



**DOWNTOWN
LONG BEACH
ALLIANCE**

EXECUTIVE COMMITTEE MEETING MINUTES

Thursday, March 7, 2019

Starts: 8 AM

Ends: 10 AM

DLBA Conference Room

100 W. Broadway, Ste. 120, Long Beach, CA 90802

Voting Present: Tony Shooshani, Ryan Altoon, John Keisler, Toliver Morris, Alan Pullman, Allison Kripp, Debra Fixen, Laurie Gray

Voting Absent: Silvano Merlo

DLBA Staff: Kraig Kojian, Broc Coward, Cherisse Evans, Kevin Dickson (Dickson & Vanzant, CPA)

1. CALL TO ORDER and INTRODUCTIONS – Tony Shooshani, Chair
Meeting called to order at 8:06 am.
2. SECRETARY REPORT - Allison Kripp
ACTION: Approve Minutes from the [February 7, 2019 Executive Committee Meeting 1st](#): Pullman 2nd: Morris. None opposed, no abstentions. Motion carries.
3. FINANCIAL REPORT: [Year-To-Date through January 31, 2019](#) – Debra Fixen, Treasurer and Kevin Dickson, Dickson & Vanzant LLP
4. CHAIRPERSON'S REPORT- Shooshani [Meeting Presentation](#)
 - A. Organization Transitional Planning Task Force Update – Ryan Altoon, Chair ([SLIDE 7 Presented](#))
 - Organization and Transition Planning Task Force, comprised of current and past Board members, some of which have been through the PBID renewal process before and will bring institutional knowledge. The Task Force is reviewing the PBID renewal process and will determine the ideal timing to initiate it, or before 2022 when this Management Plan terminates. Some members will be reviewing the strategic plan: Vision 2020 as well as the Executive Agreement and any organizational/succession planning that may need to occur. Will bring recommendations to the Executive Committee and Board of Directors in the next 90 days.
5. PRESIDENT AND CEO REPORT – Kraig Kojian
 - A. Report Governance Committee ([SLIDE 9-10 Presented](#))
 - 4,000-5,000 interest post cards are going out this week. They will be given a link to the Board Election Landing Page where anyone

can fill out an interest form and bio. Current Board members whose seats are up for re-election this year will be contacted by Governance Committee members to determine their interest in continuing to serve on the Board. Current committee members may be solicited to determine their interest as well. Interviews are scheduled to be held in May. In the meantime, potential candidates are encouraged to get involved in the organization by attending meetings and/or events. The election will be supported by social media and a press release. If anyone knows of anyone interested let Kraig and/or DLBA staff know.

B. Downtown Development Corporation Task Force Update

- In the first meeting with consultants from MIG and Turning West, the Task Force went over the values of the organization as well as the what the expectations and challenges will be for this committee. Next steps for meeting #2 will be established in the next day or two. Alan Pullman will serve as the chair for this Task Force. There will 3-4 meetings, concluding in June and bringing recommendations back to the Executive Committee and Board of Directors.

C. Discuss Annual PBID Assessment Adjustments for 2019-20 (SLIDES 13 -24 Presented)

- At the next meeting (April 11th), this Committee will be taking action and make recommendations to the Board in April.
- DPIA: DLBA assessments will match the percentage that the city increases Business Licenses fees. This is based on a CPIA of 3.8% from January 2018 to January 2019. We will know more about what the city's planned increase will be in April.
- PBID management plan is voted on by stakeholders (commercial and/or residential property owners). The 10-year budget cannot exceed a 5% increase. We have stayed under 5% every year. A tri-county CPI (Riverside, Orange and Los Angeles) is used as a barometer to assess adjustments on a yearly basis (January-January). We will look at the next 3 years to get us to the end of the PBID.

PBID REVENUE:

1. ENVIRONMENT (Clean, Safe and Beautification) =64.1%
2. ECONOMY (Marketing, Events, Economic Development) =25.1%
3. ADVOCACY AND ADMIN= 10.8%

PARKING REVENUE:

1. CAPITAL IMPROVEMENT/PUBLIC REALM=50%
2. MARKETING= 50%

- Contracted service revenues are a surplus that goes back into the operations for Clean and Safe. There are administrative costs that need to be factored in.
- Tickets sales/sponsorships are surplus go back into events and marketing.

- Review of four different scenarios: no increase, 1%, 3% 5%. Question about whether we could vary the percentage each year, rather than the same percentage for three years.
- Budget needs to end up cost neutral. Want to see what the percentage would need be to achieve cost neutrality. Will try an exercise with a 4% increase the first year and vary the rate the following years so we can flat line the revenue. Look at “other sources” to determine what of that is fixed and what is variable.

Kojian thanked those who attended the Council meeting and/or signed letters in support of the Los Angeles Angels.

6. NEW BUSINESS

- Pullman-IDA West Coast Urban Forum in March
- Morris--Extra floor opening in The Hubb and at 90% occupied.
- Vancouver trip with ED from city met with entrepreneurs from VC, MAPLE conference Tech,
- DLBA/Studio III installing side walk decals (50 decals) this month with Studio III. Public Realm committee conducting surveys to get feedback on 6-month pilot and will assess if we move forward in future.
- Portuguese Bend opening end of March/beginning of April before Grand Prix

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

8. ADJOURNMENT

Meeting adjourned at 9:20 am

NEXT SCHEDULED EXECUTIVE COMMITTEE MEETING:

April 11, 2019

8:00 am

DLBA Conference Room

100 W. Broadway, Ste. 120 Long Beach, CA 90802

Mission: Cultivate, preserve and promote a healthy, safe and prosperous Downtown