



**DOWNTOWN
LONG BEACH
ALLIANCE**

EXECUTIVE COMMITTEE MEETING MINUTES

Thursday, July 9, 2020
Starts: 8 AM

[Join Zoom Meeting](#)

Meeting ID: 865 1755 1629
Password: 146877

Voting Present: Silvano Merlo, Alan Pullman, Debra Fixen, Allison Kripp, Ryan Altoon, Tony Shooshani, Loara Cadavona, John Keisler

Voting Absent: Debra Johnson

DLBA Staff: Kraig Kojian, Broc Coward, Austin Metoyer, Cherisse Evans, Steve Be Cotte

1. CALL TO ORDER and INTRODUCTIONS – Silvano Merlo, Chair
MEETING PRESENTATION. Meeting called to order at 8:03 AM.

2. SECRETARY REPORT - Allison Kripp

ACTION: Approve Minutes from [June 11, 2020 Special Executive Committee Meeting](#)

MOTION: 1st: Shooshani. 2nd: Altoon.

VOTE: None opposed, no abstentions. Keisler not present to vote. Motion carries.

3. TREASURER'S REPORT- Debra Fixen, Treasurer

Year-To-Date through May 31, 2019 (Draft)

- Kojian mentioned that the financial report includes variances with explanations for each department.
- DLBA is operating under a revised emergency budget for the remainder of the fiscal year. Kojian does not think the organization has felt the full effect of the COVID crisis in terms of the budget.

4. CHAIRPERSON'S REPORT- Merlo

A. Governance Committee Report- Alan Pullman, Chair

- Pullman reported that currently there is a possibility of three candidates that will be interviewed by the Governance Committee this month for the vacant DPIA- East Village. The committee will hear a report about those interviews at their next meeting on July 22.
- Kojian added that at the last Governance Committee meeting there had been an in-depth conversation about Diversity Equity and Inclusion (DEI) amongst our Board and committee members and the need to determine where we are lacking in this respect. The Board is represented by geographical areas and there has also been an emphasis on selecting candidates from a wide range of business sectors and expertise. In addition, we need to also consider other factors to ensure racial and gender equality.
- Kojian reached out to the International Downtown Association (IDA) seeking examples from other organizations that are playing a progressive role in addressing social issues related to organizational recruiting. He has also had individual conversations with some

current Directors who are eager to work on ensuring that our Board accurately represents the diversity of our community.

- The Governance Committee will have continued discussions on this topic to identify best practices and will present their recommendations to the Executive Committee as we look ahead to the creating the next Strategic Plan.

5. PRESIDENT AND CEO REPORT – Kraig Kojian

A. **FY2020-21 Draft Budget** Review

SLIDES 12-16 PRESENTED

- The Draft Budget process had been delayed by a few months while the organization waited to learn what the effects of COVID and the civil unrest would have on our stakeholders. Today's presentation of the draft budget will allow the Board and Executive Committee four weeks to review and will then take action at the August 6 Executive Committee meeting, making its recommendation to the Board on Aug. 19 for their consideration. The budget will then go to City Council for approval.
- Within the budget narrative, objectives have been identified and aligned to the DLBA strategic plan.
- At the June 17 meeting ,the Board approved 3% increases for both the DPIA and PBID, which are reflected in the draft budget as well as a reduction in projected parking meter revenue by approximately \$25,000.
- Events/tickets/vendors revenue has been eliminated for next year's budget. With the uncertainty of COVID, there will be no planned public events for 2021.
- Factoring increase of costs to conduct business, and with the additional 3% in DPIA and PBID and the reduction of revenue in parking meters and elimination of events, FY 2020-21 revenue is nearly equal to what was approved for the FY 2019-20 budget (approximately \$4.5 million).
- Merlo asked how confident we are in collecting similar revenue next year. Kojian explained that the PBID revenue amount is fairly reliable as property taxes will be paid at some point and assessments collected. DPIA and Parking Meter revenue is less certain, but the organization can adjust expenses as needed based on the collections received.
- Altoon asked if making virtual events paid events was a consideration in order to add revenue. He serves on the Urban Land Institute (ULI) Board which has transitioned to an online platform for informational/instructional events and have national attendance. Kojian does not see financial benefit based on the previous two virtual Taste of Downtown events the DLBA produced. There was not a strong enough following, which takes time to build, to pursue sponsorship funding. We can add more money into the programming budget - if we think we can deliver events to the community later in the year.
- Altoon asked about the timing needed to plan for events, if next year events become an option. Kojian explained that securing sponsorship funds happens six months to a year ahead of an event. Programming begins three to six months out and then one month is needed for promotion.
- Admin Budget: employee parking has been moved from Rent to Personnel as paid parking is an Employee Benefits. Also, accounting costs were taken out of Professional Services and will be used instead to elevate the bookkeeping role to a Finance Manager. DLBA is actively recruiting for this role.
- Special Events Budget: No projected revenue generated from events. \$85,000-\$90,000 will remain in the programming budget as seed money in the case that there are event opportunities during the year.

