

**ECONOMIC DEVELOPMENT
COMMITTEE
JULY 12, 2023**



**DOWNTOWN
LONG BEACH
ALLIANCE**

I. CALL TO ORDER & INTRODUCTIONS



2. APPROVE MINUTES – June 14, 2023

Action: Approve Minutes June 14, 2023

Roll Call: John Tully, Shane Young, Ashleigh Stone, Courtney Chatterson, Isabelle Bart, Sam Pierzina, ~~Nigel Lifsey~~, Aaron Palmer, Ashley Chiddick

3. STAFF REPORT

3A. Staff updates

Ariel Meza,
Business Navigator
formerly, City of Long Beach -
BizCare
ArielM@dlba.org



3. STAFF REPORT

3C. Past

★ Entrepreneur & Small Business Education Series

2 of 6 awards issued, one in queue

Cohort mixer - 6/28

Request for grant renewal (F&M)

★ Brokers by the Beach Spring

★ LBC Curb Study

★ LB Go Active Hub Activations

★ Smart Cities Data & Privacy

★ UCLA Research

★ The Elemental Shop Grand Opening

July 7



3. STAFF REPORT

3C. Future

- ★ **Brokers by the Beach**
August 9, 6- 8pm
@Taste of Downtown, Waterfront
CCIM partnership



- ★ **Q2 Economic Snapshot: Office**
July 19
- ★ **We Work Open Hours**
July 20
- ★ **Research & Data Analyst position**
August 15 - 30
part-time
- ★ **FY 23-23 Budget**
August - Sept
- ★ **Abar Law Grand Opening**
August 16

4. CHAIRPERSON'S REPORT

4A. Review Homework

Start Date	Goal	Committee Member Name(s)	Category	Task Assignment	Due Date	Completed
	Attraction of new and budding entrepreneurial initiatives; viability/marketing of micro DTLB businesses; development of micro enterprise operations in DTLB		P r o p e r t i s R e s e a r c h	Review DTLB vacant properties	July 12, 2023	
				Assemble contact information of interested properties	July 12, 2023	
				Draft email with request for more information about property, willingness/apprehension to securing short-term lease, and next steps to participate in our program	July 12, 2023	
				Contact property managers, leasing agents, and property owners, when applicable	July 12, 2023	
				Identify top 5 vacant properties, prioritize list based on availability and owner willingness to conduct short-term leases	August 9, 2023	
			R e s e a r c h	Research short-term leases for property (conditions, uses, liabilities, etc.)	August 9, 2023	
				Draft limitations and expectations of short-term leases for property document for ED review	September 13, 2023	
				Identify commercial real estate broker (DLBA Friends) to assist with development & execution	July 12, 2023	
			B r u s e r i e n t s c h	Research short-term leases for business (conditions, uses, liabilities, etc.)	August 9, 2023	
				Research short-term leases for business recruitment (e.g., Sah Josa)	August 9, 2023	
				Draft limitations and expectations of short-term leases for business document for ED review	September 13, 2023	
Start Date	Goal	Committee Member Name(s)	Category	Task Assignment	Due Date	Completed
			R e c r u t i n g s t r a t e g y	Draft recruitment strategic plan (1. qualifying businesses, 2. requirements to participate, 3. marketing/communication plan, 4. pipeline development)	October 11, 2023	
				Draft retention strategic plan (1. assistance/development while in pop-up, 2. transition into long-term lease, 3. assistance/development while in retail)	October 11, 2023	

Review popup task list for:

1. tasks,
2. timeline,
3. people

4. CHAIRPERSON'S REPORT

4B. In-Meeting:

- Speaker series: Vision, Goals, & To-do's
 - Business list
 - Dates/Member
 - Speaker criteria (top 3 things a speaker must have)
- Gift Card report outs: Vision, Goals, & To-do's
 - Business list
 - Dates/Member
 - Report out criteria



4. CHAIRPERSON'S REPORT

4C. Assign Homework:

- Speaker series: Vision, Goals, & To-do's
 - Confirm - Business list
 - Confirm - Dates/Member
- Gift Card report outs: Vision, Goals, & To-do's
 - Confirm - Business list
 - Confirm - Dates/Member
 - Define - Report out criteria (top 3 things a report out must include)

ECONOMIC DEVELOPMENT COMMITTEE

6. OLD BUSINESS

7. NEW BUSINESS

Discussion for recommendation for future agenda items, speakers, and presentations

8. PUBLIC COMMENTS

(three minutes on all non-agenda items)

9. ADJOURNMENT

Next Meeting: August 9 (In-Person)

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