



**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
SPECIAL MEETING MINUTES**

Wednesday, June 24, 2020

Start Time: 2:00 P.M.

End Time: 3:00 P.M.

Meeting ID: 839 7096 1099

Password: 834370

Voting Present: Sam Pierzina, Sheva Hosseinzadeh, Justin Wolske, Graham Gill, Sheila Hosseinzadeh, Seyed Jalali

Voting Absent: Mark Dunton, Ashleigh Stone, Ingrid Martin

DLBA Staff: Austin Metoyer, Mo Mills, Cherisse Evans

Guests: Eric Romero

1. CALL TO ORDER & INTRODUCTIONS – Sam Pierzina, Chair
MEETING PRESENTATION. Meeting called to order at 2:08 PM.
2. Staff Report – Austin Metoyer, Economic Development & Policy Manager
 - a. Update on Programs & Announcements (**Slide 2 presented**)
 - To date, \$40,000 raised for the Storefront Recovery Grant (Zwift, Waterford/Panattoni contributions)
 - 85-100 Downtown businesses impacted. To date, 26 applications have been submitted and processed, with more slowly coming in, especially in areas further from the Downtown core.
 - Recipients are receiving a maximum of \$ 1500 and amounts will vary by the amount of damage sustained. Most are receiving the maximum.
 - Many businesses had insurance and are using the grant money to help with their deductible, others are using for actual repairs. Those that sustained more damage are trying to gather as much financial support as possible, even if they have insurance. The claim process has begun for most, but still waiting on repayment.
 - Romero asked how DLBA determined the grant amount. Metoyer explained that applicants were asked for a police report, insurance/deductible size, invoices/receipts, dollar amount of damage.
 - Gill mentioned that boarding up businesses is costly and asked if DLBA would consider offering grants to reimburse those costs/damage to store front by putting up boarding. Metoyer answered that if more funding becomes available, the grant money can go to those businesses, the first priority is to support businesses that were impacted by damage and theft during the civil unrest.
 - Many businesses started their own gofundme campaigns. Pierzina suggested that some businesses that received more than the requested fund amount, may be interested in donating their surplus to this fund.
 - Sheila Hosseinzadeh asked if the committee could help with the outreach to the 85 businesses on the DLBA list to encourage them to apply for the Storefront Recovery Grant. Metoyer sends out emails to local businesses weekly but **will provide the committee with a**



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list of phone numbers to those that have time to help make phone calls.

- Sheila Hosseinzadeh asked if this fund continues to grow, would business owners be eligible to reapply for more funding if their damages were higher than the initial \$1,500 given. Metoyer says this may be a possibility.

Update from City: Romero

- A local painters union has volunteered to help businesses with taking down boards and repainting their stores. As part of the City's COVID-19 response, an emergency operation center was created, with a donation and volunteer team. This list of volunteers will be shared with the painters union so they have the assistance they need to support local businesses.
- Painters union has 50 people plus supplies and are ready to help now.
- There is a city-wide list of at least 290 businesses that were affected.
- Businesses damage assessment form. Determine which pot of funding they are eligible for.
- The City's Economic Development department has started a Restart Small Business fund, providing support to small businesses impacted by the unrest on May 3. It was established with federal funds from the Community Development Block Grant (CBDG) which is administered by their partners at Development Services. There are several restrictions in order to qualify. For more information:
- <http://longbeach.gov/economicdevelopment/small-business-restart-grant-program/>
- Last week Mayor Garcia and City Council initiated the Rebuild Long Beach Relief Fund which includes an additional \$25,000 for Council Districts 1, 4, 6 and 7.
- Businesses can qualify more multiple grants/financial support.
- More financial support may be coming:
 - More Council Districts may opt into the City's Rebuild Long Beach fund.
 - The City has applied for CARES act funding from the State.
 - Some businesses withdrew their applications for the Economic Injury Disaster Loan program (EIDL) which frees up money for those on the waiting list.

3. CHAIRPERSON'S REPORT – Sam Pierzina, Chair

a. Economic Development Committee Goal Setting Update and Discussion

Insurance claims: (Stone has more information)

- Claims must be investigated in order to deny a claim.
- When processing a claim, do not attribute damage to rioting. Use theft and/or damages.
- There do not seem to be wide-spread denials, therefore no need to take action with the Insurance Commissioner.
- A future DLBA webinar could be focused on the topic of insurance. Stone would be available to be a speaker/contributor.



**DOWNTOWN
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Ecommerce Platform: (Martin)

- Recently Metoyer, Pierzina and Martin met with Shirin Sengal, a local entrepreneur who has created a black-owned business online platform. The goal is to humanize businesses by telling their stories. It would also have E-commerce functionality, with the opportunity to sell and promote products/businesses. Senega would like DLBA's help connecting her with local Black-owned business to participate in her website.
- Senegal is creating a second platform "I shop LB" for city-wide shopping. Pierzina mentioned that the committee could lend support by adding geographic filters to this website so that people who want to support certain neighborhoods, can locate businesses by area. She is looking for sponsorships to help her fund this new platform. Pierzina suggests that the committee begin looking into what type of support DLBA can offer. Metoyer says DLBA may be able to offer some funding if next year's budget would allow.

Minority-owned Businesses support:

- Pierzina will have an outlined plan for the next meeting to begin discussing next steps for this goal.

4. Old Business

5. New Business

- Wolske (Caseworx) is launching a new version of their [Street Fighting Entrepreneurship](#) program, a six-week course on July 11. A scholarship is being awarded to one Founder of Color. The landing page will go live on Friday, June 26. There will be another course beginning August 15 and will expand as demand dictates. Price is \$299.

6. Public Comment (Three minutes on all non-agenda items)

7. Adjournment

Meeting adjourned at 2:57 PM.

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