- Operations Budget: Kojian will provide the committee with a cost breakdown for the deployment of Clean and Safe Team services, which are reported every three months following the calendar year. This is in line with PBID collections which funds these services.
- Kripp asked how the details of the Strategic Plan will be developed and adjusted based on the COVID crisis. Kojian says that the Strategic Plan will act as the foundation for the Property Based Improvement District (PBID) renewal a year later. The organization will be seeking a consultant to work simultaneously on both the Strategic Plan and PBID renewal (2022). It is unknown how social distancing/health orders will affect the process of outreach to our stakeholders.
- Pullman asked if money had been budgeted for organizational diversity training. Kojian answered that funds for such a program would come from advocacy, deferred revenue from the previous year and/or and reserves, as necessary.
- Altoon added that diversity training program costs could come from the Conferences, Travel, Education line item. He also asked for clarification on some of the new breakdowns/sub GL codes in the budget and Kojian explained that this was done to show more specific budget allocations than had been presented in last year's budget.
- Kojian says staff will present their budget to their committees over the next month. We will be addressing all questions from committees and Board members before the August 6 Executive Committee meeting.

B. Updates

CARES Act Funds:

- Keisler gave an update on the Federal funds that were granted to Long Beach. Federal CARES Act provided \$150 billion to local governments to help cover costs incurred dealing with the COVID crisis response. Larger cities got direct allocations, while cities under 500,000 in population get fund allocations from the State on a pro-rata population basis. Long Beach just received \$40 million from the State of California. At the City Council meeting on July 14, the City Manager will bring a set of recommendations for spending these funds. There are many unbudgeted COVID-related costs such as the 1,500 daily free COVID tests that this money will help with. Approximately one quarter of the \$40 million will go towards grants to businesses and nonprofits/ Business Improvement Districts (BIDs) to help with costs of COVID recovery, personal protective equipment (PPE) and other supplies needed to meet health guidelines. Some money will also go the Health Department. \$1 million will go to the ten BIDs across in the City and will be dictated by Federal grant guidelines. BIDs will be allowed the opportunity to weigh in on how those funds should be used. There is an additional \$3.6 million allocated for small businesses grants that will be distributed city-wide to those businesses impacted by COVID. These grants may be given in smaller amounts in order to share the money with all in need, especially in areas that are not supported by BIDS.
- Kojian mentioned upcoming meetings with Council Districts 1 and 2 to discuss this fund allocation agenda item and the work DLBA and other BIDs have done during the challenges of COVID. Mayor Garcia has recognized the hard work put in as a collective body.
- Keisler says that the Council of Business Associations (COBA) and the Long Beach Area Chamber of Commerce have had a major impact on getting these funds available for the BIDs.
- Keisler also mentioned that the City has set aside \$250,000 for grants to support businesses that sustained damage/losses during the civil unrest on May 31. The City is still trying to secure an additional \$1 million more for this program, separate from the CARES Act. The City recently submitted a grant request to the Economic Development

Administration which would provide \$2.4 million in emergency loans for small businesses that need access to affordable loans with favorable rates, once the grant money has distributed.

Parklets:

- Kojian talked about the parklet prototype project that Pullman had been instrumental with on Pine Avenue. Kojian recently spoke with Mayor Garcia and the City Manager about the delays in the Open Street program and asked for their assistance in moving this forward, especially with the new restrictions on indoor dining. They took immediate action and restaurants that applied, received the needed K-rails the same day. 15-17 parklets went up recently in Downtown and more are in the queue. Keisler added that 31 parklets went up last weekend city-wide.
- Cadavona asked about the timeframe for the Federal moneys to be distributed. Kojian answered that the criteria for allocation still needs to be determined, based on Federal guidelines. He also explained that the CARES Act money the City has received needs to be spent by the end of the fiscal year.
- Cadavona also asked about the Opens Streets campaign and whether it is a temporary or permanent opportunity for businesses. Kojian answered that this program is slated to end by Oct. 31 which is aligned with daylight savings time. There will be a need to continue to watch what the health orders call for, but if this program is successful and as long as businesses are providing safe environments, the City may choose to extend this program. A permanent parklet program does exist, and some businesses may opt to take that route.
- Kripp asked if DLBA is eligible to apply for both funds that Keisler talked about (the \$1 million for BIDs and the other \$3.6 million for small businesses). Kojian answered that there is not a process to apply yet for the money that is planned for the BIDs. The addition \$3.6 million in funding has not been secured yet so that process is still unknown.
- Pullman asked for clarification on the CARES Act money allocation. Kojian explained that Mayor Garcia and City Manager Tome Modica have already brought recommendations to City Council, which will meet on Tuesday, July 14 to approve.
- Kojian also added that parts of the Open Streets program is eligible for grant funding made by the Long Beach Community Foundation. The process is not finalized, but it should provide approximately \$175,000 to distribute amongst the BIDs for businesses participating in the Open Streets program.

C. **Organizational Dashboards**

6. OLD BUSINESS
 7. NEW BUSINESS
 8. PUBLIC COMMENTS (three minutes on all non-agenda items)
 9. ADJOURNMENT
- Meeting adjourned at 9:07 AM.

NEXT SCHEDULED EXECUTIVE COMMITTEE MEETING:

August 6, 2020

8 AM

Location: TBD

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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