



**DOWNTOWN  
LONG BEACH  
ALLIANCE**

**FINANCE  
COMMITTEE:**

Debra Fixen, Treasurer

Kena Fuller

Jill Harris

Bob Kelton

Hilda Sanchez

**FINANCE COMMITTEE MEETING MINUTES**

**Friday, September 25, 2020**

**10:00 a.m.**

[Join Zoom Meeting](#)

**Meeting ID: 889 8488 5381**

**Passcode: 381357**

**Voting Present:** Debra Fixen, Bob Kelton, Hilda Sanchez, Kena Fuller, Jill Harris

**Voting Absent:** None

**DLBA Staff:** Kraig Kojian, Kelsey Mader, Cherisse Evans

- I. CALL TO ORDER – Debra Fixen, Treasurer  
[Meeting presentation](#). Meeting called to order at 10:02 AM.
- II. **ACTION: Approve [Minutes](#) from July 31, 2020 Meeting**  
**MOTION: 1<sup>st</sup>: Sanchez. 2<sup>nd</sup>: Fuller.**  
**VOTE: None opposed, no abstentions. Motion passes.**
- III. ACCOUNTANTS REPORT: Kevin Dickson - Dickson & Vanzant, LLP
  - a. [Year-to-Date Draft Financial Report through August 31, 2020](#)
    - Dickson presented slides 5 – 8
    - Kojian and Dickson discussed budget revenue and Property Based Improvement District (PBID) projections. As a result of the timeliness of the City of Long Beach’s payment owed for its share of the PBID, DLBA is expected to be approximately \$300,000 over revenue budget at the close of the year.
  - b. [Cash Flow Report](#)
    - Kojian discussed two contracts for services in negotiations:
      1. Prop A: Currently negotiating a short, 90-day extension with hopes this will turn into a two-year extension. This will coincide with the termination of the existing PBID in December 2022. This contract brings in \$245,00 a year. If the contract does not get renewed DLBA knows which services will be cut to compensate for this.
      2. Long Beach Transit Public Restroom: This contract has gone out to RFP, but there are multiple other companies who will be responding as well. This contract is worth a couple hundred thousand dollars a year as well.
    - Fixen added that the remaining balance of the Long Beach Economic Partnership (LBEP) loan has been paid off.
- IV. STAFF UPDATE – Kraig Kojian, President & CEO 30 Mins
  - a. Parking Meter Revenue Update – *Presented slide 10.*
    - The City uses “Sparking” (Smart Parking) to identify usage of street parking for meters. DLBA gets this report daily which Placemaking monitors due to it being 50% of its revenue. Last meeting it was asked why the City has so many expenses tied to personnel.
    - Staff presented detail costs associated with parking meters and credit card transactions.
    - On September 18, 2020 DLBA received the April – May 2020 billing, which reflected a loss of \$8,000. These are the months COVID hit the Downtown the hardest. The City’s maintenance expenditures during these months exceeded the amount of revenue generated.

- Kojian addressed Fuller regarding her previous inquiry on this year's attrition compared to the previous year. *Presented slide 11.*
- b. CARES ACT Update – *Presented slide 13.*
  - Mayor Garcia was successful in lobbying Sacramento for about \$40 million. In addition, the County provided another \$13 million to the City for a total of \$53 million. \$1 million of those funds is dedicated to the Business Improvement Districts (BIDs) throughout Long Beach. The DLBA is expected to receive \$229,390 based on the City's formula for granting funds to each BID; Since DLBA manages two BIDs, it will receive the maximum allowance for each. These are reimbursable funds and are to be directed to COVID related services for March 1 – December 15, 2020.
  - DLBA has submitted a scope of work. Kojian has plans to go over any comments with the City on the afternoon of September 25.
  - Fixen asked if any money will be used to give grants back to businesses. Kojian said perhaps, but the City already has grant programs, and he would like to do something a little different with this funding.
- c. [2019-20 Audit Schedule](#) – *Presented slide 14.*
  - DLBA's books are closing at the end of September. This process will be extended into late October to get all accounts receivable/payable sent out.
- d. Personnel
  - Kojian informed the Committee of DLBA's new hire, David Hughes, DLBA Finance Manager who will begin October 5 and will work with Windes to complete this year's Audit.

V. OLD BUSINESS

VI. NEW BUSINESS

VII. PUBLIC COMMENTS

VIII. ADJOURNMENT

Meeting adjourned at 10:26 AM.

***DLBA 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](mailto: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.