



MEMBERS:
**DOWNTOWN
LONG BEACH
ALLIANCE**

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, July 14, 2021 9:00 AM

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

Voting Absent: Justin Wolske

DLBA Staff: Austin Metoyer, Mo Mills, Kelsey Mader, Kraig Kojian

Guests: Kena Fuller, Maggie Stoll, Crystal Early, Natalie Mumford

1. CALL TO ORDER & INTRODUCTIONS – Sam Pierzina, Chair
[Meeting presentation](#). Called to order at 9:02 AM.
2. **ACTION ITEM: Approve minutes from [June 9, 2021](#), Economic Development Committee Meeting**
MOTION: 1st: Sheva Hosseinzadeh; 2nd: Lifsey
VOTE: None opposed. No abstentions. Martin not present for vote. Motion passes.
3. CHAIRPERSON'S REPORT – Sam Pierzina, Chair
 - Kena Fuller of Fuller Management shared her findings after working with these three businesses. Overall, it was a positive experience.
 - Since these are established businesses, they have a good understanding of their objectives, allowing Fuller to focus on scaling or stabilizing their businesses.
 - One area Fuller analyzed was financials. Looking at financial forecasting she was able to formulate calculations to help account for variants in 2020 but also look at normal practices overall, identifying trends and seasons on an annual basis.
 - Fuller helped coordinate the 25th anniversary for Modica's Restaurant.
 - a. Six-Month Check In with Woman-Owned Business Accelerator Grant Recipients
 - i. Maggie Stoll of Burke Mercantile
 - Stoll's grant funding was allocated to pressing needs which were centered around inventory and inventory management, both financially and physically speaking. She built a small stock room and upgraded her software to include a more in-depth inventory management program which helps assess and categorize inventory.
 - The support received from Fuller Management was very helpful. Fuller helped Stoll to better understand and analyze her numbers which helps properly prepare for cash flow and revenue streams.
 - Stoll learned that the normal calendar year does not benefit her type of business. Instead, she should be on a seasonal fashion calendar which means starting the fiscal year in holiday season since this is the biggest revenue driving season.
 - Future cash flow will be used to implement new marketing strategies.
 - Romero asked what other financial options she is looking at. Stoll explained that in the past she has taken out small loans through Shopify which has a built-in loan program that takes out a percentage of sales throughout the year, but she is hesitant to take on more loans. The pandemic brought on rare accessibility to grants that has proven very helpful.



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- About 70% of Stoll's business remains online. In recent months there has been a slight increase in foot traffic. Appointments were not successful.
 - ii. Crystal Early & Natalie Mumford of 3 Women Vintage
 - Fuller helped set up Early and Mumford with someone who can do payroll, taxes, and accounting all in one, allowing them to focus on the creative aspects of their business.
 - Fuller encouraged 3 Women Vintage to focus on how to increase their revenue, focusing on products outside of the creative, sustainably produced clothing items they are known for.
 - Early and Mumford are looking at a new clothing line that is middle market. This will bring the price down for the consumer and for the business.
 - Hope to be mentors in the future.
 - Early agreed that COVID had a slight positive impact for certain businesses because of the availability of grants. This is the preferred revenue support for 3 Women because of the difficulty to pay off loans.
 - Pierzina asked about foot traffic in past years and the shift to online sales during the pandemic. Mumford shared that foot traffic has picked up, but they don't plan to go back to a traditional brick-and-mortar model because this retail shop is so specific. They've seen success with scheduling appointments.
 - iii. Orsa Modica of Modica's Restaurant
 - Modica not present for meeting.
4. Staff Report – Austin Metoyer, Economic Development & Policy Manager
- a. Update on DLBA Economic Development Programs
 - Presented slides 5-6.
 - DLBA's Personal Care Services and Health & Wellness Grant launched last week and will run through the end of August 2021. \$90,000 in grant funds are available. There is a focus on independent contractors.
 - i. Economic Development Dashboard
 - Presented slide 7.
 - ii. Draft 2021-22 Economic Development Budget & Programs
 - Presented slides 8-13.
 - Metoyer introduced a new opportunity for a Downtown Business Navigator position who would work as a case manager directly with businesses. This will allow Metoyer and Mills to focus on other work.
 - There is potential to create a Downtown Help/Resource Center to provide a space for people to drop in and ask questions. Pierzina asked how the current DLBA office doesn't already satisfy those needs. DLBA administrative staff don't have the expertise in business support, so a more dedicated space/team would help fulfill this need.
5. Update on City of Long Beach Economic Development Programs – Eric Romero
- The City's commercial rental assistant grant is still up and running. Up to \$4,000 available per applicant.



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- There was a soft launch of a new BizCare resource center last week in the Zaferia district, which is an activated center for businesses. Romero added that the City might soon be looking into a second location.

6. Old Business
 7. New Business
 8. Public Comment (Three minutes on all non-agenda items)
 9. Adjournment
- Adjourned at 10:08 AM.

NEXT ECONOMIC DEVELOPMENT COMMITTEE MEETING

Wednesday, August 11, 2021

9:00 AM

HYBRID Meeting

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

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](tel:(562)436-4259), by noon the day prior to the meeting.



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Key Points

Details

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<p>Action Items</p>	