



**DOWNTOWN  
LONG BEACH  
ALLIANCE**

**MEMBERS:**

Sean Rawson– Chair

Sheva Hosseinzadeh - Vice  
Chair

Ashleigh Stone

Eric Romero

Sam Pierzina

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, September 14, 2022**  
**9:30 AM**

This meeting is being held via Zoom Teleconferencing, pursuant to Assembly Bill 361

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**Meeting ID: 839 2432 9625**

**Password: 829740**

**VOTING PRESENT:** Sheva Hosseinzadeh, Ashleigh Stone, Ingrid Martin, Justin Wolske, Nigel Lifsey, Sheila Hosseinzadeh

**VOTING ABSENT:** Sean Rawson, Sam Pierzina

**DLBA STAFF:** Austin Metoyer, Amanda Barrera, Justine Nevarez, Michael Berman

**GUESTS:** Cathleen Cleveland, Denise Maldonado, Kena Fuller, Angela Mesna, Wade Martin, Chrissy Cox, Dawna Bass, Sasha Pace, Janine Solano, David Bright

1. CALL TO ORDER & INTRODUCTIONS – Sean Rawson, Chair  
[Meeting presentation](#). Called to order at 9:35 AM.
2. **ACTION ITEM: Approve minutes from [July 13, 2022, Economic Development Committee Meeting](#)**  
**MOTION:** 1<sup>st</sup>: Lifsey; 2<sup>nd</sup>: Martin.  
**VOTE:** None opposed. No abstentions. Motion passes.
3. CHAIRPERSON'S REPORT – Sean Rawson, Chair
  - a. Check-In with Woman-Owned Business Accelerator Grant Recipients
    - The WOBA Program includes a \$10,000 grant divided amongst 5 recipients, a workshop series covering topics that help businesses get set up, and 10 hours of development service and support through 1:1 advisement with Kena Fuller.
  - i. Chrissy Cox & Dawna Bass of Rainbow Juices & Under the Sun
    - Since staffing and employee retention ended up being a main problem during the program, Fuller has helped finetune their employee handbook.
    - The funds helped the business begin participating in the farmer's market.
  - ii. Angela Mesna of District Wine
    - Rather than look for social media marketing like originally planned, the funds were invested into better equipment after taking the social media workshops.
  - iii. Cat Cleveland of Ash Bay Soap
    - Ash Bay Soap has relocated from Broadway to 1<sup>st</sup> street which has increased foot traffic.
    - Recategorizing products in store and online has helped improve sales.
  - iv. Sasha Pace of Vida Plant Shop
    - The location of Vida Plant Shops has moved to East Village Arts District.
    - Pace advised the 1:1 consultation with Fuller was invaluable.
  - v. Denise Maldonado of Confidential Coffee
    - Maldonado has been focusing on creating more events and building connections.
    - Since the program, she has started a small business owner support group discussing problems they are faced with and solutions.
4. Staff Report – Austin Metoyer, Economic Development & Policy Manager
  - a. Update on DLBA Economic Development Programs



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- The DLBA Storefront Recovery Grant is still made available for Downtown businesses.
  - The WOBA Grant application period will be from 9/16-10/7, the committee will review on 10/14 with approval on 11/9.
  - The Summer Mixer had about 70-75 attendees which served as a kick-off for 3 more mixers this upcoming year.
  - 3 events will take place on September 29<sup>th</sup>: The Board & Committee Orientation 8am-10am, Tour of Partake Collective 2pm-3pm, and the Accelerate Long Beach / Navigating the Future of Long Beach 8am-12pm.
5. Old Business
  6. New Business
    - a. Discussion for recommendations for future agenda items, speakers, and presentations.
      - As both Sheila and Sheva will be coming off of the ED Committee, Metoyer urged the rest of the committee to think about stepping into the chair roles.
  7. Public Comment (Three minutes on all non-agenda items)
  8. Adjournment  
Adjourned at 10:22 AM.

### **NEXT ECONOMIC DEVELOPMENT COMMITTEE MEETING**

Wednesday, October 12, 2022  
10:00 AM via Zoom

*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](mailto: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.