



DOWNTOWN LONG BEACH ALLIANCE

Candidate Evaluation Form

Candidate Name: Nathan Laskar

Eligible Seat (s): Advisor

Please rate the candidate in each of the four areas below (Motivation, Experience, Leadership Potential, Time) on a one-to-five scale, with one being lowest and five highest.

Scores for each candidate will be added and then used to decide whether to choose the candidate for inclusion on the slate.

RATING	POOR	FAIR	GOOD	GREAT	OUTSTANDING
Motivation: Commitment to Downtown, Enthusiasm, Energy, Desire	1	2	3	4	5
Experience: Serves on other Boards, Years as a downtown stakeholder, Community involvement	1	2	3	4	5
Leadership Potential: Visionary, Global minded, Willing to take advocacy position	1	2	3	4	5
Time: Available for Board meetings and contacting constituents, Willingness to make time for Committees	1	2	3	4	5
Other: up-to-date marketing skills; focus on outreach	1	2	3	4	5
SUBTOTALS:					
TOTAL SCORE FOR CANDIDATE:	20.5				



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Interview Questions: Non-incumbent DLBA Board Candidates

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All new candidates will be asked the same questions in order to ensure consistency.

Please be advised that the questions should correspond to the stated goals of the interview process and that the interviews are scheduled to last 15-20 minutes.

1. What does the DLBA do? Why do you want to be on the Board? What goals would you help the DLBA to achieve?

Governance focused rather than execution-based that helps address concepts in Downtown; Wants to be on the Board because of his extensive knowledge in marketing and hopes for a smaller community to affect larger change; Specific interest around marketing in Long Beach and reinvigoration of the community; Hopes to bring start-up culture to LB (marketing, messaging & outreach); LB has a different personality more comparable to Portland or Santa Fe

2. If there was one Downtown issue to identify, what would it be, and how would you strategize to approach it?

Long Beach's upcoming challenges around video production and marketing, external communications, generally helping how to attract youthful folks with upward mobility to show that LB is a great place to create their ideas (arts, technologies, etc.); "Attraction" is the issue

3. How do you envision your role as a DLBA Board member and the challenges you might face? What do you think you would be doing? What time commitments do you anticipate?

Time commitment isn't an issue and physical presence is preferred to get things done; Founder experience but not administrative board experience; Has been on committees to select Board members

4. How do you think serving on the DLBA Board will help your business?

Help to reach people; Focused on how his business could help the community instead of how DLBA can help his business; Generally helping businesses throughout the community will help the overall Downtown

5. Where do you see downtown Long Beach in 5 years?

Filled storefront vacancies; People coming into Long Beach internationally by creating a hub that makes people attracted to the area; LB can be a home-base to be creative then commute to LA for the bigger job/picture; Big city and small town feel; Reinvigoration - ED and spirits that are already embedded here; Food pop-ups with record stores idea

6. Do you have any questions?

How to ideas get implemented at all levels of the organization?
