

# DTLB Alliance Governance Committee

August 28, 2024

DTLB Alliance Conference Room



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

# I. Call to Order & Roll Call

Sam Pierzina

## 2. Approve Minutes: July 24, 2024 Meeting – Sam Pierzina

**ACTION: Approve Minutes from July 24, 2024 Meeting**

# 3. Chairperson's Report

Sam Pierzina

## 3. Chairperson's Report- Sam Pierzina

### 3A. Board & Committee Vacancies

#### i. Anticipated Board Vacancies (FY25)

- (a) DPBIA North East Village
- (b) PBID Standard

## 3. Chairperson's Report- Sam Pierzina

### 3B. Programming Committee Chair & Vice-Chair Recommendations

- i. Economic Development
  - Chair: John Tully
  - Vice-Chair: Shane Young
- ii. Marketing & Communications
  - Chair: Claudia Ayala
  - Vice-Chair: Samantha Mehlinger
- iii. Placemaking
  - Chair: Greg Beck
  - Vice Chair: Jenny Rivera
- iv. Public Safety
  - Chair: Reverend Antonio Gallardo
  - Vice-Chair: TBD
- v. Special Events & Sponsorships
  - Chair: Clay Wood
  - Vice-Chair: TBD

## 3. Chairperson's Report- Sam Pierzina

### 3B. Programming Committee Chair & Vice-Chair Recommendations

**ACTION**: Recommend to the Executive Committee, programming committee chairs and vice-chairs as recommended by staff



# 4. Staff Report

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

## 4. Staff Report

### 4A. Board Seat Assignments for Fiscal Year 2025

#### i. Executive Committee Composition

**Chair: Sam Pierzina**

**Past Chair: Denise Carter**

**Chair-Elect: Mike Gold**

**City Representative: Bo Martinez**

**Member 5: Amy Chambers**

**Member 6: Alan Burks**

**Member 7: Ashley Chiddick**

**Member 8: Graham Gill**

**Member 9: Silissa Uriarte Smith**

## 4. Staff Report

### 4A. Board Seat Assignments for Fiscal Year 2025

#### i. Executive Committee Composition

**ACTION**: Recommend to the Board of Directors, five candidates to serve on the Executive Committee alongside the Chair, Past Chair, Chair-Elect, and City Representative, for a one-year term, beginning no sooner than October 1, 2024 and expiring upon the election of a new Executive Committee in FY26.

