



**DOWNTOWN
LONG BEACH
ALLIANCE**

MEMBERS:

Sean Rawson– Chair

Sheva Hosseinzadeh - Vice
Chair

Ashleigh Stone

Eric Romero

Sam Pierzina

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 MINUTES
Wednesday, May 11, 2022
9:30 AM

This meeting is being held via Zoom Teleconferencing, pursuant to Assembly Bill 361

[Join Zoom Meeting](#)

Meeting ID: 869 1732 9186

Passcode: 998359

Voting Present: Sean Rawson, Sheva Hosseinzadeh, Ashleigh Stone, Ingrid Martin, Nigel Lifsey, Sheila Hosseinzadeh

Voting Absent: Eric Romero, Sam Pierzina, Justin Wolske

DLBA Staff: Austin Metoyer, Morris Mills, Amanda Barrera, Jeremy Ancalade, Justine Nevarez, Michael Berman, Tasha Hunter

Guests: Bradley Bounds II, David Bright, Kena Fuller, Sarem Rem, Elva Garcia, Janine Solano

1. CALL TO ORDER & INTRODUCTIONS – Sean Rawson, Chair
[Meeting presentation.](#) Called to order at 9:34 AM.
2. **ACTION ITEM: Approve minutes from [March 9, 2022](#), Economic Development Committee Meeting**
MOTION: 1st: Sheva 2nd: Stone
VOTE: None opposed. No abstentions. Motion Passes.
3. TIME CERTAIN: City Staff Introductions
 - a. Bradley Bounds, City of Long Beach Development Services Ombudsmen
 - Contact for help on application, permitting, and or inspection processes.
 - b. David Bright, Councilwoman Mary Zendejas Office, Business Liaison
 - Helps with revitalization and recovery of the business community throughout the district.
 - Bright reported that the hearing for JP23 was postponed.
4. CHAIRPERSON'S REPORT – Sean Rawson, Chair
 - a. Check In with Pitchfest Winners
 - i. Saren Rem of Serenity Floral
 - Rem reported she was able to achieve the business goals set with the grant funding and had a very busy 3rd and 4th quarter.
 - Renewing their license is currently in process due to moving.
 - Rem advised she is looking for a location in the future that has a space to host workshops.
 - ii. Janine Solano of Dopey's Doghouse
 - With the help of Fuller, they have been able to increase followers through social media.
 - From July-December 2021, total sales were \$19,300.
 - Solano reported an increase of sales for 2022 compared to 2021 of \$5,241.26 so far.
 - Upcoming plans include launching VIP reward cards and partnering with Glass Bottom Boat for an "All Paws on Deck" event.
 - iii. Elva Garcia of Mariscos El Compa
 - Successfully moved from operating from home to a commercial kitchen at Feels Good Salsa Kitchen operated by Dina Feldman.



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- Now that the pandemic restrictions have lifted, Garcia reports they are growing in different new directions.
5. Staff Report – Austin Metoyer, Economic Development & Policy Manager
 - a. Update on DLBA Economic Development Programs
 - Item moved due to time.
 - b. Introduction of Tasha Hunter, DLBA Business Navigator
 - Item moved due to time.
 6. Update on City of Long Beach Economic Development Programs – Eric Romero
 - Item moved due to time.
 7. Old Business
 8. New Business
 9. Public Comment (Three minutes on all non-agenda items)
 10. Adjournment
Adjourned at 10:32 AM

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.

NEXT ECONOMIC DEVELOPMENT COMMITTEE MEETING

Wednesday, June 8, 2022
9:30 AM via Zoom

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