



**DOWNTOWN
LONG BEACH
ALLIANCE**

EXECUTIVE COMMITTEE MEETING MINUTES

Thursday, September 3, 2020

Starts: 8 AM

[Join Zoom Meeting](#)

Meeting ID: 813 6024 4392

Voting Present: Silvano Merlo, Alan Pullman, Debra Johnson, Debra Fixen, Ryan Altoon, Loara Cadavona, John Keisler

Voting Absent: Tony Shooshani, Allison Kripp

DLBA Staff: Broc Coward, Kraig Kojian, Steve Be Cotte, Cherisse Evans, Mo Mills, Kelsey Mader

Guests: Kevin Dickson, Dickson & Vanzant Accounting

1. CALL TO ORDER and INTRODUCTIONS – Silvano Merlo, Chair
[MEETING PRESENTATION](#). Meeting called to order at 8:02AM.

2. SECRETARY REPORT

ACTION ITEM: Approve Minutes from [August 6, 2020](#)

[Executive Committee Meeting](#)

MOTION: 1st: Altoon. 2nd: Pullman

VOTE: None opposed. Keisler abstained. Motion carries.

3. TREASURER'S REPORT- Debra Fixen, Treasurer and Kevin Dickson, Dickson & Vanzant LLP [Year-To-Date through July, 2020 \(Draft\)](#)

- Dickson presented information on year-to-date financials (slides 5-7); Kojian added that personnel cost is under budget due to two positions normally filled remaining open during COVID.
- Kojian outlined the details of the CARES Act funding that the DLBA will receive from the City (presented on slide 8).
- Kojian thanked Keisler and the City for assistance in securing grant funding for the BIDs. Keisler noted that Mayor Garcia strongly advocated for attaining grants from the State/Federal government for COVID relief, further mentioning that the \$1 million allocated to the BIDs equates to 5% of the overall money that the City received.
- Cadavona asked about the time frame for distribution of these funds. Kojian explained that a scope of work needs to be submitted and a list of previous expenditures composed by the DLBA, as these funds are in the form of reimbursable monies, not a grant. Expenses from March-December 2020 are eligible. Keisler added that City funds will be distributed by December 31, 2020.
- Pullman asked how much the DLBA has spent addressing COVID. Kojian answered that since March, COVID related expenditures include additional programming in the Economic Development and Clean & Safe Departments. He is confident that the grant funding will cover these costs.

4. CHAIRPERSON'S REPORT- Merlo

A. President/CEO Annual Evaluation

- The committee has already received Kojian's self-evaluation and Strategic Plan Update.
- Merlo will send blank evaluation forms to committee members allowing for their contribution to Kojian's evaluation. These are to be returned by Friday, September 11 and once Merlo compiles feedback, the evaluation will be returned to the committee by September 15. The evaluation will be presented to Kojian on the 3rd or 4th week of September.

B. Governance Committee Report- Alan Pullman, Chair

i. Name Slate of 2020-21 Board Officers

- Pullman reminded the committee that, with postponing the Board Election, the Executive Committee will remain in place along with all Board and committee members. The Governance Committee is recommending that the Executive Committee name a slate of board officers (Secretary, Treasurer, Chair-Elect) from the existing Executive Committee, to be approved by the Board at the Annual Meeting in October.
- Kripp and Fixen agreed to remain in their current roles as Secretary and Treasurer.
- With Merlo moving to Past Chair and Pullman moving to Chair, there is a need to fill the Chair-Elect position.
- During the committee's discussion, Loara Cadavona was nominated as Chair-Elect based on her long history with Downtown. As a resident she also brings an important perspective.

ACTION ITEM: As recommended by the Governance Committee to deliver to the Board of Directors for its consideration at its Annual Meeting, a slate of Executive Committee members to serve as Officers (Chair-elect, Treasurer and Secretary) for Fiscal Year 2020-21, effective October 1, 2020 – September 30, 2021.

MOTION: 1st: Altoon. 2nd: Johnson

VOTE: None opposed. No abstentions. Motion carries.

5. PRESIDENT AND CEO REPORT – Kraig Kojian

A. Present Strategic Plan Update

- DLBA Staff has been able to update everything through August 2020. Three or four years are also included in the update.
- The DLBA is preparing to take on two major initiatives over next two fiscal years: The update of the Strategic Plan and the PBID Renewal. The Strategic Plan is a 6-month process budgeted at \$60,000 while the PBID renewal is a 12-18-month process budgeted at \$80,000. Altoon asked if Kojian knows which consultant(s) the DLBA plans on using. Kojian replied that he is currently reviewing options to take on these projects either together or independently. Furthermore, he specified the following regarding cost:
 - The DLBA has saved funds from this year and last to cover cost. Future funding may also possibly be used as well.
 - These estimates do not cover staff cost.
 - The bylaws require an RFP for anything over \$99,000. If these remain separate projects, there will be no need for an RFP.

B. [Organizational Dashboards](#)

C. Misc. Updates

- Kojian congratulated Johnson on her selection as CEO to Denver RTD and pending move. Johnson thanked Kojian for the dynamic partnership between her and the DLBA and her opportunity to be involved with the community. With Johnson's departure, there will be a vacancy on both the Board and Executive Committee. Pullman will work with the members of the Executive Committee to fill Johnson's seat in October.
- Pine Avenue between First and Third Streets remains closed to vehicular traffic allowing for expanded outdoor dining. Approximately eight restaurants have taken advantage of this, serving food and at times alcohol. Additional restaurants have submitted permit requests.

Kojian focused on the health and safety concern regarding proper social distancing and reminded the committee that the DLBA can assist the public to gain a better understanding. He also mentioned the City's task force in charge of inspecting and enforcing safety measures.

- The Open Streets Initiative is set to expire October 31, 2020. Mayor Garcia plans to bring permanent parklet permits back to the City Council for their consideration. The DBLA will provide stakeholder survey results to Mayor Garcia to support the continuation of this initiative.
- Though the DBLA has received much positive feedback on the street closures, some establishments between Broadway and Third Street on Pine Avenue are not in favor due to the unpredictable impacts on their businesses. Surveys continue to be conducted for all those participating in the program to get additional feedback.
- In an effort to promote retail shopping, Shop DTLB has launched similar to the existing Dine Out DTLB campaign.

6. OLD BUSINESS
 7. NEW BUSINESS
 8. PUBLIC COMMENTS (three minutes on all non-agenda items)
 9. ADJOURNMENT
- Meeting adjourned at 8:52AM.

NEXT SCHEDULED EXECUTIVE COMMITTEE MEETING:

Wednesday, October 7, 2020

Immediately following Annual Board Meeting

Location: TBD

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

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