



**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, September 9, 2020

Start Time: 9:00 A.M.

End Time: 10:00 A.M.

[Join Zoom Meeting](#)

Meeting ID: 860 9577 5578

Passcode: 848725

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

Voting Absent: Ingrid Martin

DLBA Staff: Austin Metoyer, Mo Mills, Cherisse Evans, Kraig Kojian

1. **CALL TO ORDER & INTRODUCTIONS** – Sam Pierzina, Chair
MEETING PRESENTATION. Meeting called to order at 9:05 am
 - Pierzina acknowledged the end of the fiscal year and thanked the committee for their continued service for 2020-21. Jalali will be retiring from the City of Long Beach, Economic Development Department in December and this will be his last meeting. The committee thanked him for his service on the committee and to the city.
2. **ACTION ITEM: Approve minutes from August 12 and August 26, 2020, Economic Development Committee Meetings**
1ST: Sheva Hosseinzadeh. 2nd: Ashleigh Stone. Gill not present to vote. None opposed, no abstentions. Motion carries
3. **STAFF REPORT** – Austin Metoyer, Economic Development & Policy Manager
 - a. **Economic Development Dashboard**
 - b. **Open Streets Evaluation Survey-** Mills (Slide 5 presented)
 - DLBA launched an evaluation survey intended to gain effectiveness of the Open Streets program to date from ground floor businesses (parklets or sidewalks). Also want to learn why some businesses have not participated. DLBA will be providing survey results to City Council.
 - On the City Council agenda for September 15, Mayor Garcia is proposing to keep at least one block on Pine Avenue permanently closed. Metoyer and Mills will get clarity on the exact location.
 - This program was supposed to end October 31 but has now extended to end of the calendar year. The current closures are part of Phase 1. Phase 2 would close Pine Avenue between Third through Fifth Streets. There has been some discussion about making these closures weekends only, but it is very costly to put out and remove barriers, so the decision now is whether to have partial or full closures on a 24-hour basis. The program also plans to expand into other BIDS/neighborhoods.
 - c. **Dine Out DTLB and Shop DTLB campaigns** (Slide 6 presented)
 - d. **City grant programs from CARES Act** (Slide 7 presented)



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Links sent to the committee after the meeting:

[Small Business Transition Grant Details](#)

[Application Form](#)

- Jalali added that the City Manager recently raised the maximum amount of the working capital grant from \$2,000 to \$5,000. Over 40 applications were submitted in the first day. These funds must be spent by December 31, 2020. Businesses can apply for all grants that they qualify for.
 - Sheva Hosseinzadeh asked if there is financial support for those businesses that have been closed for months and are severely behind in their rent payments. Jalali says at the moment the City does not have resources for this. Gill added that the landlords may need to step in and work with the tenants to keep them in place, as it may benefit both landlord and tenant in many cases.
 - Metoyer asked Jalali if he is aware of any plans from the Health Department to help breweries with no kitchen to operate by allowing food to be supplied from restaurants or food trucks. Jalali said the Health Department's position is firm about food being provided on sight. Packaged food may be an option.
 - Kojian reported that at today's Council of Business Association (COBA) meeting, all BIDs were asked to reach out to two bar owners in their districts and gather ideas/feedback for safe ways to reopen, which will be presented to the City. Long Beach Economic Development department is reviewing current restrictions on bars to see if Long Beach has more restrictive orders than the state. Any recommendations on this subject should be to COBA by Monday.
- e. CARES Act Funds (Slide 8 presented)
- [CARES Act BID Brant Program Overview](#)
- DLBA's portion of the CARES Act funds (\$229,000) is based on the two districts it manages and the number of stakeholders.
 - To best utilize these funds, staff is looking at COVID-related expenses already incurred as well as new programs. Funds must be spent by December 14, 2020 and are distributed as reimbursable money to offset expenses, not given up front.
 - Pierzina asked if the Farmers & Merchant Bank sponsorship money received earlier this year could qualify for reimbursement. This money was redirected and used for emergency small grants for COVID-impacted businesses. **Jalali will check to see if this is an eligible expense for reimbursement under this grant program.**
 - Pierzina added that the committee had suggestions for new programs: parklet costs, help with back rent, subsidized promotions. [See list.](#)
 - Jalali reminded the committee that the City grant funds of over \$4 million should be considered first before DLBA uses its funds for similar purposes.
 - **Metoyer will update the committee on the final recommendations for expenditure of CARES Act funding.**
 - Gill asked what financial support businesses operating in office buildings can apply for, such as PPE. Jalali says the grant funds are intended for ground floor businesses. Metoyer added that office



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businesses would not be precluded from funds that the DLBA makes available.

4. CHAIRPERSON'S REPORT – Sam Pierzina, Chair
CARES Act Funds Economic Development Program Discussion
5. OLD BUSINESS
 - Pierzina mentioned that Rebecca Kauman who has been scheduled to present at the last few committee meetings and has had to cancel, will ideally be available to present at the next meeting on October 14.
6. NEW BUSINESS
7. PUBLIC COMMENT (Three minutes on all non-agenda items)
8. ADJOURNMENT
Meeting adjourned at 10:02 AM

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

NEXT ECONOMIC DEVELOPMENT COMMITTEE MEETING

Wednesday, October 14, 2020

9:00 AM via Zoom

