



**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 MINUTES**  
**Wednesday, June 9, 2021**  
**9:00 AM**

[Join Zoom Meeting](#)  
**Meeting ID: 896 9560 0856**  
**Passcode: 123111**

**Voting Present:** Sam Pierzina, Ingrid Martin, Justin Wolske, Ashleigh Stone, Eric Romero, Nigel Lifsey

**Voting Absent:** Sheva Hosseinzadeh, Sheila Hosseinzadeh, Graham Gill

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

1. **CALL TO ORDER & INTRODUCTIONS** – Sam Pierzina, Chair  
[Meeting presentation](#). Called to order at 9:03 AM.
2. **ACTION ITEM: Approve minutes from [May 12, 2021](#), Economic Development Committee Meeting**  
**MOTION:** 1<sup>st</sup>: Nigel; 2<sup>nd</sup>: Wolske.  
**VOTE:** None opposed. Romero not present for vote. Motion passes.
3. **CHAIRPERSON'S REPORT** – Sam Pierzina, Chair
  - Pierzina and Metoyer reminded the Committee that the Entrepreneur & Small Business Education Series ends with PitchFest winners decided by a panel of judges. Those judges made monetary recommendations for each of the following winners.
    - a. Entrepreneur & Small Business Education Series – PitchFest Presentations
      - i. Dopey's Dog House – Janine Solano
        - Solano [presented her small business Dopey's Dog House](#), a kiosk at Shoreline Village with pet supplies.
        - Pierzina asked what Solano will be paying in rent to which she answered \$700 a month. Pierzina followed up inquiring when she anticipates to break even. Solano expects this to happen after about four months.
        - Wolske and Solano discussed cooling products for dogs in the summer. Dopey's Dog House will offer travel water-bottles/bowls, carriers, popsicles, and protect shoes/pads. Winter will provide accessories for the cold. Wolske followed up by asking about rentals for products that are more expensive. Solano is considering stroller rentals but is unsure about renting merchandise during the pandemic.

**ACTION:** Approved Incubator Award for Janine Solano in the amount of \$10,000.

**MOTION:** 1<sup>st</sup>: Wolske; 2<sup>nd</sup>: Stone.

**VOTE:** None opposed. No abstentions. Motion passes.



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- ii. Mariscos El Compa. – Elva Garcia
- Garcia [presented her family-owned business Mariscos El Compa](#), a Mexican seafood restaurant by the beach.
  - Wolske praised Garcia on her success and the method used to achieve it. However, he advised against moving into a restaurant space because the current business structure is undercutting operating cost. Secondly, large shareable family trays are unique to this business, and this should not be changed to accommodate a restaurant set-up. Lifsey asked for clarification on the intent to transition away from shareable trays if moving into a restaurant or cloud kitchen. Garcia said there is a lot to consider if making this decision so is unsure if/when this would happen.
  - Romero asked when Garcia would like to explore a restaurant or cloud kitchen. Garcia hopes to move this move by August. Romero followed up asking about other sources of income or if Garcia and her partners are dedicated exclusively to this. There are other sources of income, but they are limited due to the pandemic.

**ACTION: Approved Incubator Award for Elva Garcia in the amount of \$5,000.**

**MOTION: 1<sup>st</sup>: Lifsey; 2<sup>nd</sup>: Wolske.**

**VOTE: None opposed. No abstentions. Motion passes.**

- iii. Serenity Floral – Saren Rem
- Rem [presented her business Serenity Floral](#), a floral business that offers workshops on floral design and retail flower sales.
  - Lifsey asked how much she anticipates charging for classes per person. Rem said these will begin at \$85 per person which includes all materials and tools needed for the session.
  - Wolske asked how much Rem predicts the customer base will be retail compared to students/classes. Rem is still developing this information but hopes to teach a couple classes a week with up to 25 students in each.
  - Pierzina spoke to all finalists, but more specifically to Rem, explaining the pop-up shop retail program that will be going live soon and how this may be beneficial in the next steps for their businesses.

**ACTION: Approved Incubator Award for Saren Rem in the amount of \$5,000.**

**MOTION: 1<sup>st</sup>: Wolske; 2<sup>nd</sup>: Lifsey.**

**VOTE: None opposed. No abstentions. Motion passes.**

- Stone asked if any other services will be awarded to the winners. Metoyer said yes, monthly meetings with Kena Fuller for business development services, one-hour legal counseling with Stone, and an opportunity for Kiva loan program.



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4. Staff Report – Austin Metoyer, Economic Development & Policy Manager
  - a. Update on DLBA Economic Development Programs
    - Metoyer reminded the Committee of Progressive Urban Management Associate’s (PUMA) site visit scheduled for June 15-17. During this visit PUMA will be hosting several different meetings/workshops to continue their outreach.
    - Accelerate Long Beach // Space & Technology, June 17 from 10AM-12PM; This is LBEP’s Quarterly Forum and will provide updates on the local economy. A panel discussion on aerospace and new technology companies in Long Beach will take place.
  - i. Economic Development Dashboard
  - b. Update on City of Long Beach Economic Development Programs – Eric Romero
    - Romero spoke about the commercial rental assistance grant that will provide up to \$4,000 to business in low-moderate income areas to cover outstanding rent or rent due in calendar year 2021. This program is targeting businesses impacted by COVID and will be launching this week.
5. Old Business
6. New Business
  - Lifsey and Metoyer spoke about the re-opening of Pine Ave to vehicular traffic. Over the next couple weeks businesses will be asked to take down their parklets. Those businesses looking to transition to permanent structures will be assessed on a number of factors by the City of Long Beach and will be determined which are eligible.
7. Public Comment (Three minutes on all non-agenda items)
8. Adjournment  
Adjourned at 10:04 AM.

**NEXT ECONOMIC DEVELOPMENT COMMITTEE MEETING**

Wednesday, July 14, 2021  
9:00 AM via TBD

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

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