



**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

100 West Broadway, Ste 120
Long Beach, CA 90802
T: 562.436.4259
F: 562.437.7850

ECONOMIC DEVELOPMENT COMMITTEE MINUTES
Wednesday, September 8, 2021
9:00 AM

[Join Zoom Meeting](#)
Meeting ID: 886 9335 8092
Passcode: 726660

Voting Present: Sam Pierzina, Sheva Hosseinzadeh, Sheila Hosseinzadeh, Ingrid Martin, Justin Wolske, Ashleigh Stone, Graham Gill, Eric Romero, Nigel Lifsey

Voting Absent: None

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

Guests: Sean Rawson, Waterford

1. CALL TO ORDER & INTRODUCTIONS – Sam Pierzina, Chair
[Meeting presentation](#). Called to order at 9:04 AM.
2. **ACTION ITEM: Approve minutes from [August 11, 2021](#), Economic Development Committee Meeting**
MOTION: 1st: Stone; 2nd: Sheila Hosseinzadeh
VOTE: None opposed. Wolske, Gill, and Romero abstained. Motion passes.
3. Staff Report – Austin Metoyer, Economic Development & Policy Manager
 - Sean Rawson, DLBA Economic Development Committee Chair for fiscal year 2021-22, introduced himself to the group. Rawson sits on DLBA’s Board and is a cofounder of Waterford Property Company which most recently acquired City Place in Downtown.
 - a. Update on DLBA Economic Development Programs
 - Metoyer presented slides 4-7.
 - The Personal Care Services and Health & Wellness Grant closed at the end of August. This program was targeted towards salons, fitness centers, barbers, and other independent contractors who were forced to shut down due to COVID-19 restrictions. DLBA was able to offer some relief with \$90,000 of funding. Applications continue to come in, several of which have been rejected due to applicants not being within the district boundaries.
 - Romero asked if DLBA collected demographic information (race/ethnicity, gender, etc.) on these applications. Metoyer said yes, and that this can be provide to the group. Income and home address location information were not collected.
 - Romero followed up asking for feedback on the application process. Metoyer specified that his goal was to ensure that the application process was as seamless as possible and avoided adding additional burden on the applicant. One downfall of that program was that it was only offered in English. Romero shared that if DLBA plans on administering future grant programs the City can offer access to its language access resources.
 - Gill asked if money for the Personal Care Services and Health & Wellness Grant was tied to the \$5,000,000 from the City designated as support for this same industry. Metoyer clarified that this program and its funding are separate from that of the City’s, adding that it was



**DOWNTOWN
LONG BEACH
ALLIANCE**

- intended to be bridge funding while the City gets its program off the ground.
- The Woman-Owned Business Accelerator Program (WOBA) will launch in September and close in October. This group will approve the WOBA finalists (in November) at its regularly scheduled committee meeting.
 - The Launch Long Beach: Entrepreneurs of Color Accelerator Program aims to help support entrepreneurs of color with businesses in Downtown. DLBA is partnering with Ubuntu Institute of Learning (among others) to help recruit entrepreneurs in Downtown.
 - Romero asked if the cohort size (10) is for Downtown Long Beach specifically or the entire City? Metoyer said this is for Downtown only with funding coming from a donation made by Waterford and Turnbridge for about \$25,000 combined with some CARES Act funding.
- i. Economic Development Dashboard
4. Update on City of Long Beach Economic Development Programs – Eric Romero
- At a recent City Council meeting, Councilmember Mary Zendejas proposed the “Fresh Start Program” which asks the City’s Economic Development department to develop a program that would support businesses that closed during the pandemic but are interested in reopening the same business or a similar.
 - At the upcoming City Council meeting, City Council will consider extending the temporary open streets program through June 2022, along with the outdoor activity permits for parklets on private property.
 - Romero provided updates on the Long Beach Recovery Act programs. Formal guidance was recently provided to the departments, however, the funding received by the City from the Federal Government was less than anticipated. Because of this, certain programs’ funding was cut.
5. CHAIRPERSON’S REPORT – Sam Pierzina, Chair
- a. The 2020 – 2021 Year in Review
- Pierzina reviewed the 2020-21 committee goals on slide 9.
 - Partnerships with the City and various consultants in Downtown helped the committee reach its goals while building a foundation for years to come.
 - Pierzina reminded the committee of the guidance received from Roxanne Lundy of Downtown Raleigh Alliance regarding pop-up shops. Though DLBA’s program hasn’t seen success yet, there has been other success with spaces being leased to more permanent tenants.
 - Pierzina reviewed the WOBA and PitchFest winners throughout the year.
- b. Review of Draft DLBA Strategic Framework - Strengthen existing businesses and encourage entrepreneurship and innovation in Downtown
- Metoyer reviewed the draft DLBA Strategic Plan framework as it relates to the Economic Development committee on slides 10-13. He asked for the committee’s help in identifying partners that can be incorporated into the final strategic plan.
 - Wolske pointed out that the language in the draft Strategic Plans identifies a lot of output but not many outcomes. He asked if there any quantifiable metrics. Metoyer explained that right now framework is in the “what” phase and that the “how” phase will come later.



**DOWNTOWN
LONG BEACH
ALLIANCE**

6. Old Business
 7. New Business
 8. Public Comment (Three minutes on all non-agenda items)
 9. Adjournment
- Adjourned at 10:03 AM.

NEXT ECONOMIC DEVELOPMENT COMMITTEE MEETING

Wednesday, October 13, 2021

9:00 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. 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, by noon the day prior to the meeting.



**DOWNTOWN
LONG BEACH
ALLIANCE**

Key Points

Details

Key Points	Details
	<hr/>
	<hr/>
	<hr/>
	<hr/>
	<hr/>
	<hr/>
	<hr/>
	<hr/>
	<hr/>
	<hr/>
	<hr/>
	<hr/>
	<hr/>
	<hr/>
	<hr/>
<hr/>	
<hr/>	
<hr/>	
<hr/>	
<hr/>	
<hr/>	
<hr/>	
<hr/>	
<hr/>	
<hr/>	
<hr/>	
<hr/>	
<hr/>	
<hr/>	
<hr/>	
<hr/>	
<hr/>	
<hr/>	
<hr/>	
<hr/>	
<hr/>	
<hr/>	
<hr/>	
<hr/>	
<hr/>	
<hr/>	
Action Items	