

GOVERNANCE COMMITTEE MEETING MINUTES

Wednesday, September 23, 2020

10 AM

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Meeting ID: 828 5343 4255

Passcode: 973249

Voting Present: Alan Pullman, Jeremy Harris, Sheva Hosseinzadeh, Allison Kripp, Griselda Suarez

Voting Absent: None

DLBA Staff: Kraig Kojian, Cherisse Evans, Kelsey Mader, Monica Morrill, Sam Mehlinger

CALL TO ORDER and INTRODUCTIONS – Alan Pullman, Chair
Meeting called to order at 10:01AM.

1. APPROVE MINUTES

ACTION: Approve Minutes from [August 26, 2020 Meeting](#)

MOTION: 1st: Hosseinzadeh; 2nd: Kripp

VOTE: None opposed, no abstentions. Motion carries.

2. CHAIRPERSON'S REPORT – Pullman

A. Review Board and Committee Vacancies

i. Review recommendations for Board vacancy: DPIA East Village

- East Village seat remains vacant. The DLBA has reached out to the East Village Association (EVA). The head of the EVA is interested in helping but has yet to provide candidates.
- Debra Johnson's departure from Long Beach Transit leaves a vacancy on the Board and Executive Committee. Since Long Beach Transit owns the property in that area, it was recommended to explore the option of offering this seat to another Long Beach Transit employee. **Kojian will follow-up.**
- Pullman brought up addressing diversity and inclusion in outreach for the Board and committees and incorporating this into the Strategic Plan.

ii. Committee vacancy

- Economic Development (1)
 - A recommendation from Austin Metoyer, DLBA Economic Development Manager, is expected to be presented to the committee in October.
- Public Safety (2)
 - Broc Coward, DLBA COO, is working with Denise Carter, Public Safety Committee Chair, on filling these vacancies.
- Events & Sponsorships (1)
 - The DLBA recently received Romeo Garcia's resignation. Staff will work with Committee Chair, Laurie Gray, to fill vacancy.
- Pullman asked about the process for the Governance Committee in the appointment of the vacant Executive Committee seat. Kojian answered that the Governance Committee does not appoint anyone, but rather approves suggested candidates for committees.
- Pullman and Kojian clarified, to be eligible for the Executive Committee, one must have served on the Board for at least one year, making all current voting members on the Board eligible to fill this seat.



DOWNTOWN
LONG BEACH
ALLIANCE

Governance Committee

Alan Pullman – Chair

Jeremy Harris

Sheva Hosseinzadeh

Allison Kripp

Griselda Suarez

- Hosseinzadeh asked Kojian if any previous Board applicants are candidates for either position on the Board. Evans replied that none of the applicants fit the requirements for either vacancy. The committee discussed the option of these applicants serving on a committee rather than the Board.

3. PRESIDENT’S REPORT – Kraig Kojian

A. Review Timeline to Update Strategic Plan & Renew Property Based Improvement District (PBID)

- Kojian says the DLBA has allocated enough funding from this year (2019-20) and next year (2020-21) to cover the costs of these projected projects. No moneys need to be taken from the 2021-22 budget. An RFP needs to be submitted, as this is required for anything over \$99,000. One consultant will serve as lead project manager.
- The Strategic Plan might include an office and retail study. Currently there is no office or retail strategy in Downtown. This is not included in the current budget. Kojian considered adding housing into the Strategic Plan but feels that the City is already doing a good job of addressing this.
- Pullman asked Hosseinzadeh what the return on investment of doing this study would be for Downtown. Hosseinzadeh said it could do two things: First, it identifies certain types of businesses that are lacking in the Downtown. Second, it acts as a marketing tool to figure out how to target those lacking businesses that we want in our Downtown.
- Kripp asked if COVID-19 has created a more enticing environment for new businesses to open. Hosseinzadeh said landlords have not adopted that mentality yet and suggests they should do more to help but so far have not.
- Kojian reminded the committee of Diversity, Equity, and Inclusion (DEI) and its incorporation into the Strategic Plan which will serve as a foundation for the PBID renewal. Pullman asked if renewing the PBID coincides with the DPIA. Kojian answered that it does not, as the DPIA renews annually so long as most stakeholders do not wish to dissolve it.
- Kripp requested to see survey data to better understand the makeup of the DLBA Board. Kojian requested she follow up with the specific information she would like.

4. OLD BUSINESS

5. NEW BUSINESS

- Suarez announced Long Beach Gives, encouraging the community to join the Arts Council, and thanked the DLBA for its donation of \$2,500. Suarez noted the importance of art during the pandemic.
- Per Suarez’s request, Kojian reminded the committee about the staff change in Placemaking. Mariah Hoffman provided her notice to Kojian and is to be replaced with Stephanie Gonzalez who was previously the Placemaking intern at DLBA. Suarez also suggested replacing her seat on the Placemaking Committee with the Art Councils’ Public Art Manager.

6. PUBLIC COMMENT (three minutes on all non-agenda items)

7. ADJOURNMENT

Meeting adjourned at 10:59AM.

NEXT GOVERNANCE COMMITTEE MEETING:
Wednesday, October 28, 2020
10 AM
Location: ZOOM
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 s, and its requirement that public commissions, boards, councils, and public agencies conduct business openly.

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