



**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  
Justin Wolske

**ECONOMIC DEVELOPMENT COMMITTEE  
MINUTES**

**Wednesday, May 13, 2020  
Start Time: 9:00 AM**

**[Join Zoom Meeting](#)**

**Meeting ID: 843 2256 4648**

**Password: 773328**

**[https://us02web.zoom.us/rec/play/6JYocrj-p2k3HNTDswSDAv4rW467K\\_6shCVKrKEMzEzhUHYGMIDINLUbNuOeXubNpMh7r0k8YRb6bdHI?autoplay=true&startTime=1589385005000](https://us02web.zoom.us/rec/play/6JYocrj-p2k3HNTDswSDAv4rW467K_6shCVKrKEMzEzhUHYGMIDINLUbNuOeXubNpMh7r0k8YRb6bdHI?autoplay=true&startTime=1589385005000)**

**Voting Present:** Justin Wolske, Sheila Hosseinzadeh, Sheva Hosseinzadeh, Sam Pierzina, Graham Gill, Ashleigh Stone

**Voting Absent:** Ingrid Martin, Seyed Jalali, Mark Dunton

**Guests:** Mohammad Hassanpour

**DLBA Staff:** Austin Metoyer, Mo Mills, Cherisse Evans

1. CALL TO ORDER & INTRODUCTIONS – Sam Pierzina, Chair  
Meeting called to order at 9 AM.  
**[Meeting Presentation](#)**
2. **ACTION ITEM: Approve [minutes from April 8, 2020, Economic Development Committee Meeting](#) 1<sup>st</sup>: Sheva Hosseinzadeh. 2<sup>nd</sup>: Sheila Hosseinzadeh. None opposed, no abstentions. Motion carries.**
3. Staff Report – Austin Metoyer, Economic Development & Policy Manager
  - a. FY20-21 Committee & Board Transition
    - Metoyer explained the decision to cancel the Board election for this year as well as the request to keep our current Board and Committees in place for the following year.

**Webinar series-Mo Mills:**

- DLBA will be hosting a series of conversation-based webinars with a guest speaker every Friday from May 22- June 12. Open to all in the Long Beach community.
- May 22: cover perspectives on reopening small business and the changes being
- May 29: retail specific. Visibly affected. Slowly reopening retail ask speakers about their experience in real time.
- June 5 working from home and office space environment.
- June 12 general economic forecast Robert Kleinhenz, economic forecast local LB
- Every Tuesday there will be a standing webinar providing updates and answering questions from the City and SBDC.
- The series will be promoted through a press release this week and will appear on the DLBA website and through social media.



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- b. Economic Development Committee Dashboard
- c. COVID-19 Economic Impact Survey Results **(SLIDES 4-15 Presented)**
  - Metoyer- talked about the purpose of the survey. The main objective was to learn more about what businesses' current needs are and what measures they have taken to secure their business and resources. What support are they looking for? Results:
    - Hardest hit industries: food, hospitality, personal services
    - Economic impact: lack of sales, inability to pay bills/fees/rent.
    - Sole proprietors felt that the resources provided do not apply to their business. These businesses (in particular, personal grooming businesses) may have independent contractors they pay, so they are seeking financial support. Most support available is for businesses with direct employees only.
    - The longer the closures, the less likely they will be able to reopen with full operations. Those in Business Improvement Districts, replied that they were more likely to reopen, knowing their resources.
    - The most requested resources for recovery: relief funding grants, 0%-low % interest loans, delays/reduction of fees (property tax, business license, etc.)
    - Need additional promotion through social media, letting their community know they are open and what services they are offering.
    - Need help with advocacy on the Federal, State, and local level for additional funding resources.
  - Survey ran for one-month April 1-May 1. The environment changed constantly during that month period which effects the responses.
  - DLBA sent 1,000 survey via email and Long Beach Area Chamber of Commerce sent 4,000. The survey was also promoted on social media. Collected a total of 503 responses.
  - CSULB conducted a similar survey during the same timeframe (but open for two weeks). Metoyer presented a consolidated sample of those results. **(SLIDE 16 presented)**.
  - Sheila Hosseinzadeh mentioned that the first phase of relief funding most of the money went to larger corporations and left out small businesses. In the second phase, small businesses will be prioritized.
  - Mo Mills provided the link below to the City's COVID-19 Dashboard:  
<https://app.powerbigov.us/view?r=eyJrIjojMDNmNWw3ZjgtNjA2OS00YTEyLTlhMjUtNTQyMTUjZWw3Yjk5liwidCI6IjMxM2YxMwMzLTQyNjgtNGY2YS04ZDNiLWw3ZTYjMDE4M2U3OCJ9>

4. CHAIRPERSON'S REPORT – Sam Pierzina, Chair
  - a. Reopening Long Beach: Stage 2 Discussion & Support



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- Metoyer: **SLIDES 18-20 presented.** City and counties cannot move forward faster than the State allows.
  - Pierzina asked how many businesses are able to take advantage of reopening with only curbside pickup. Metoyer explained in order to learn more, the DLBA is calling all businesses to find out what their operations will include now that restrictions have been reduced. **Should have a complete list by the end of the day and will share with the committee.**
  - Having the ability to take orders online is a major component to being able to reopen with curbside pickup only.
  - More than likely Long Beach will stay in line with LA County guidelines, as requested by the Governor, but may make their own decisions based on having our own Health Department.
  - Pierzina: At the next meeting, wants the committee to discuss pivoting and identifying new goals that will best support the Downtown community.
5. OLD BUSINESS
  6. NEW BUSINESS
    - Wolske: Conducting one more free training for entrepreneurs starting this Saturday. A few seats still open: <https://www.eventbrite.com/e/street-fighting-entrepreneurship-for-new-founders-tickets-103867494472>
  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 10, 2020  
9:00 AM  
DLBA Conference Room  
100 W. Broadway Suite 120

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

