



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

Monday, September 14, 2009—9:30 a.m.
Fresh Foods Café
340 Golden Shore Drive
Long Beach, CA 90802

PRESENT

Voting Members: Rose Barrantes, Amy Bodek, Tony Shooshani

Guests: Brad Miles, Inco Company; Carl Morgan, RDA;
Deborah Orth, Inco Company

Staff: Kris Larson, Erin Murphy

ABSENT

Voting Members: Phil Appleby, Becky Blair, Loara Cadavona, Greg Gill, Steve Goodling, Pat Paris, Mark Schneider

I. CALL TO ORDER

Chair Tony Shooshani called the meeting to order at 9:40 a.m.

II. APPROVAL OF THE MINUTES

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

III. PROJECT UPDATES

Shooshani provided an overview of each project and deferred to Larson to supply additional details. Relative to Business Retention and Expansion (BRE), Larson reported that approximately 25% of those who attended the two seminars with Barbara Wold in August completed and returned a post-event survey. Those who responded indicated interest in a follow-up seminar on Social Media Marketing, which Larson is working on scheduling for mid-November.



Larson then distributed print collateral designed to align with the website and distributed at the International Council of Shopping Centers (ICSC). Larson stated that the piece would be updated in three to four months.

Larson announced that the Office and Retail Council mixer with the Mayor was tentatively scheduled for October 8 at Landmark Square.

Regarding the Retail Visioning process, Larson reported that the subcommittee had selected four firms to participate in interviews, with two from Southern California, one from the District of Columbia, and one from New York. No proposals were submitted from Long Beach. The timeline as described by Larson would commence in October after the selection of the firm in late September and the process would last over 90 days. Amy Bodek expressed her hope that the firm would communicate with the Pine Avenue Streetscape architects (Moore Iacofano Goltsman) to avoid overlapping or conflicting with the long-term goals of each process. Shooshani noted the importance of community feedback in the Retail Visioning process. Rose Barrantes mentioned that the Pike at Rainbow Harbor was conducting a telephone survey with approximately 400 Downtown residents and agreed to make the data available to DLBA and the Retail Visioning firm upon Larson's request. Shooshani recommended expanding the outreach to include visitors as well as residents.

The Task Force then discussed the recent ICSC conference, mentioning the decreased rate of attendance in this economic downtown. The Task Force recommended forming a subcommittee to define a central message to be communicated by all Long Beach attendees, from brokers to DLBA and City staff. Bodek recommended polling brokers about what is being marketed and perhaps creating targeted collateral for key sites. Larson suggested offering brokers the



opportunity to fund a small share of a booth purchase and noted that the Retail Visioning process, in addition to the data in the Community Plan, should assist in identifying some of the key sites to market. Shooshani clarified that DLBA is charged with representing Downtown only, but it was mentioned that DLBA could partner with other organizations or brokers representing the City at large. Bodek added that the RDA, much like the DLBA, was confined to its project areas. In response to an inquiry by Barrantes regarding the budget for ICSC, Larson proposed that DLBA could underwrite some booth costs along with brokers who contribute 5% of the total booth cost, with each party responsible for paying for their own registration.

Larson then addressed storefront activation, highlighting the 30% vacancy on Pine Avenue and DLBA's plans for short-term intervention. Shooshani inquired about off-premise signage. Larson remarked that business incubation had been an element of ED programs since the 1970's and proposed organizing a contest for entrepreneurial start-ups to facilitate their short-term use of vacant space with the idea that successful businesses could eventually become independent tenants. Shooshani recommended that DLBA staff develop submission criteria for prospective businesses to share with the Task Force at its October 12 meeting. The Task Force expressed a preference for not limiting the number or time period of submissions in order to receive the greatest number of proposals. Brad Miles suggested identifying which spaces are move-in ready. Barrantes recommended marketing the contest with a message promoting the opportunity to "Own Your Own Business." Deborah Orth proposed clarifying the actual assistance (e.g., the prize) in the marketing of the contest. Shooshani mentioned that DLBA might also consider partnering with the CSULB MBA program to do a semester-long business plan project, at the conclusion of which the DLBA could perhaps facilitate the opening of the winning business plan. Shooshani also recommended receiving proposals and then contacting property owners with specific business plans.



IV. OLD BUSINESS

There was no old business.

V. NEW BUSINESS

There was no new business.

VI. PUBLIC COMMENTS

There were no public comments.

The meeting was adjourned at 10:40 a.m.