



**DOWNTOWN
LONG BEACH
ALLIANCE**

Governance
Committee

Debra Fixen – Chair

Alan Pullman

Allison Kripp

Griselda Suarez

Jeremy Harris

Staff

Broc Coward, COO

Kelsey Mader,
Executive Assistant

GOVERNANCE COMMITTEE MEETING MINUTES

Wednesday, April 27, 2022

8:00 AM

This meeting is being held via Zoom teleconferencing pursuant to Assembly Bill 361.

[Join Zoom Meeting](#)

Meeting ID: 878 0321 5824

Passcode: 700532

Voting Present: Debra Fixen, Alan Pullman, Griselda Suarez

Voting Absent: Allison Kripp, Jeremy Harris

DLBA Staff: Broc Coward, Kelsey Mader

1. CALL TO ORDER and INTRODUCTIONS – Debra Fixen, Chair
[Meeting presentation](#). Called to order at 8:08 AM.
2. APPROVE MINUTES
ACTION: Approve Minutes from [April 6, 2022 Meeting](#)
MOTION: 1st: Pullman; 2nd: Suarez.
VOTE: None opposed. No abstentions. Motion passes.
3. CHAIRPERSON'S REPORT – Fixen
 - A. **Board & Committee Vacancies**
 - i. 2021-22 Board
 - (a) PBID Standard (1)
 - (b) Advisory (2)
 - These vacancies will remain for the duration of the fiscal year.
 - ii. 2021-22 Committees
 - (a) Special Events (1)
 - (b) Public Safety (1)
 - (c) Marketing & Communications (1)
 - Fixen encouraged the committee to continue outreach to help fill these openings.
 - The group discussed membership fees for those who don't live/work in the district.
 - Coward noted that this is referenced in the Bylaws but there is not much information available. Essentially, a business can pay a fee to be included in some of the benefits of the organization. This, however, is not defined. Some other business improvement districts (BIDs) in Long Beach do something similar. Fixen and Coward would like the group to discuss this in greater detail at the next meeting to help define the process.
 - Suarez noted that this concept is comparable to the process of the Chamber and Convention and Visitors Bureau which both also have membership and are business focused.

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- Committee members are finishing up the last outreach efforts for Board members who are eligible to return for another term on the Board.
- Suarez asked how DLBA advertises and educates stakeholders regarding who holds the seat that represents their neighborhood. Coward shared that this information is relayed through a variety of different DLBA communications but a main one is the monthly newsletter that features a Board member.
- Mader noted that at the beginning of an elected Board member's term (DPIA and PBID seats), a mailer is sent to all stakeholders announcing who will hold each of these seats. A short bio is included.
- Suarez suggested these Board members visit the businesses within the neighborhood they represent to introduce themselves, possibly accompanied by a DLBA staff member or Executive Committee member.

C. Board Application Review:

- Mader reviewed each of the applications for the candidates listed below. There is still time for applicants, so there may be more candidates to review later.
 - [Jane Gould](#)
 - [Nathan Laskar](#)
 - [Shane Young](#)

4. STAFF REPORT – Broc Coward, COO

A. Board Election Update – Kelsey Mader

i. Interview Date(s)

- Mader reviewed optional dates to hold these interviews, suggesting 4-8 hours be reserved. The Committee likely will meet on the 26th and/or 31st.

B. Misc.

5. OLD BUSINESS

6. NEW BUSINESS

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

8. ADJOURNMENT

Adjourned at 8:47 AM.

NEXT GOVERNANCE COMMITTEE MEETING:

May TBD

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. E-Mail correspondence regarding agenda items can be directed to 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.