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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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: 1st: Lifsey; 2nd: 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 1st 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
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 29th: 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
   Adjoined at 10:22 AM.