## 4. Staff Report

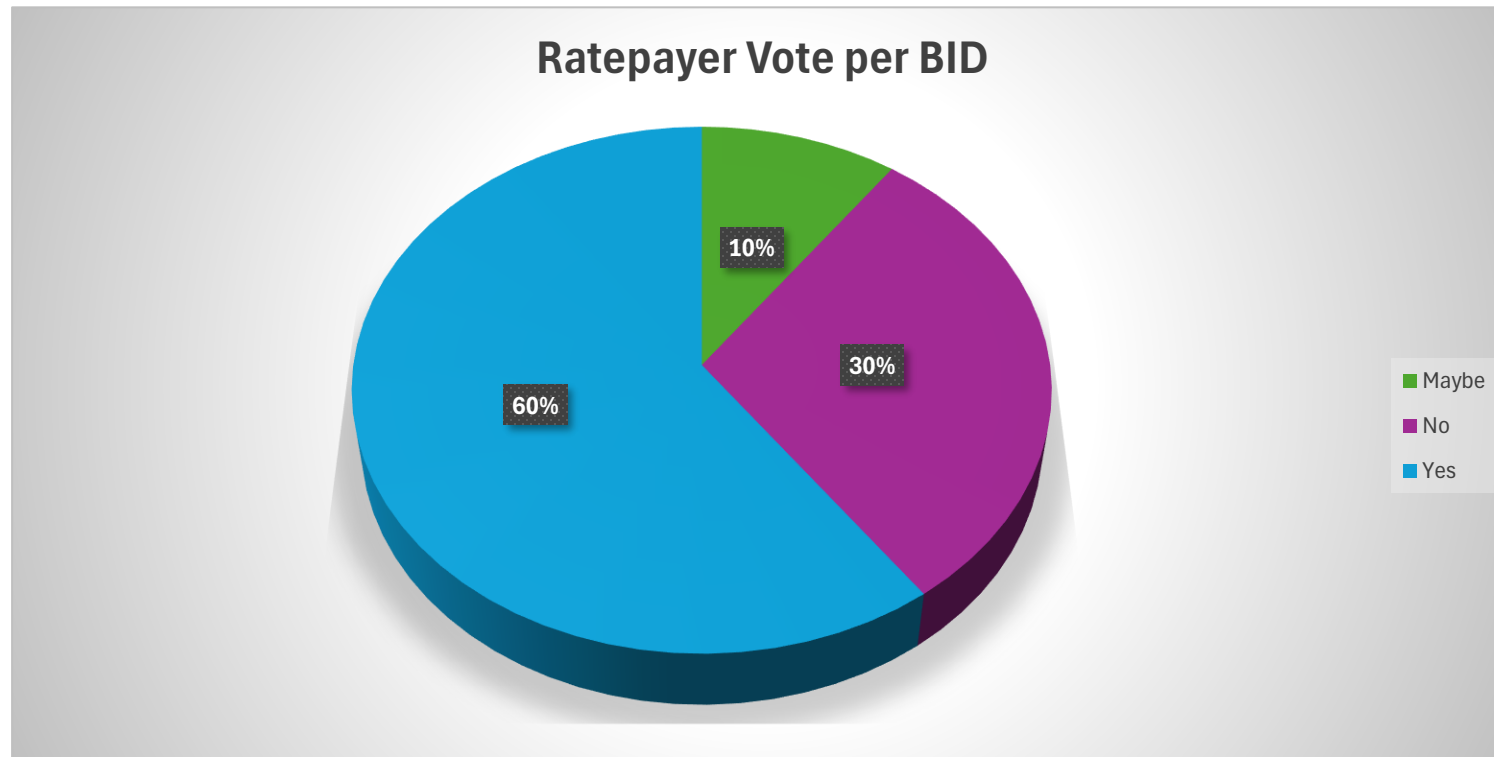
### 4A. Board Seat Assignments for Fiscal Year 2025 ii. Officers of the Board

## 4. Staff Report

### 4B. BID Board Election Process Research - Mader

## 4. Staff Report

### 4B. BID Board Election Process Research - Mader



# 4. Staff Report

## 4C. Board Exit Survey - Mader

BID	Ratepayer Vote?	If yes, turnout:	If yes, cost:	Budget	# of Ratepayers
DTLB Alliance - DPBIA	Yes	2%	\$3,500.00	750,000	1,300
DTLB Alliance - PBID	Yes	2%	\$6,500.00	4,00,000	3,300
Belmont Shore Business Association	Yes	20%	0 (electronic)	397,600	120
Zaferia Business Association	Yes	"Very poor"	\$3,000.00	145,414	480
Bixby Knolls	No	NA	NA	445,000	1,000+
Fashion District - Los Angeles	Yes	17%	\$2,200.00	5,688,049	4,000+
San Jose Downtown Association	Yes	5%	\$3,000.00	5,535,614	2,000+
Downtown Sacramento Partnership	No	NA	NA	5,700,000	490
Downtown Long Angeles Alliance	No	NA	NA	7,800,000	2,000+
Hollywood Partnership	Maybe	Contest vote only	TBD	7,820,000	?



## 4. Staff Report

### 4C. [Board Exit Survey](#) - Mader

# 4. Staff Report

## 4D. Misc. – Ancalade



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

**NEXT GOVERNANCE COMMITTEE MEETING:  
September 25 @ 9AM – IN-PERSON**