



At-Large Seats
Executive Committee Meeting
November 5, 2009
ACTION ITEM: Agenda Item 4A

BACKGROUND: The Executive Committee is responsible for recommending stakeholders to serve as At-Large Board (voting) members. Currently there are two vacant seats.

The first vacancy is a result from the expired term of former At-Large member Mark Stevens. This seat is a full two-year term, which expires on September 20, 2011.

The second vacancy is a result from the recent resignation submitted by Rose Barrantes. The candidate for this seat will fulfill Barrantes' remaining term, which expires September 30, 2010.

The Executive Committee is therefore asked to review potential candidates for two At-Large seats currently available with one term expiring September 30, 2010, and the other expiring September 30, 2011.

DLBA staff has compiled a list of potential candidates, including stakeholders who have contacted the office in response to the solicitation for Board members and have been interviewed by the Nominating Committee over the past two years. This list has been presented to DLBA Chair Jim Anderson and members of the Executive Committee.

After discussion, the Executive Committee, in two separate actions, may decide to recommend one or two candidates for the Board's approval at its November 18, 2009, meeting.

RECOMMENDED ACTION1:

Recommend that the Board approve one candidate for At-Large seat with term commencing immediately and expiring September 30, 2010.

RECOMMENDED ACTION2:

Recommend that the Board approve one candidate for At-Large seat with term commencing immediately and expiring September 30, 2011.



DLBA BOARD OF DIRECTORS CANDIDATE BIOGRAPHY

Please complete and return to DLBA along with your one-page cover letter
by Fax (562) 437-7850 or by mail at
100 W. Broadway, Suite 120, Long Beach, CA 90802
by Friday, May 29, 2009.

Name: Kristi Allen **Title:** General Manager

Company Name: Hilton Long Beach and Executive Meeting Center

Address: 701 west Ocean Blvd. Long Beach, CA 90803

E-mail: Kristi.allen@hilton.com **Telephone:** 562-983-3401

Marketing (DPIA) or Property Based Improvement (PBID) Area: Basic-west gateway

Business or Property in Area of Representation: Hilton Long Beach

Description of business or property use (office/retail/residential, including square ft.):

397 room Hotel with restaurant, bar and meeting space

Years as stakeholder in Downtown Long Beach: 2 years personally, hotel since 1992

Affiliations with other Boards or organizations: Current Board member of Long Beach Chamber of Commerce, Convention and Visitors Bureau, International City Theatre and the Workforce Investment Board

Past or Current Status on DLBA Board of Directors: N/A

What you would like to achieve as a Director: Assist in improving the safety of this PBID and improving the overall development of Downtown Long Beach to make it a destination for visitors and residents

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Bio

Kristi Allen is the General Manager of the Hilton Long Beach and Executive Meeting Center located in Downtown Long Beach. Kristi moved to Long Beach from the San Francisco Bay area with her husband Patrick Nickols in November 2007. Originally from Hawaii, Kristi traveled to the East Coast where she received her degree in Business Administration from the University of Vermont. Having over 18 years of experience in the Hospitality industry, Kristi has held a variety of positions in Washington DC, Orlando, and most recently in San Francisco working in several different brands ranging from Marriott, Renaissance, Sheraton, Hilton, to Le Meridien. She currently holds Board positions on the Long Beach Chamber of Commerce, Long Beach CVB, International City Theatre and the Workforce Investment Board. Kristi resides in East Long Beach with her husband and 7 month old son.



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Name: Cameron Andrews

Title: Principal

Company Name: Pier Communications

Address: 110 West Ocean Blvd., Suite 319

E-mail: cameron@piercomm.com

Telephone: (562) 432-5300

Marketing (DPIA) or Property Based Improvement (PBID) Area: Pine Avenue

Business or Property in Area of Representation: Pier Communications

Description of business or property use (office/retail/residential, including square ft.):

Public Relations, Advertising, Marketing

Years as stakeholder in Downtown Long Beach: 5 years

Affiliations with other Boards or organizations: None

Past or Current Status on DLBA Board of Directors: None

What you would like to achieve as a Director: Identify business, marketing, economic, entertainment and safety challenges in the Downtown Long Beach areas and create and implement successful solutions.

