



Economic Development Task Force
Monday, November 9, 2009 — 9:30 A.M.
2nd City Council Art Gallery
435 Alamitos Avenue
Long Beach, CA 90802

I. CALL TO ORDER, WELCOME NEW MEMBERS

Kris Larson Called the meeting to order at 9:27am.

II. APPROVAL OF MINUTES FROM JULY 31, 2009; AUGUST 11, 2009; SEPTEMBER 14, 2009 AND OCTOBER 12, 2009

There was no quorum, minutes not approved.

III. REVIEW TASK FORCE MEMBERSHIP/ATTENDANCE

The task force discussed establishing criteria for excused/unexcused absences, as well as sending representatives to at least help facilitate discussion even if they aren't able to vote on the task force. Focus should be placed on recruiting task force members who see the task force as a great opportunity to facilitate necessary conversation. Jerry Miller suggested that the task force take a tour of Culver City to jog interest in task force members. Amy Bodek suggested trying to recruit Ted Slaughter. Emphasis was placed on the importance of the participation of Convention and Visitor's Bureau.

IV. PROJECT UPDATES

BRE Seminars- Larson gave brief update of BRE Business Seminars (Social Media Marketing) – Nov 10/17, with Julie Kreisler from the Kreisler Group presenting at the Courtyard by Marriott.

Office and Retail Council business meeting debrief- Larson stated that the ORC was requested to be a forum for the brokers to meet with RDA and CVB, to be able to give each other qualitative feedback regarding incoming and departing businesses and common hurdles to be able to take an advocacy role. Some of the members of the ORC seem to be losing interest, and Larson asked for suggestions to keep parties interested. Brad Miles suggested separating the Office and Retail or focus on one or the other in alternating meetings, also suggested was inviting brokers and the firms that are looking to locate here.

Retail Visioning Process-The Retail Visioning process is underway, the steering committee kick off meeting is November 12, 2009. The target for completion of the process is March 4, 2010. The final plan will completely map out where we're going and who's going to get us there.

Storefront Activation- The Storefront Activation program is moving forward as soon as the retail visioning process is completed, to be sure that the pop up stores and other activations are in line with the vision.

ED Marketing Preview- Larson has entered into an advertising agreement on behalf of the DLBA with Western Real Estate Business magazine. The first advertisement has already run, a copy of the magazine with advertisement was distributed to the task force members for their review.

V. ICSC (15 minutes)

The task force agreed that it would be a good idea to have a collective presence at the ICSC conference in January, and that it would be good training for the larger ICSC conference in Las Vegas in May 2010. Larson suggested the possibility of hosting an Office and Retail Council/ED Task Force reception in January. Bodek suggested enticing new businesses to consider Long Beach by advertising not only space, but funding availability, and stated that as of now, the RDA was not interested in purchasing booth space for the January conference, but has all the supplies.

VI. NEXT MEETING

Dec 14th – 9:30 am

VII. OLD BUSINESS

There was no Old Business

VIII. NEW BUSINESS

Bodek informed the task force that City Council had designated the entire city of Long Beach as a recovery zone. Under the recovery zone, the city will be eligible to receive a thirty million dollar direct allocation from the Fed to

IX. PUBLIC COMMENT

X. ADJOURNMENT