

ECONOMIC DEVELOPMENT
COMMITTEE
MARCH 9, 2022



DOWNTOWN
LONG BEACH
ALLIANCE

I. CALL TO ORDER & INTRODUCTIONS



2. APPROVE MINUTES – JANUARY 12

- Approved November 10 meeting minutes
- Staff Report:
 - Presentation from Emily View of Long Beach Poly Pac Rim Pathway Partnership
 - Metoyer provided an updated on several DLBA Economic Development Programs
 - Metoyer provided an updated on the City of Long Beach’s Economic Blueprint 2.0
- Update on City of Long Beach Economic Development Program
 - Eric Romero provided an updated on the City of Long Beach’s Economic Development programs.
- Chairperson’s Report:
 - Chair Rawson briefly touched upon FY 21-22 Committee Goals. Discussion was held over til next meeting

Action Item: Approve minutes from January 12, 2022, Economic Development Committee meetings

3. STAFF REPORT

3A. Economic Development Program Update

- [DLBA Storefront Recovery Grant Program](#)
 - \$800 - \$1,500 grants made available to Downtown businesses for repairs
- [Entrepreneur & Small Business Education Series](#)
 - April 2 to May 14
 - Educational Workshops and Pitchfest Competition
- [Property Based Improvement District \(PBID\) Renewal](#)
 - Petition Campaign: Jan 1, 2022, to April 15, 2022
 - March 15: City Council Meeting



3. STAFF REPORT

3A. Economic Development Program Update

- **Upcoming Events:**
 - Ethikli Grand Opening Event
 - Saturday, March 19 12 PM – 1 PM
 - 352 E 4th Street, Long Beach
 - Work Evolution Music Studio Launch
 - Monday, March 21
 - 235 E. Broadway, Long Beach
 - Celebrate Downtown
 - Thursday, March 24
 - Lincoln Park 6 PM – 9 PM



3. STAFF REPORT

3B. Review of 2022 Annual Business Survey Results

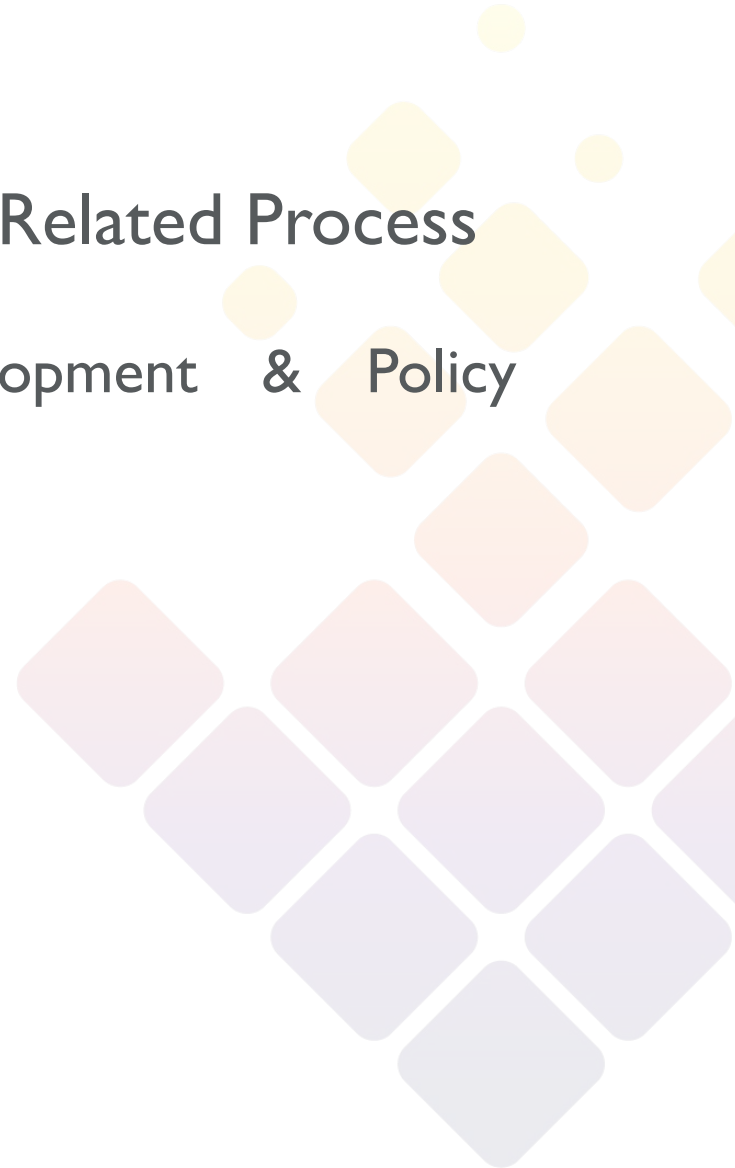
- Mo Mills, DLBA Research & Public Policy Analyst



