

# DTLB Alliance Governance Committee

February 27, 2025

DTLB Alliance Conference Room



*Mission: Cultivate, preserve and promote a healthy, safe and prosperous Downtown for all.*

# I. Call to Order & Roll Call

Mike Gold

## 2. Approve Minutes: January 22, 2025 Meeting – Mike Gold

**ACTION: Approve Minutes from January 22, 2025 Meeting**

# 3. Chairperson's Report

Mike Gold

## 3. Chairperson's Report- Mike Gold

### 3A. Board & Committee Vacancies

#### i. Board Vacancies

- PBID Standard

## 3. Chairperson's Report- Mike Gold

### 3A. Board & Committee Vacancies

#### ii. Committee Vacancies

- Public Safety (1)\*
- Marketing & Communications
- Governance (2)
- Finance (1)

# 4. Staff Report

Kelsey Mader, General Manager  
Jeremy Ancalade, VP of Finance & Administration

## 4. Staff Report

### 4A. [Board Welcome Survey](#) Results/Review



## What value do you believe the Alliance brings to Downtown Long Beach? (1 being needs improvement, 5 being excellent)

Topic	Rank
Creating a sense of community	3.9
Creating and promoting a unique identity for Downtown	3.9
Promoting visibility and expanding reach of events in Downtown	3.9
Creating educational opportunities for business development	3.8
Advocating on behalf of Downtown streets and neighborhoods	3.7
Ensuring a cleaner and safer Downtown	3.7
Spotlighting the beauty of Downtown streets and neighborhoods	3.6
Connecting businesses with City resources	3.5
Providing aid to unhoused individuals in Downtown	2.9
Other	2.5

### Other:

- Connecting Downtown businesses with one another
- Provide services to assist and expedite new business licenses and permits
- Safety

Please rank (in order of priority) topics you would like to see discussed at Board meetings (with 1 being the highest).

Topic	Rank
Public Safety	2.6
Unhoused Population/ Housing Affordability	3.1
Events	3.1
Business Openings/Retention	3.2
Arts & Small Activations	4.5
Tourism & Hospitality	4.7
Other	6.7

Other:

- Advertising Wayfinding/Parking
- Business license and permit assistance

Please rank the following fields for guest speakers in the order of what you think would be the most helpful at meetings (with 1 being the highest).

Topic	Rank
Law Enforcement	2.9
Economic Development	4.0
Small Business Owners	5.1
Development Services	5.2
Public Works	5.9
Arts & Culture	6.1
Residents	6.5
Tourism & Hospitality	6.5
Community Non-Profits	7.7
Neighborhood Representative Board Members (from within DTLB Alliance)	7.7
Education	8.9
Other	11.4

Other:

- Reps from other BIDS

Please rate your familiarity with the following topics (1 being not familiar, 5 being extremely familiar)

<b>Topic</b>	<b>Rank</b>
Roberts Rule of Order	3.9
Brown Act	3.9
DTLB Alliance Strat Plan	3.5
DTLB Alliance Financial Status/Process	3.5
DTLB Alliance Bylaws	3.4
City of LB DT Plan	3.3
DTLB Alliance DEIA Framework	3.1

## Is there something our Downtown is missing?

- Grocery stores/healthy grab & go options
- Clear parking messaging
- Stronger event advertising
- Connection from Downtown core to Waterfront
- **More events/festivals (3)**
- Moderate/large entertainment venue
- Advertisement outside of DTLB
- Diverse business offerings
- Nothing (6)

## How would you like to contribute/become more involved in DTLB Alliance's Board and/or Downtown?

- Participate in more events
- Participate on a committee
- Public Safety
- Become involved with the development of the Entertainment Zone
- Become more “in the know” of what is happening in DTLB
- Unsure/”However I can” (4)
- Already involved enough (6)

## What do you enjoy most about Downtown Long Beach?

- Walkability (3)
- Small businesses (3)
- Vibes/diversity (6)
- The engaging community
- Discussions about happenings in DTLB
- Restaurants
- The PD-30 Downtown Plan
- Location to water

Based on your experience so far, is there anything DTLB Alliance can do to enhance your experience as a Board/committee member?

