



**DOWNTOWN  
LONG BEACH  
ALLIANCE**

# EXECUTIVE COMMITTEE MEETING MINUTES

**Tuesday, July 9, 2019**

**Starts: 8 AM**

**DLBA Conference Room**

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

**Voting Present:** Silvano Merlo, Tony Shooshani, Allison Kripp, Debra Fixen, Toliver Morris, Ryan Altoon, Alan Pullman, John Keisler

**Voting Absent:** Laurie Gray

**DLBA Staff:** Kraig Kojian, Broc Coward, Cherisse Evans

**Guests:** Kevin Dickson

1. CALL TO ORDER and INTRODUCTIONS – Tony Shooshani, Chair  
Meeting called to order at 8:08AM [Meeting Presentation](#)
2. SECRETARY REPORT (Slide 2 presented) - Allison Kripp  
**ACTION: Approve Minutes from [June 6, 2019 Executive Committee Meeting](#)**  
**1<sup>st</sup>: Pullman. 2<sup>nd</sup>: Altoon. None opposed, no abstentions. Keisler not present for the vote. Motion carries.**
3. TREASURER'S REPORT (Slides 3-4 presented) - Debra Fixen, Treasurer and Kevin Dickson, Dickson & Vanzant LLP [Year-To-Date through May 31, 2019 \(Draft\)](#)
  - Parking revenue is currently under budget by \$126,804 based on the Broadway and 3<sup>rd</sup> Street construction and the removal of parking meters. Expenses are less than budget by \$331,916= a net saving of \$205,113. Still awaiting the new multi-space meter installation, which should have been in June. DLBA will be discussing the proposed costs as well as proposed revenues with the City. There is not any complete data yet for the City to share. DLBA has asked to not be charged for the cost of installing the meters (approximately \$125,000). The City is considering this request but has not committed yet.
  - A one-time payment of \$256,000 due to an accounting error the City recognized was posted last year and carried over to this year's management plan. Of that, \$100,000 was set aside (\$20,000 per department) for marketing which is now being held in order to compensate for the shortage of parking meter revenue.
4. CHAIRPERSON'S REPORT (Slide 5 presented) - Shooshani
  - A. Report on Board Slates Returned to Date
    - Votes submitted from 2018-19 are to-date as compared to the entire cycles of 2016-17 and 2017-18.
    - July 17 is the deadline to vote, just over a week away.
    - DPIA votes are not weighted, a simple majority is needed
    - PBID votes are weighted by number of parcels owned
    - Next steps: Governance committee will tally votes and select Programming Committee Chairs and Vice-Chairs to recommend to the Executive Committee for approval on August 1. Terms begin with the new fiscal year, October 1.

## 5. PRESIDENT AND CEO REPORT (Slides 8-18 presented)– Kraig Kojian

### A. FY2019-20 Draft Budget Review

- The Executive Committee will have between now and the next committee meeting on August 1 to review the management plan and recommend for approval at the Board of Directors meeting in August. From there it will go to City Council for approval.
- There is little change in projects/programming for next year and remains consistent with the Strategic Plan. Committees have reviewed proposed programming for their departments relative to next year's budget. Kojian can align each program with the specific Strategic Plan objective.
- 3.5% increase for PBID and 2.7% increase for DPIA which is consistent with the City's CPI. The FY 2018-19 FY budget was revised when the one-time payment from the City of \$256,000 was received.
- The Administrative budget is a pro rata share of all personnel costs. Each staff members' salary is divided by the time spent in each department.
- Research, Development & Advocacy does not have any personnel costs.
- Economic Development: grant money does not come out of the department's budget, but from sponsorships. Staff time and administrative costs have not been included in the cost of running the grant programs. If those costs can be identified, this could become the DLBA's contribution to these programs.
- Marketing has been outsourced with vox. magenta. DLBA will evaluate this agreement towards the end of the year. Jennifer Arenas is the in-house social media and digital marketing manager.
- Events: Live After 5 will be reduced to seven months of the year, rather than twelve. This will ease the budget and allow time for staff to work on developing sponsorships. Will also evaluate other events such as the Pow!Wow!/KCRW closing party to determine if it will be included in next year's budget. May combine SAM and Live After 5 for next year. Taste of Downtown vendors were encouraged to participate in all three events, receiving a 50% share of ticket revenues vs 40/60 or 45/55 share for a fewer event commitment. This year we had less sponsorship but more participation which helps off-set the costs. Epic Entertainment costs have been applied to the personnel line item since we do not have an event manager on staff.
- Operations: Will be increasing homeless outreach hours. Utilizing feedback received from Celebrate Downtown and Public Safety Survey. Added a restroom kiosk at the Transit Center. Friday and Saturday will have added Safety Ambassadors hours for four summer months. Routes are reviewed annually with Block by Block but can be adjusted in between as needed on a temporary basis. DLBA had the kiosk in Bixby Knolls prior to Taste of Downtown Pine, handing out information and free tickets. They also staffed the event.
- \$100,000 contract with City of Long Beach (Prop A) for maintenance on transit corridors expired and was renegotiated for \$200,000 for 2018-19. Another \$50,000 was identified for services that can be provided. FY 2019-20 will be budgeted for \$200,000 again with a potential extra \$50,000. Currently, the transit corridors being maintained in this contract only include First Street. DLBA is looking to add Pacific and Long Beach Blvd corridors as well. Also want to include the Convention Center in the business improvement district services. The City initially did not want it included as they were planning to contract their own services separately and this did not come to fruition. The Convention Center creates a demand on services and should be included when boundaries are extended during the PBID renewal. Fixen asked about including the Waterfront/Shoreline Village as well. Kojian says it can be included in a contract proposal as long as it doesn't require taking away services from existing districts.

- Altoon asked about the budget and the plan to save over the next three years to cover the PBID renewal. This will come out of Advocacy budget.
- PBID (general benefit) revenues cover any services above and beyond what the City provides. There is some overlap (1%) between what the City and DLBA provides so 1% of the overall budget must be outsourced/funding has to be found to cover this 1%.
- Kojian encourages the committee reach out to him with questions about the draft management plan between now and the next Executive Committee Meeting on August 1, when the committee will finalize its amendments in preparation for it going before the Board of Directors at the August meeting.

B. Miscellaneous Updates

i. Discuss Council District I Forum

City Council tonight will announce a special election in November for the vacancy in the First Council District. Shooshani and Kojian will meet with each candidate, introducing DLBA and its role in the Downtown community. This is important as the new Councilmember will have a seat on the DLBA Board. DLBA is not advocating or endorsing any candidate.

6. OLD BUSINESS

7. NEW BUSINESS

- Kripp asked about the process for new, incoming Board Members. There will be an orientation prior to October 1.

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

9. ADJOURNMENT

Meeting adjourned at 9:11 AM

**NEXT SCHEDULED EXECUTIVE COMMITTEE MEETING:**

**August 1, 2019**

**DLBA Conference Room**

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

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

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