



**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, May 12, 2021
9:00 AM

[Join Zoom Meeting](#)

Meeting ID: 890 9956 6636

Passcode: 353333

Voting Present: Sam Pierzina, Sheva Hosseinzadeh, Sheila Hosseinzadeh, Justin Wolske, Ashleigh Stone, Graham Gill, Eric Romero, Nigel Lifsey

Voting Absent: Ingrid Martin

DLBA Staff: Austin Metoyer, Mo Mills, Kelsey Mader, Michael Berman, Jeremy Ancalade, Justine Nevarez

Guests: Michael Berne, MJB Consulting; Erin Laetz, Progressive Urban Management Associates (PUMA); Brad Segal, PUMA

1. CALL TO ORDER & INTRODUCTIONS – Sam Pierzina, Chair
[Meeting presentation](#). Called to order at 9:02 AM.
2. **ACTION ITEM: Approve minutes from [April 14, 2021](#), Economic Development Committee Meeting**
MOTION: Sheva Hosseinzadeh; 2nd: Stone.
VOTE: None opposed. Wolske abstained. Romero not present for vote.
Motion passes.
3. Staff Report – Austin Metoyer, Economic Development & Policy Manager
 - a. Update on DLBA Economic Development Programs
 - Metoyer presented slides 4-8.
 - Metoyer reviewed the DLBA's Outdoor Dining Reimbursement Program which is open to restaurants who expanded their outdoor dining options during the pandemic. Expenses incurred from March 2020 through June 2021 are eligible for reimbursement funding. Outreach is underway because few applications have been received so far.
 - If these funds are not exhausted at the close of the applications period, they will be reallocated for other grant opportunities.
 - The Open Streets Survey is live. The intention of this survey is to get a sense of what aspects of Open Streets should be made permanent if any.
 - The Entrepreneur & Small Business Education Series wrapping up with the last workshop scheduled for Saturday, May 15.
 - Overall, there was an average of 36-42 participants in each session. 28 of these participants are eligible to pitch, and about 20 are expected to do so at Saturday's session.
 - Lifsey asked how many will be chosen to present to the Committee. Metoyer said that up to seven will be selected since that is the max who can receive grant funding.
 - Early outreach has begun for the Retail Pop-Up Grant Pilot Program. So far four different property owners are interested in learning more about that program and are potentially interested in participating though details have not been sorted out. All spaces are in the East Village.



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- The DLBA's Economic Development Department budget is being developed and will be approved in August. In June this will be presented to the Committee.
 - i. Economic Development Dashboard
 - b. Update on City of Long Beach Economic Development Programs – Eric Romero
 - The City received details from the money to be received from American Rescue Plan. As expected, \$2 million will be designated for Business Improvement Districts (BIDs)
 - The City focused on community outreach to get input from Downtown stakeholders in advance of getting guidance from the U.S. Treasury.
 - Romero said that, in addition to providing direct funding relief to those in need, the City is also encourage use of other resources as well such as those provided by the County.
 - Financial assistance is only one part of the equation. Technical assistance will also be available which ultimately will lead to more sustainability.
4. CHAIRPERSON'S REPORT – Sam Pierzina, Chair
- a. DLBA Strategic Plan & PBID Continuation Programming Committee Focus Group
 - Michael J. Berne, President, MJB Consulting
 - Brad Segal, President, (PUMA)
 - Segal asked the Committee what they feel the most important work they are doing is.
 - Lifsey specified the two programs mentioned earlier in the meeting: Pop-Up Programs and Entrepreneur of Color Grant Program.
 - Pierzina recalled previous years' focus on new business and new growth whereas last year the Committee was largely recovery focused. Pierzina is hopeful to shift focus back towards new growth that is complimentary to businesses that already exist in Downtown.
 - Romero elaborated on Pierzina's point suggesting the Committee focus on keeping vacancy rates as low as possible, especially in Downtown core.
 - Segal asked if focus has primarily been on small businesses.
 - Sheva Hosseinzadeh and Pierzina said yes, explaining that small businesses are the backbone of Downtown's economy.
 - Lifsey added that small businesses are especially important for the two previously mentioned programs the Committee is focused on this year.
 - Segal asked if anyone in the Committee feels some items/tasks take up unnecessary time.
 - Lifsey and Sheila Hosseinzadeh both feel the committee is run efficiently.
 - Pierzina added that in past years the Committee has been tasked with finding sources of capital to support the grant programs developed by the Committee.



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- Berne asked if there are programs or initiatives used by other PBIDs that this Committee hopes to implement or adopt but is unable due to community/City obstacles.
 - Sheva Hosseinzadeh noted that there are not any examples of programs used by other BIDs that the Committee would like to implement, though she did mention obstacles when working with the City of Long Beach compared to neighboring cities. In short, processes take longer with Long Beach which discourages businesses. Gill agreed.
 - Wolske noted that access to information is not the problem and suggested the organization can shift towards a more guidance-based approach.
 - Lastly, Segal asked what the Committee hopes its focus will be in three years.
 - Wolske hopes to focus on filling spaces to expand Downtown core past its current boundaries.
 - Lifsey mentioned increasing middle/upper income housing options.
 - Pierzina expanded on Wolske's idea of expanding the Downtown core while focusing on connection points throughout the area.
 - Sheva Hosseinzadeh hopes to work with the City for more flexible zoning for retail in Downtown to help prevent more vacancies in the coming years.
 - Gill's concern is specific to office spaces since many businesses discovered people can work efficiently from home. Sheila Hosseinzadeh echoed this idea, adding that her company downsized their office space drastically this year.
5. Old Business
 6. New Business
 7. Public Comment (Three minutes on all non-agenda items)
 8. Adjournment
- Meeting adjourned at 10:03 AM.

NEXT ECONOMIC DEVELOPMENT COMMITTEE MEETING

Wednesday, June 9, 2021
9:00 AM via Zoom

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

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Key Points

Details

Action Items	