

LONG BEACH  
*Waterfront*

DOWNTOWN

Long Beach

ASSOCIATES

Downtown Long Beach Associates  
Minutes of the Executive Committee  
Thursday, October 8, 2009—8:00 a.m.  
King's Fish House  
100 West Broadway, Banquet Room  
Long Beach, CA 90802

**PRESENT**

Voting Members: Jim Anderson, Phil Appleby, Craig Beck, Richard Lewis, Jane Netherton, John Sangmeister, Tony Shooshani

Guests: Amy Bodek, Long Beach RDA; Justin Hectus, Summer and Music; Luis Maldonado, City of Long Beach Parking Operations

Staff: Kraig Kojian, Kris Larson, Erin Murphy, Steve Sheldon

**ABSENT**

None

**I. CALL TO ORDER**

Chair Jim Anderson called the meeting to order at 8:00 a.m., and self-introductions were made.

**II. SECRETARY REPORT**

Jane Netherton made a motion to approve the minutes from the September 3, 2009, meeting. Phil Appleby seconded the motion. All in favor; none opposed.

### III. FINANCIAL REPORT

Kraig Kojian reviewed the financial report through August 31, 2009. He noted that the City would be invoiced for the final FY2008-09 payment of parking meter revenue and Downtown Parking Improvement Area funds from August-September, thereby completing revenue collection for FY2008-09. Kojian then estimated that deferred revenue from FY2008-09 would be approximately \$44,000, an amount to be verified through the annual audit.

Kojian then introduced Justin Hectus to address the Executive Committee regarding the Summer and Music budget. Hectus noted that the budget was consistent with projections through Busker Fest on August 21, but had exceeded projections for the Funk Fest which culminated the summer's series of several small- and large-sized musical events. The Summer and Music series therefore ended up over budget by \$43,000. Kojian noted that the DLBA would be able to cover the additional costs this year and would be monitoring expenses much more closely for the next year's event to prevent a similar overage. There was some discussion about who was responsible for approving expenditures. Craig Beck expressed support for the event and his intention to increase funding from the Long Beach RDA for next year's event, challenging DLBA to fund Summer and Music at \$150,000 next year (an increase of \$50,000 over FY2008-09). Beck also suggested expanding the partnership to include other community organizations such as the Long Beach Area Convention and Visitors Bureau as well as cross-promoting Summer and Music with the other successful summer music festivals in the waterfront area, such as the Blues Festival, Bayou Festival, and Jazz Festival, which are regional draws. Netherton advised the DLBA to exercise greater diligence in securing additional sponsors in advance of the event, and Beck added that the event budget could be constructed to omit sponsorship revenue at the outset. Anderson proposed creating a contingency fund in the budget to cover any event-related overages. Appleby added that he hoped the DLBA would also consider covering event-related expenses for Tour des Artistes in June 2009, which

had gone over budget. Netherton made the distinction between DLBA's role as a producer, in the case of Summer and Music, and a sponsor, as in the case of Tour des Artistes. Beck suggested convening a meeting with City staff to discuss collaborating more effectively on event production, a suggestion embraced by Sangmeister as well who spoke about his experience planning the TransPac Yacht Race events. Richard Lewis recommended expanding locations of Summer and Music to the Promenade and added his support for revisiting Tour des Artistes funding. Netherton requested that discussion regarding Tour des Artistes be postponed until information could be provided. The Executive Committee agreed to cover the over-budget costs of Summer and Music; Appleby noted that the additional expense would affect deferred revenue from FY2008-09.

#### **IV. PRESENTATION**

Amy Bodek presented proposed parking garage improvements and amendment to rate structures. Beck introduced the presentation with reference to the Carl Walker study conducted approximately three years ago recommending hiring a Parking Operations manager, which had been accomplished, as well as improving signage and other initiatives undertaken by the City. Beck observed that the Long Beach RDA manages surface lots and garages in the Downtown. Bodek then noted that the City had spent two years studying parking operations before creating the recommendations presented to the Executive Committee before requesting City Council approval. The parking discussed included the three CityPlace garages, Civic Center garage, Aquarium of the Pacific garage, 100 West Broadway garage, and surface lots near West 3<sup>rd</sup> Street and Cedar Avenue as well as the Broadway block at Long Beach Boulevard and American Hotel. More information can be found in the detailed presentation. Topics of discussion included the debt service remaining on the garages, the loss in revenue due to operational costs exceeding revenue, pre-cashing certain garages to eliminate staffing costs during special events, automation of key garages, and the introduction of two-hour free parking at CityPlace garages simultaneous with the discontinuation of the validation program. Anderson made reference to a letter drafted by DLBA recommending

simplification of the proposed rate structure, the desire to improve the physical environment of the garages, and the marketing opportunities to promote two-hour free parking. Luis Maldonado mentioned that the City was also reaching out to the garage at 133 Promenade to offer two-hour free parking. The difficulty in standardizing rates at various structures was discussed.

**Appleby made a motion to support the proposed Downtown parking adjustment to result in two-hour free parking at CityPlace with the amendment to billable increments at 30-minutes rather than 20-minutes. Lewis seconded the motion. Six in favor; one abstention (Sangmeister); none opposed.**

#### **V. CHAIR REPORT**

**Lewis made a motion to approve Phil Appleby as Treasurer for a period of one year to expire September 30, 2009. Sangmeister seconded the motion. All in favor; none opposed.**

**Beck made a motion to approve Tony Shooshani as Secretary for a period of one year to expire September 30, 2010. Lewis seconded the motion. All in favor; none opposed.**

Anderson then proposed that an ad hoc subcommittee be formed to review the President and CEO evaluation process, recommending that Chair Elect Sangmeister and Beck be appointed to serve on the subcommittee with him.

Anderson and Kojian stated that a presentation on the proposed annual calendar was scheduled for the November Executive Committee meeting.

Relative to the vacant At-Large position, Anderson advised the Executive Committee that information on candidates was being gathered and would be presented for their review and subsequent recommendation to the Board.

## VI. PRESIDENT AND CEO REPORT

Kojian reported on several upcoming projects, including storefront activation, the retail vision process, capital improvement projects including phase II of the LED lighting program, and November 21<sup>st</sup> tree planting event. Kojian then reported on the October 6<sup>th</sup> City Council meeting at which the DLBA FY2009-10 Management Plan and Budget was approved. Kojian added that he and staff are meeting with Task Force chairs to review last year and plan for this year. Kojian concluded by stating that Taste of Downtown on September 30 was successful and future similar events were planned for the East Village and Waterfront areas. The Executive Committee discussed health permits at such events, and Kojian agreed to convene a meeting with City staff to address best practices.

## VII. OLD BUSINESS

There was no old business.

## VIII. NEW BUSINESS

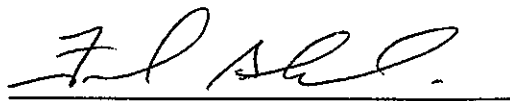
There was no new business.

## IX. PUBLIC COMMENTS

There were no public comments.

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

Submitted by:



Tony Shooshani, Secretary



Date