3. STAFF REPORT

3C. Review DLBA Advocacy & Policy Related Process

- Austin Metoyer, Economic Development & Policy Manager



3. STAFF REPORT

3C. Review DLBA Advocacy & Policy Related Process

Governing Bodies & Documents

Legislative/Policy Committees

DLBA Board of Directors

DLBA Executive Committee

Documents:

DLBA Strategic Plan

DLBA Policy Agenda

Areas of Focus

Housing & Development

Transportation & Mobility

Small Business Support & Regulations

Public Safety and Crime Prevention

Quality of Life

Federal:
Federal Government

House of Representatives
Senate

State:
California Government

Governor
California Assembly
California Senate

Regional:
Los Angeles County

Los Angeles Board of Supervisors
Los Angeles County Metropolitan Transportation
Authority

Local:
City of Long Beach

Long Beach City Council
Long Beach City Departments
Long Beach Commissions

3. STAFF REPORT

3C. Review DLBA Advocacy & Policy Related Process

Statewide Partners

- California Downtown Association
- League of California Cities
- City of Long Beach – Government Affairs
- Long Beach Area Chamber of Commerce
- Council of Business Associations (Long Beach)
- California Business Property Association
- California Association for Local Economic Development

Local Partners

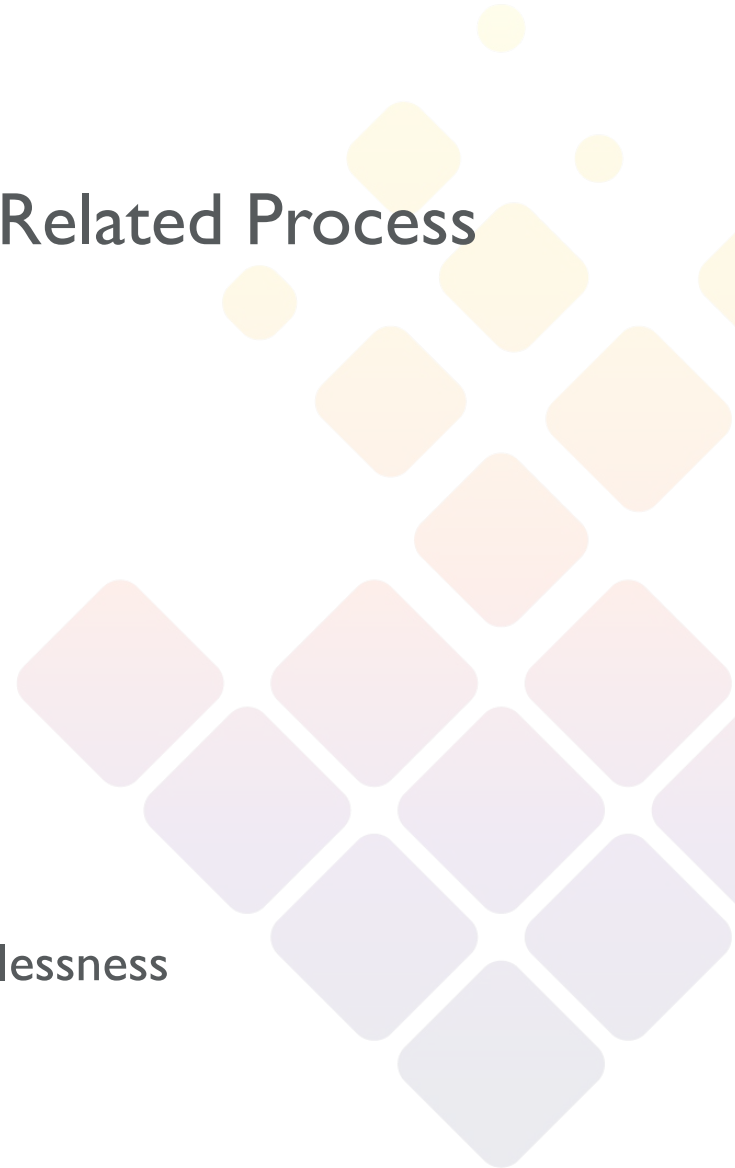
- City of Long Beach – Government Affairs
- Long Beach Area Chamber of Commerce
- Council of Business Associations (Long Beach)

