



**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

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**ECONOMIC DEVELOPMENT COMMITTEE  
SPECIAL MEETING MINUTES  
Start: 2 PM**

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**Meeting ID: 839 7096 1099  
Passcode: 834370**

**Voting Present:** Sam Pierzina, Justin Wolske, Sheila Hosseinzadeh, Seyed Jalali, Sheva Hosseinzadeh, Ashleigh Stone

**Voting Absent:** Graham Gill, Ingrid Martin

**DLBA Staff:** Austin Metoyer, Mo Mills, Cherisse Evans, Kelsey Mader

1. CALL TO ORDER & INTRODUCTIONS – Sam Pierzina, Chair  
Meeting called to order at 2:05PM
2. STAFF REPORT – Austin Metoyer, Economic Development & Policy Manager
3. CHAIRPERSON’S REPORT – Sam Pierzina, Chair
  - a. Discussion on CARES Act funding and programs/services to support Downtown small businesses  
Pierzina discussed funding from CARES Act: Portion allocated to various BIDs of Long Beach; Largest portion going to DLBA but unsure of what portion of \$1 million – likely in the \$200,000 range per Metoyer and Pierzina
    - Caveats:
      1. Must be deployed before end of 2020
      2. Must be COVID relief related

Ideas for utilizing funding:

- Grant program for restaurants building parklet spaces
- Smaller grants of \$1,000-\$2,000 used to cover rental/mortgage payments for businesses
- Subsidize discounts at restaurants or retailers – The DLBA subsidizes a portion of promotions

Metoyer provided a list of additional funding ideas provided by DLBA staff. Some items on this list are already being addresses by the City

**CARES Act Funds Program Ideas – DLBA Staff**

- Wolske suggested focus on two major areas: 1) Helping businesses with limited visitors via promotions and turning these visitors into lifetime customers. 2) Investing in infrastructural changes (i.e.: barriers, signage, etc.) to prepare for longterm affects. Emphasis on heightened hygiene and spacing measures.
- Stone inquired about parklet cost. Per Metoyer, parklets range from an average of \$5,000-\$15,000 (higher end costs typically are for the



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more permanent structures). Permits expire October 31, but it may be extended by city.

- Stone inquired about the permitting process for personal grooming services wishing to shift to outdoor operations. This particularly affects businesses that utilize an Occasional Occupancy Permit (\$100) for outdoor use. These businesses must also maintain proper insurance coverage which proves difficult when moving operations outside. Stone also mentioned that sanitation standards can be problematic when moving into an outdoor space.
- Stone inquired about the Employee/Independent Contract program as suggested for COVID funds. Metoyer discussed Employee/Independent Contractor Services and the requests for legal consulting on the matter. These types of businesses (i.e.: hair & nail salons/barbers) are looking at how they can restructure their business to take on independent contractors as regular employees.
- Pierzina is in support of a mortgage assistance program, as all businesses have a mortgage. Jalali asked if the grant would go to the landlord. Pierzina answered it likely would. Jalali mentioned that the City has a similar program for residential landlords.
- Wolske asked if the staff ideas listed related to training/webinars would be conducted by staff or require outside support. Metoyer answered that this would likely require outside sources as staff time is limited to their current projects and limited to skill set.
- Of the recommendations on the Staff list, the following are potential programs the committee plans to discuss further:
  - PPE & COVID Preventive Measure Grant/ Distribute PPE Supplies to Businesses: if the City needs additional assistance for the program, they already have in place
  - Grants for Parklet Construction
  - Grants for Rent/Mortgage Payment
  - Grants to Subsidize Cost of Food/Retail Promotion
- Pierzina suggested tabling any action on this topic until the exact amount of the CARES Act funding is known and is distributed to the department. Plan to revisit this at the next Special meeting later in September.

4. OLD BUSINESS
5. NEW BUSINESS
6. PUBLIC COMMENT (THREE MINUTES ON ALL NON-AGENDA ITEMS)
7. ADJOURNMENT  
Meeting adjourned at 2:41PM.

*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**

