



**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, August 11, 2021
9:00 AM

[Join Zoom Meeting](#)

Meeting ID: 814 1256 0750

Password: 085099

Voting Present: Sam Pierzina, Sheva Hosseinzadeh, Sheila Hosseinzadeh, Ingrid Martin, Ashleigh Stone, Nigel Lifsey

Voting Absent: Justin Wolske, Graham Gill, Eric Romero

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

1. CALL TO ORDER & INTRODUCTIONS – Sam Pierzina, Chair
[Meeting presentation](#). Called to order at 9:03 AM.
2. **ACTION ITEM: Approve minutes from [July 14, 2021](#), Economic Development Committee Meeting**
MOTION: 1st: Sheva Hosseinzadeh; 2nd: Lifsey.
VOTE: None opposed. No abstentions. Motion passes.
3. Staff Report – Austin Metoyer, Economic Development & Policy Manager
 - a. Update on DLBA Economic Development Programs
 - i. Economic Development Dashboard
 - Metoyer presented slide 4 – 9.
 - Personal Cares Services and Health & Wellness Grant launched on July 7th and will run through the end of August. 43 applications have been received to date, some of which are ineligible for a variety of different reasons. Currently under target for independent contractors which includes barber shops, tattoo shops, etc.
 - Pierzina asked why so many applicants have been denied. Metoyer explained that approximately half were either outside the district borders or were not in operation prior to March of 2020, making them ineligible.
 - Entrepreneurs of Color Accelerator Program is scheduled to begin August 31st. This will be called “Launch Long Beach: Entrepreneurs of Color Accelerator Program” and DLBA will partner with the Ubuntu Institute of Learning, the Black Chamber of Commerce, United Cambodian University, Centro CHA, and the Institute. This is expected to be a 16 – 20 week program.
 - Lifsey asked if particular types of businesses are being targeted for this program, including how developed a business might be. Metoyer explained the intent is to hit early concepts, though more established businesses are welcome to apply.
 - The Retail Pop-Up Program has been discussed with property owners in the East Village. Though there is interest in participating in this program, available spaces are being rented by long-term tenants. Metoyer is having to follow up discussions with the new property owners of City Place.



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- The Woman-Owned Business Accelerator Program will be promoted beginning August 23 with an application period of September 15 through October 6.
 - Metoyer and Mills reviewed the updated department dashboards which are now live on the DLBA's website.
4. Update on City of Long Beach Economic Development Programs – Eric Romero
 - Romero was not in attendance, therefore no update was provided.
 5. CHAIRPERSON'S REPORT – Sam Pierzina, Chair
 - a. Introduction to City of Long Beach Business Liaisons
 - i. Heather Kern, Business Liaisons for Personal Care Services
 - Previously the General Manager of MADE by Millworks.
 - Kern's role is to help support beauty salons, nail salons, barbershops, personal fitness, and tattoo shops.
 - Outreach just began and includes visiting businesses to establish contact, inform them of resources available to them and help them with current loans or grant programs available.
 - Kern and Sandoval can provide assistant in certain scenarios when Romero and John Keisler, City of Long Beach Director of Economic Development, aren't available.
 - ii. Jayro Sandoval, Business Liaisons for Restaurants, Bars, and Breweries
 - Sandoval is Kern's counterpart with a focus on restaurants, bars, and breweries and other general food-based operations.
 - Sandoval has been trying to understand what businesses need and is available to tailor services as businesses need.
 - Technical support is one of the most valuable among these businesses seeking help.
 - 15 years in food and beverage and trained chef.
 - Advocate for businesses. Middleman between private and government – alignment.
 - Hosseinzadeh expressed some concerns prospective Downtown business owners face. Kern and Sandoval extended their service to help better understand these obstacles and hopefully create a solution.
 - b. Old Business
 - c. New Business
 8. Public Comment (Three minutes on all non-agenda items)
 9. Adjournment
Adjourned at 9:51 AM.

NEXT ECONOMIC DEVELOPMENT COMMITTEE MEETING

Wednesday, September 8, 2021

9:00 AM via Zoom

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

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