



**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, June 10, 2020

Start Time: 9 AM

End Time: 10 AM

[Join Zoom Meeting](#)

Meeting ID: 822 4670 8189

Password: 780333

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

Voting Absent: Mark Dunton

DLBA Staff: Austin Metoyer, Mo Mills, Cherisse Evans, Monica Morrill, Broc Coward, Kraig Kojian

- CALL TO ORDER & INTRODUCTIONS – Sam Pierzina, Chair
MEETING PRESENTATION. Meeting called to order at 9:04 AM
- **ACTION ITEM: Approve [minutes from May 13, 2020](#), Economic Development Committee Meeting. 1st: Sheva Hosseinzadeh. 2nd: Martin. None opposed, no abstentions. Gill not present to vote. Motion carries.**
- STAFF REPORT – Austin Metoyer, Economic Development & Policy Manager
 - a. Update on Programs & Announcements
 - 20,000=up to 1500 for damage to store fronts
 - Jalali initial grants 150 K need to coordinate with DLBA/City
 - Weekly resource page is sent out and which includes local go fund me campaign
 - Working from home webinar will be rescheduled. This Friday-Economic outlook from Dr. Kleinhenz and Dr. Flexo—impacts of COVID on small businesses and over econ. Forecast at I I AM.
- CHAIRPERSON'S REPORT – Sam Pierzina, Chair
 - a. Economic Development Committee Short – and Long-Term Goal Setting Discussion
Pierzina's (SLIDE4 PRESENTED):
 - Audit-Door to door, phone or email interview process of Downtown businesses. The City and DLBA have already engaged in this type of engagement so may not be as necessary.
 - Fund-raising efforts (go fund me)
 - Mayor's relief fund coming next week
 - Physical donation boxes around the Downtown for change/cash—not sure how feasible it would be (costs)
 - Silent auction- businesses donate good/service and proceeds go back to local businesses.



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- Insurance claims-businesses have reported problems filing claims and not being covered for “acts of terrorism”. **Stone will has some thoughts to share and connect offline.** Metoyer says they can

work a sending a letter to the Insurance Commissioner on behalf of the committee.

- Create a third grant program dedicated to addressing racial inequity by focusing on minority-owned businesses.

Martin:

- Webinar to help small businesses develop digital marketing strategies. Will run on Facebook Live. There will be a Q & A session included. More information [here](#).
- A transactional website platform launching tomorrow with Uptown businesses. Focused on black-owned business and helping those without access to a website by getting their businesses information out to the public. Even if a business has a website, they can use this platform to advertise. Website link [here](#). **Martin will try to coordinate a zoom call to discuss details further and have something to present at the next meeting.**
- Martin asked if Wolske still has the slide deck he produced that could be presented to banks to try to get grants for minor-owned businesses. Sheila Hosseinzadeh will check with Wells Fargo to see if they would be willing to donate.

Sheila Hosseinzadeh:

- Asked if the DLBA Economic Development Committee can create their own go fund me and promote on our own platforms. Metoyer says we should promote the Storefront Recovery grant program that has already been established. <https://downtownlongbeach.org/resources/>. The funds are directed to Downtown businesses that sustained store front damage. DLBA is actively recruiting contributions from both larger corporations/businesses as well as individuals. The fund was started with \$20,000 from Waterford and Panatoni
- Metoyer offered to work with the DLBA marketing/social media team to promote this donation opportunity on our social media platform to encourage all community members to donate, even small amounts.
- Stone added the adjusting the existing messaging slightly would help make it clear that anyone can donate any amount of money.

Wolske:

- We need to focus on what DLBA does well and create a framework around our efforts. Wolske says we are best at gathering and disseminating information. How do we operationalize the information we have collected and become more effective at fund-raising and pursuing larger donations.
- Sheva Hosseinzadeh asked how to prepare to ask for a large contribution. Wolske answered: you have to present your organization as unique, doing something not already being done. Also need to show what is the return is to the donor (climate based, economic activity, civic-based, etc.).

SheilaHossenzadeh/Jalali:

- We need to focus how we can help right now. Information is changing daily and we need to react quickly and get through this emergency period (immediate) and onto a recovery period (longer-term)
- Jalali also mentioned that businesses are having difficulty getting Police report filed.



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Kraig Kojian-Access to capital:

- CDBG grant program for businesses that were damaged during unrest. Currently there is \$150,000 (\$2,000 in grant money to 75 businesses) and will be creating other programs, which will all have different requirements. BIDS throughout the city will be allowed to best determine how to use those funds.
- DLBA is sharing the information we have gathered with the City to help them consider when they create their own programs.
- The City is committed to helping all businesses were effected (approximately 300-400). As there is an immediate need for cash to get businesses reopened.
- DLBA is actively seeking donations for its Storefront Recovery grant program.

Summary:

- Pierzina suggested meeting every two weeks so more progress can be made on these goals. Evans will work on scheduling the alternating week meetings. A list of goals discussed and actions required can be found [here](#).
 - Minority-owned business grants: Metoyer suggests this should be a longer-term goal as it will take time to develop. Kojian added that it could be funded through the newly established 501c3 and would allow time to raise money. If funds become available sooner, we can identify another 501c3 that can accept the money on DLBA's behalf, such as Long Beach Economic Partnership (LBEP) -city-wide and Everyone In - Uptown.
 - Need to focus on the immediate resources we have in place. Pierzina asked for a consolidated list of current resources to the committee. Mo Mills provided a list found [here](#).
 - OLD BUSINESS
 - NEW BUSINESS
 - PUBLIC COMMENT (Three minutes on all non-agenda items)
 - ADJOURNMENT
- Meeting adjourned at 10:15.

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

NEXT ECONOMIC DEVELOPMENT COMMITTEE MEETING

Wednesday, July 8, 2020

9:00 AM

DLBA Conference Room
100 W. Broadway Suite 120



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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.