



**Downtown Long Beach Associates  
Minutes of the Executive Committee**

**Thursday, December 3, 2009—8:00 a.m.**  
Kavikas  
95 Aquarium Way  
Long Beach, CA 90802



**PRESENT**

Jim Anderson, Phil Appleby, Jane Netherton, John Sangmeister, Tony Shooshani

**Guests:** Cameron Andrews, Pier Communications

**Staff:** Kraig Kojian, Erin Murphy

**I. CALL TO ORDER**

Chair Jim Anderson called the meeting to order, and self-introductions were made.

**II. SECRETARY REPORT**

Tony Shooshani reviewed the November 5 and November 16 Executive Committee meetings.

Phil Appleby made a motion to approve the minutes from the November 5 and November 16 Executive Committee meetings.

John Sangmeister seconded the motion. All in favor; none opposed.

**III. FINANCIAL REPORT**

Appleby reported the summary of financial activity through October 31, 2009, the close of the first month of FY2009-10.

The Executive Committee discussed deferred revenue allocated to Capital Improvement Projects. Kojian stated that the Capital Improvement Projects Task Force would be meeting on December 10 and reviewing the year's projects and associated funding. Kojian added that he and City staff had approached the owner of the Breakers Building to partner on the installation of LED lighting, but that the owner was unresponsive to the proposal.

#### **IV. CHAIR REPORT**

Anderson deferred to Sangmeister to brief the Executive Committee on the more detailed version of the annual calendar, following up on the presentation of the concept in November. Sangmeister framed it in terms of the organization's strategic plan and governance revisions to improve objective decision-making and accountability. Sangmeister noted that a review of organizational goals had been added to January to kick-off the year. Anderson added that DLBA staff was working on creating a year-long Board Development Committee to augment the Nominating Committee.

Anderson then led the Executive Committee in review and discussion of the FY2009-10 goals for the President and CEO, noting the generally high success rate of achieving the FY2008-09 goals. There was some discussion of the Property Based Improvement District's (PBID) expiration in 2013 and state governance's directive to include residents in a renewed PBID. Kojian stated that renewal efforts would take approximately two years of outreach and communications; he mentioned that DLBA could consider additional roles and responsibilities given the RDA Downtown project area's expiration in 2017, such as lighting or landscape improvement districts or long-term bonds. Appleby inquired about other cities' practices. Netherton expressed concern that DLBA not assume city functions, and Kojian stated that the city is prohibited from decreasing the basic level of services provided city-wide in assessment districts. Sangmeister asked about PBID voting procedures, and Kojian discussed property metrics, noting that residential

assessments could be structured differently from commercial—as a flat rate or using an alternate metric. Netherton recommended beginning to research and analyze possible PBID structures and variables now.

Shooshani and Netherton commented on the increased need for high-touch communications, and Appleby suggested that DLBA might consider creating a task force focused on communications. Sangmeister mentioned the role of the Board in stakeholder outreach. Appleby referred to past unsuccessful outreach methods. Shooshani suggested the Board and staff visit stakeholders together. Kojian recognized DLBA Vice President Kris Larson’s efforts in stakeholder outreach. Shooshani proposed regular weekly breakfast meetings to which stakeholders would be invited. Cameron Andrews recommended focusing on HOAs for residential outreach and stated that successful business outreach would require substantial legwork.

The Executive Committee then prioritized the goals as follows:

1. Position DLBA as key Downtown organization by 2020
2. Practice “high-touch” communications with Downtown stakeholders
3. Continue Economic Development Strategy for Downtown Long Beach
4. Maximize partnerships
5. Improve the reality and perception of public safety
6. Initiate three planning and review processes to create a culture of objective organizational accountability (annual calendar, Board Development Committee, Task Forces, staff leadership)

The Executive Committee then discussed the relationship between the DLBA and the Long Beach Area Convention and Visitors Bureau as well as public safety communications ideas. Anderson concluded discussion by noting that staff would formulate the goals for the Executive Committee’s review and approval in January before presentation to the Board, noting that the goals are also organizational and will need Board involvement as well as management to be achieved successfully.

## **V. PRESIDENT AND CEO REPORT**

Kojian initiated review of the Special Events funding guidelines, which was suggested by Sangmeister at the November 5 meeting at which the Executive Committee was asked to approve additional sponsorship funding for Tour des Artistes. Shooshani recommended that proposals for DLBA production as well as sponsorship have a single deadline of 90 days, rather than a production deadline of 90 days and a sponsorship deadline of 45 days. Appleby commented that setting maximum sponsorship at \$15,000 was too low, and in response to a question from Netherton about exceptions, Kojian stated that requests not meeting the guidelines could be considered by the Executive Committee.

Kojian then updated the Executive Committee on the work of the Task Forces, including Larson's widespread outreach to neighborhood and community groups for the retail visioning workshops. Kojian also stated that the Audit Committee was scheduled to review the draft audit December 8, to be followed by Executive Committee and Board review and approval in January.

## **VI. OLD BUSINESS**

There was no old business.

## **VII. NEW BUSINESS**

There was no new business.

## **VIII. PUBLIC COMMENTS**

There were no public comments.

The meeting was adjourned at 9:45 a.m.

Submitted by:

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Tony Shooshani, Secretary

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Date