



**Downtown Long Beach Associates
Minutes of the Economic Development Task Force**

Monday, October 12, 2009—9:30 a.m.

The Yard House
401 Shoreline Village Drive
Long Beach, CA 90802

PRESENT

Voting Members: Phil Appleby, Amy Bodek, Loara Cadavona, Jerry Miller

Guests: Debra Orth (INCO, Company)

Staff: Kris Larson, Vanessa McCollum

ABSENT

Voting Members: Rose Barrantes, Craig Beck, Becky Blair, Greg Gill, Steve Goodling, Mark Schneider, Tony Shooshani, John Thomas

I. CALL TO ORDER

Kris Larson called the meeting to order at 9:38am

II. APPROVAL OF THE MINUTES

Approval of the minutes was deferred due to lack of a quorum.

III. PROJECT UPDATES

Business Retention- Larson stated that he had met with Kraig Kojian and Tony Shooshani to identify some Economic Development practitioners like Jerry Miller and a few others to join the task force and embark upon larger picture conversations. Loara Cadavona suggested bringing in someone from JetBlue and possibly the educational sector. Amy Bodek suggested bringing someone in from a financial institution, possibly a lender. Phil Appleby suggested Dr. Joseph Magaddino, Chair of Cal State University Long Beach (CSULB) Economics Department. Larson suggested Bret O’Conner from the Small Business Development



Center (SBDC), to which Miller added Shenny Webber also from the SBDC. Larson said he would follow up and reach out to those suggested. The importance of having a representative from the Convention and Visitors Bureau (CVB) was stressed and a suggestion was made to have Steve Goodling send a replacement to the task force meeting on the dates he is unable to attend.

Retail Visioning- Larson stated that the Retail Visioning process was going to be a good opportunity to see what the task force can accomplish if all organizations are involved and working together. Bodek stated that she would like to see a one, three and five year goal setting for the task force, and would like to talk about what the Downtown Long Beach Associates (DLBA) should be in 2013 when the Parking Based Improvement District (PBID) expires. Larson stressed how important it is to have a strategic plan in place with the DLBA and Redevelopment Agency (RDA) working with such limited resources. Bodek stated the importance for RDA and DLBA to work in collaboration and be careful not to overlap. Miller asked for clarification on whether the DLBA and RDA will adopt the policies advocated in the retail visioning strategy, and Larson agreed. Bodek stated that the RDA would either adopt it, or provide funding for the DLBA to adopt it. Larson reviewed the scope of work for MJB Consulting, the firm contracted to complete the retail visioning process. The firm's ability to educate and involve the public was discussed. Miller suggested that retail remain the main focal point of the retail visioning, but noted that there are some companies that could become attractions in their own right, like architecture and web design firms, and therefore it may be worth looking into rezoning. Larson stated that it may be best to designate areas for those businesses in ground floor retail as in, Pine Avenue North of 5th Street. Appleby stated that it would be a good idea to get the universities involved and create some energy. Bodek expressed enthusiasm for the project, and Appleby added that he was looking forward to getting an outside perspective. Larson briefed the group on the upcoming business seminar on social media marketing which is in the planning process.



The retail incubation storefront activation will be approximately a six month process and Tony Shooshani has suggested the former Oreck and Face N' Firm spaces for the project. Miller stated that the Chamber would like to partner with RDA and DLBA for the incubation project, and would like Kraig Kojian and Larson to make a presentation at an upcoming Chamber meeting. Bodek suggested asking the SBDC if they would like to sponsor the program as well. The task force agreed upon a jury system to judge the winner of the contest and to set a hard deadline instead of a rolling deadline. The task force also agreed to not limit the contest to Long Beach Schools.

IV. OLD BUSINESS

There was no old business.

V. NEW BUSINESS

Bodek stated that the RDA has some new staff due to budget changes and that they have some ability to redesign some loan programs. Once the groundwork has been laid, marketing will begin.

VI. PUBLIC COMMENTS

There were no public comments.

The meeting was adjourned at 10:30 a.m.