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CAMERON ANDREWS PRINCIPAL

With more than 20 years in the marketing communications field, Cameron Andrews set forth and created **Pier Communications** in 1999. His primary objective is to deliver optimum client service while implementing successful communication campaigns. Drawing from his broad range of experience in marketing, advertising, public relations, copywriting, public affairs and community affairs, Andrews created a shop with big-picture thinking and break-through creative while maintaining one-on-one client relations and account service.

Formerly of The Blaze Company, Andrews was senior account supervisor of the travel and tourism division responsible for the successful and profitable implementation and direction of 3-6 accounts. He supervised the performance of 2-4 account personnel and managed the day-to-day performance of account activities to include strategic counsel, creative input, the daily planning and execution of client services, media relations, pitching and writing. He developed and executed client proposals, timelines, programs and formal reports.

Previously, Andrews was advertising and communications manager for Harrah's Las Vegas where he managed a \$2.5 to \$9.2 million property advertising campaign and public relations program. Andrews directed all outdoor, print and broadcast development and all communications and media outreach efforts. He supervised media planning, media placement, collateral development and signage programs. He also assisted in designing the property's annual marketing plan and budget.

Before joining Harrah's in 1992, Andrews was director of account services at MPR, an advertising and public relations agency where he supervised all agency accounts and developed public relations and marketing plans.

His previous position was with USA TODAY as marketing manager for Southern Nevada. Andrews managed the public relations, public affairs and marketing efforts. He also developed and implemented marketing plans, including "Blue Chip" account growth, educational material development and retail services segments.

Prior to joining USA TODAY in 1989 Andrews spent eight years in the U. S. Air Force.

Andrews has a masters of arts degree in communication studies and a bachelor of science in business administration, both from the University of Nevada, Las Vegas. He currently is a faculty member of the University of Phoenix, the largest private university in the United States and the University of California, Los Angeles (UCLA) Extension specializing in marketing, advertising and public relations curriculum.



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Name: Jennifer Fidelman **Title:** Strategic Marketing & Bus. Development

Company Name: Gunn/Jerkens Marketing Communications

Address: 300 Oceangate, Suite 130 Long Beach, CA 90802

E-mail: jfidelman@gunnjerkens.com **Telephone:** 562.499.6707

Marketing (DPIA) or Property Based Improvement (PBID) Area: West Gateway

Business or Property in Area of Representation: Gunn/Jerkens Marketing Communications

Description of business or property use (office/retail/residential, including square ft.):

Office, providing marketing and advertising services.

Years as stakeholder in Downtown Long Beach: 4-years

Affiliations with other Boards or organizations: Member, Building Industry Association, Sales & Marketing Council, Long Beach Chamber of Commerce and National Assoc. of Home Builders

Past or Current Status on DLBA Board of Directors: N/A

What you would like to achieve as a Director: I would like to contribute to the overall success of the DLBA and increase awareness and interest in Downtown Long Beach as a key destination for travel, recreation, business, shopping, dining and nightlife.

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GUNN/JERKENS

October 26, 2009

Dear DLBA Nominating Committee:

I am enthusiastically requesting to become an active Board Member of the DLBA.

Although I am somewhat new to Downtown Long Beach, my passion for making great places even greater runs deep. I have over fifteen years of marketing experience, including seven years overseeing marketing for Playa Vista, the 1,086-acre mixed-use development on the Westside of LA. As Director of Marketing at Playa Vista, I implemented several broad-scaled, multi-media advertising campaigns, financial partnerships with many national consumer brands and successfully executed a series of large-scale lifestyle promotional events.

