLBA is a good source of information but people are beginning to be inundated with information right now. SBA information changes and evolves constantly. She says clients also need Human



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Resources support. At the last winter workshop session, she had many questions about the Coronavirus Aid, Relief, and Economic Security (CARES) act.

- Kraig Kojian: DLBA's role is to communicate, mitigate fear and build a road to recovery. Asked the committee to bring feedback to DLBA and act as the eyes/ears in the community.

6. Old Business
 7. New Business
 8. Public Comment (Three minutes on all non-agenda items)
 9. Adjournment
- Meeting adjourned at 11:50 AM'

NEXT ECONOMIC DEVELOPMENT COMMITTEE MEETING

Wednesday, May 13, 2020

9:00 AM

Location: TBD

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



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Key Points

Details

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. 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.