3. STAFF REPORT

3C. Review DLBA Advocacy & Policy Related Process

Examples of Policy Positions

- Downtown Plan (PD-30)
- Inclusionary Housing
- Long Beach Minimum Wage
- Vacant Storefront Tax
- Updates to AUP/CUP
- Support of Development in Downtown
- Declaration of State of Emergency for Homelessness
- Multi-Agency Policing Contract for Metro

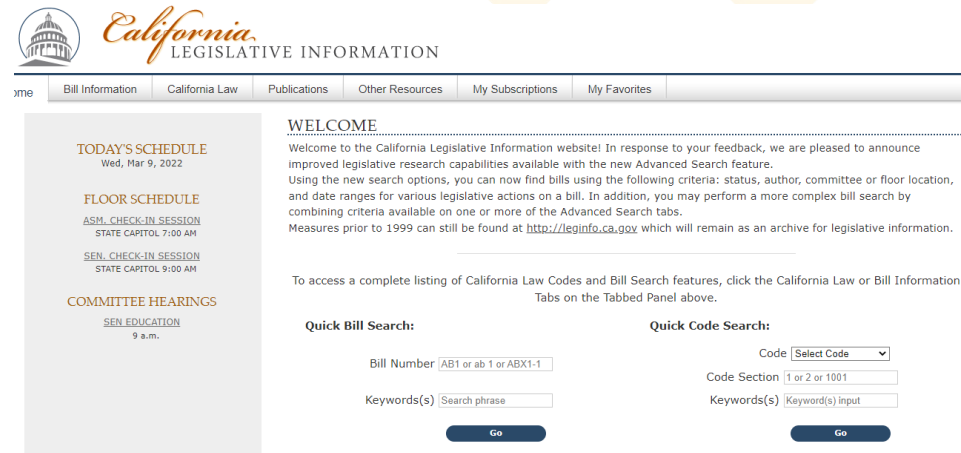


3. STAFF REPORT

3C. Review DLBA Advocacy & Policy Related Process

RESOURCES

- [Congressional Research Services](#)
- [CA Legislative Information](#)
- [Long Beach Legistar](#)
- [DLBA Advocacy Page](#)



The screenshot shows the California Legislative Information website. At the top, there is a navigation bar with tabs for "Bill Information", "California Law", "Publications", "Other Resources", "My Subscriptions", and "My Favorites". Below the navigation bar, the page is divided into two main sections. On the left, there is a sidebar with a grey background containing links to "TODAY'S SCHEDULE" (Wed, Mar 9, 2022), "FLOOR SCHEDULE" (ASM CHECK-IN SESSION STATE CAPITOL 7:00 AM, SEN CHECK-IN SESSION STATE CAPITOL 9:00 AM), and "COMMITTEE HEARINGS" (SEN EDUCATION 9 a.m.). On the right, the main content area features a "WELCOME" message and a "Quick Bill Search" section. The "Quick Bill Search" section includes a "Bill Number" field with the value "AB1 or ab 1 or ABX1-1", a "Keywords(s)" field with the value "Search phrase", and a "Go" button. The "Quick Code Search" section includes a "Code" dropdown menu with "Select Code" selected, a "Code Section" field with the value "1 or 2 or 1001", a "Keywords(s)" field with the value "Keyword(s) input", and a "Go" button.

4. UPDATE: CITY OF LONG BEACH ECON DEV.

4. City of Long Beach Economic Development

- Update from Eric Romero, Business Development Officer



5. CHAIRPERSON'S REPORT

5A. City of Long Beach Economic Blueprint 2.0

Focus Areas

1. Economic Partnerships
2. Engines of Growth
3. Small Business Retention & Attraction
4. Real Estate Development
5. Quality of Life
6. Economic Equity & Inclusion
7. Talent Attraction & Retention
8. Digital Connectivity & Inclusion

Timeline

Feb 7:

- Economic Development Commission

March 8:

- Economic Development & Finance Committee

April 12:

- Long Beach City Council

5. CHAIRPERSON'S REPORT

5A. City of Long Beach Economic Blueprint 2.0

Recommendations

- Support and inclusion of the Office of Equity should be clearly spelled out in throughout the document but specifically in the three focus areas highlighted (Small Business Retention, Real Estate Development, Economic Equity & Inclusion)
- Economic Equity & Inclusion
 - Include additional funding sources for minority-owned business
- Real Estate Development
 - Include a reduction in parking requirements
- Small Business Retention & Attraction
 - Stress the importance of improving the current customer experience with city departments that oversee permitting approvals

ECONOMIC DEVELOPMENT COMMITTEE

6. OLD BUSINESS

7. NEW BUSINESS

8. PUBLIC COMMENTS

(three minutes on all non-agenda items)

9. ADJOURNMENT

Next Meeting: Wednesday, April 13

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