I believe that making places memorable is what makes them great. And since memories are created every time someone experiences a place, be it through a website, a sign, a parking lot attendant or a live event, Downtown Long Beach needs someone like me on its side – paying attention to every detail.

I was born and raised in Los Angeles and really didn't discover Downtown Long Beach until 6-months ago when I began working here. I am clear that it is an undiscovered gem and would be honored to be part of its discovery.

In my spare time I dedicate a great deal of time to the "Team in Training" program for The Leukemia and Lymphoma Society. I am now training for the sixth consecutive year with Team in Training, I've completed more than ten triathlons and have raised nearly \$20,000 for the cause in the process.

I look forward to contributing my time and talents towards the goals of the DLBA as an active Board Member.

Sincerely,

Jennifer Fidelman



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Name: RON HODGES Title: owner

Company Name: Shannon's on Pine

Address: 209 Pine Ave.

E-mail: Ronhodge@name.com Telephone: (562) 438-6565 Home office #

Marketing (DPIA) or Property Based Improvement (PBID) Area: Pine

Business or Property in Area of Representation: Shannon's on Pine

Description of business or property use (office/retail/residential, including square ft.):

Restaurant & Bar current sqft 1600 expanding to 2,800 sqft.

Years as stakeholder in Downtown Long Beach: 3 years

Affiliations with other Boards or organizations: 7 years on Board of

Belmont Shore Business Assoc. 7 years Exec. Director
International Food Wine & Travel Writers 2 yrs on Board

Past or Current Status on DLBA Board of Directors:

Member 3 yrs. for 3 yrs in 1980s published DLBA Newspaper
and served on Board.

What you would like to achieve as a Director: Pine Avenue needs

to revitalize along with Boardwalk and the promenade.
It needs an identity and needs to build a
community with our residents population downtown.

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May 25, 2007

Downtown Long Beach Associates
100 W. Broadway
Long Beach, CA 90802

Candidate Selection Committee:

I am submitting my name as candidate for DLBA Board of Directors.

I believe strongly in the downtown market and in particular making it part of the downtown community of residents, shops, restaurants and entertainment venues.


I would like to build on the strengths of all parts of the downtown community, including East Village, the Pier and others.

I would like to see Pine Avenue develop an 'identity' that draws people to it as a destination. I have well-formed ideas for accomplishing these goals and would like the opportunity to share them with board leaders whether elected or not.

I have seven years experience as a board member of the Belmont Shore Business Association, seven years as executive director of the 400-member International Food, Wine & Travel Writers Association where I also served two years on the board. For twelve years I was a member of the California Restaurant Writers Association.

My business experience includes, ten years as owner of Woof & Warp Fabrics, building it, with my first wife, into a six-unit chain. I also have seventeen years as owner-publisher of Restaurant Row Magazine, including co-publishing with the Press-Telegram for seven years before selling the name and rights to an online publisher. For the last thirteen years I have owned Shannon's Bayshore, a bar in Belmont Shore and for the last two-plus years I've been owner of Shannon's On Pine, restaurant & Bar.

Sincerely yours,



Ron Hodges



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Name: Theodore J. Slaughter **Title:** Managing Member

Company Name: Hillcrest Development Partners, LLC

Address: 800 West Sixth Street #500, Los Angeles, CA 90017

E-mail: tslaughter@charlesdunn.com **Telephone:** 213-534-3238

Marketing (DPIA) or Property Based Improvement (PBID) Area: Pine Ave

Business or Property in Area of Representation: 150 and 133 Promenade North

Description of business or property use (office/retail/residential, including square ft.):

Retail/Restaurant 17,000 s.f.

Years as stakeholder in Downtown Long Beach: 4

Affiliations with other Boards or organizations: Board Member, Downtown Burbank Partnership (PBID)

Past or Current Status on DLBA Board of Directors: None

What you would like to achieve as a Director: Enhance Downtown Long Beach's appeal for local residents/employees, and as a regional destination for entertainment and tourism

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