



**DOWNTOWN
LONG BEACH
ALLIANCE**

**Economic
Development**

Committee Members

Sam Pierzina – Chair

Sheva Hosseinzadeh - Vice
Chair

Graham Gill

Sheila Hosseinzadeh

Seyed Jalali

Ingrid Martin

Ashleigh Stone

Justin Wolske

**ECONOMIC DEVELOPMENT COMMITTEE
MINUTES**

Wednesday, August 12, 2020

Start Time: 9:00 A.M.

[Join Zoom Meeting](#)

Meeting ID: 812 1800 6975

Passcode: 246997

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

Voting Absent: Justin Wolske

DLBA Staff: Austin Metoyer, Cherisse Evans, Sam Mehlinger

1. CALL TO ORDER & INTRODUCTIONS – Sam Pierzina, Chair
MEETING PRESENTATION. Meeting called to order at 9:06 AM.
2. **ACTION ITEM: Approve minutes from July 8, 2020, Economic Development Committee Meeting**
1st: Sheila Hosseinzadeh. 2nd: Ashleigh Stone. None opposed, no abstentions. Motion carries.
3. STAFF REPORT – Austin Metoyer, Economic Development & Policy Manager
 - a. Review of FY20-21 Budget (Slides 3-5 presented):
 - Pierzina asked about the costs involved with the new pedestrian sensors. Metoyer answered that there be will an initial \$30,000 required for installation and then an additional \$10,000 annual subscription. We will recover our final payment from the previous vendor which is approximately \$18,000.
 - Pierzina asked if DLBA shortages on revenue next year. Metoyer answered that the budget takes into account some reduction in DPIA assessments/business license fees and overall is fairly conservative, but it is possible to fall under budget on expected revenue, as this department’s main source comes from PBID assessments, which collections for the upcoming year are uncertain.
 - Sheila asked if the CARES Act funds from the City will offer any budgetary relief. Metoyer explained that this money will go directly to the nine BIDS throughout the city. Jalali added that this grant money must go to COVID related programs, not to back fill budget shortages.
 - Jalali says the CARES Act funds that the City will distribute must be spent by the end of 2020, but the City is looking at a possible extension. Most of the money is in the form of grants and cash assistance.
 - Pierzina asked if DLBA had plans on how to utilize these city funds. Metoyer shared some of the staff’s ideas: Expansion of cleaning services due to open streets, branding efforts for open streets or social distancing, purchasing PPE. **Metoyer will share the staff list**



**DOWNTOWN
LONG BEACH
ALLIANCE**

- with the committee.** Gill mentioned helping with the costs of parklets.
- Jalali discussed several grant funds the City currently is offering local businesses: one for damage to businesses from May 31 (up to an additional \$10,000) one for loss of income due to COVID (up to \$2,000), and one for technology-related costs to improve businesses (up to \$2,000). He suggested that DLBA could assist business owners by getting the word out about these grants as well as helping with the application process.
- b. **Dine Out DTLB (SLIDE 6 presented):**
- The new **[Dine Out DTLB](#)** campaign was launched two weeks ago on the DLBA website. Mehlinger added that restaurants were emailed a form that would add them to the map and include their operational offerings and photos. Ads to promote this campaign will be in Long Beach Post, Press-Telegram, Guardian and Gazette. DLBA offers free marketing and collateral for businesses (QR code to print on disposal menus, social media templates with logo and parklet build out resource guide.
 - Mehlinger also shared information on the upcoming Shop DTLB campaign for retail. It will not be a map but will be an online interactive directory by business type, color coded by neighborhood.
 - More versions of this campaign will occur as reopenings in specific business sectors happen i.e. “Work Out DTLB”
 - There has been no feedback yet on increased traffic but making follow up calls this week to make sure businesses are aware of this campaign and direct them the resources available.
- c. **[DTLB Snapshot: Office Market Report](#)** (SLIDE 7 presented):
- Released mid-July. So far there has not been a large decrease in occupancy, but a decrease in leasing activity and absorption. Parking decreases as well. Read full report on the DLBA website and will cover this at the virtual Long Beach Economic Forum.
 - Next snapshot will be on retail in October.
- d. **DLBA Events (SLIDE 8 presented):**
- CSULB/LBEP Virtual Economic Forum. Thursday, August 20 from 10-12 PM. This program is changing from annual to quarterly and focus on different topics each quarter.
 - Virtual Taste of Downtown on Facebook live with a “Staycation” theme on Friday, August 14 from 5-9 PM.
 - Digital Marketing Support program for small businesses- the Long Beach Post will be running this free event.
 - Virtual 1Million Cups with two presenters planned for September 2.
4. **CHAIRPERSON’S REPORT – Sam Pierzina, Chair**
- Rebecca Kauman plans to present at the Special Committee meeting on August 26 at 2 PM. The **[Long Beach Equitable Growth Profile](#)** have previously been shared with the committee in preparation for her presentation. From there the details of the minority-owned business program can be finalized and hope for a soft-launch of this program during this year.



**DOWNTOWN
LONG BEACH
ALLIANCE**

- **Racial Equity and Reconciliation Initiative:** Metoyer reported that City Council shared an update on this report at yesterday's meeting. Economic inclusion and how to address the challenges faced by people of color as business owners and entrepreneurs. Metoyer would like the committee to review this report and think about how to customize this information to fit the needs of Downtown. **This presentation was released and will be sent to the committee today.**
- Pierzina asked the committee to consider for the next meeting what types of prizes could be included in award packages for the committee's minority-owned business grant program, other than monetary support.

5. OLD BUSINESS
6. NEW BUSINESS
7. PUBLIC COMMENT (Three minutes on all non-agenda items)
8. ADJOURNMENT
Meeting adjourned at 9:59 AM

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

NEXT ECONOMIC DEVELOPMENT COMMITTEE MEETING

Wednesday, September 9, 2020
9:00 AM via Zoom

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