- Clearer email communications
- Guidance for officers
- Highlighting non-profits that support DTLB
- At times, overly procedural
- Provide more updates on committee work to Board
- Introduction of a mid-year mixer, with the same feel as the annual holiday mixer



## 4. Staff Report

### 4A. [Board Welcome Survey](#) Results/Review

**Next Steps?**

## 4. Staff Report

### 4B. Overview of Board Recruitment Process



# 4. Staff Report

## 4B. Overview of Board Recruitment Process



## 4. Staff Report

### 4C. Returning Board Service Outreach

- Voting & Non-Voting
- Alan Burks (DPBIA West Gateway) & Denise Carter (At-Large) are both terming off

### Voting Members

Board Member	Current Term Ends
Clay Wood	2026
Silissa Uriarte Smith	2025
Clare Le Bras	2025
Claudia Ayala	2026
Alan Burks	2025
Mark Esposito	2026
Greg Beck	2026
Thomas Mays	2025
Graham Gill	2026
Mike Gold	2025
Micahel Vitug	2025
Sam Pierzina	2025
Shane Young	2026
Amy Chambers	2026
John Tully	2026
Whitney Neal	2026
Isidro Panuco	2025
Denise Carter	2025
Bo Martinez	N/A
Loara Cadavona	2025
Ashley Chiddick	2026
James Turner	2026

## 4. Staff Report

### 4C. Returning Board Service Outreach

#### Non-Voting Members

Board Member	Current Term Ends
Natalie Leighton	2026
Jenny Rivera	2025
Cameron Andrews	2025
Antiono Gallardo	2026
Samantha Mehlinger	2025

## 4. Staff Report

### 4D. [Organizational Calendar](#)



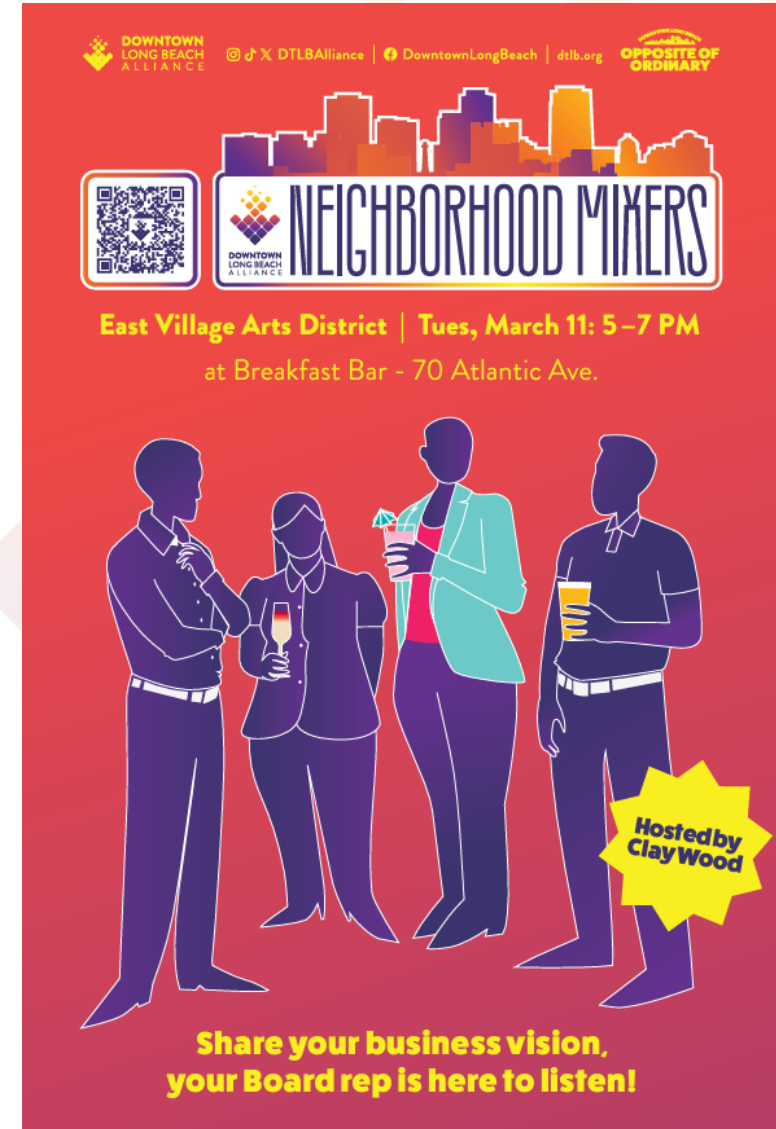
## 4. Staff Report

### 4E. Misc. – Ancalade

#### Spirit of Downtown Award Nomination Form

#### Celebrate Downtown: Spirit of Downtown Award Nominations for the 2024 Calendar Year

Nominations are sought for individuals who have demonstrated outstanding commitment, leadership, and innovation in contributing to the vitality and growth of Downtown Long Beach throughout the year. Deadline to submit nominations is 11:59 PM on Sunday, March 16.



5. Old Business
6. New Business
7. Public Comment
8. Adjournment

**NEXT GOVERNANCE COMMITTEE MEETING:  
February 26, 2025**