

**CITY OF LONG BEACH  
BELMONT SHORE PARKING  
AND BUSINESS  
IMPROVEMENT AREA  
ADVISORY COMMISSION  
MINUTES**

**THURSDAY, OCTOBER 15, 2015  
BAY SHORE LIBRARY, 195 BAY SHORE  
AVENUE, THIRD THURSDAY, 9:00 AM**

William Lorbeer, Chair  
Marsha Jeffer, Vice Chair  
Eric Forsberg, Commissioner  
Samuel Lippke, Commissioner



Kurt Schneider, Commissioner  
Joy Starr, Commissioner  
Lisa Ramelow, Commissioner

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**FINISHED AGENDA AND DRAFT MINUTES**

**REGULAR MEETING**

**CALL TO ORDER**

At 9:05AM Vice Chair Jeffer called the meeting to order.

**ROLL CALL**

**Commissioners** Joy Starr, Marsha Jeffer, Eric Forsberg, Samuel Lippke and Lisa

**Present:** Ramelow

**Commissioners** William W. Lorbeer

**Excused:**

**Commissioners** Kurt Schneider

**Absent:**

Also present: Lisa West, CD 3 Field Deputy; Dede Rossi, BSBA Executive Director; Matt Peterson, BSBA Secretary.

**CHAIR REPORT**

9:06 Vice Chair Marsha Jeffer spoke.

9:09 Commissioner Eric Forsberg spoke.

9:10 Commissioner Samuel Lippke spoke.

9:11 Vice Chair Marsha Jeffer spoke.

9:11 Dede Rossi; Executive Director at BSBA spoke.

9:12 Commissioner Eric Forsberg spoke.

9:12 Vice Chair Marsha Jeffer spoke.

9:13 Dede Rossi, Executive Director at BSBA spoke.

1) Security Camera Project.

- All but one intersection is operational, but not both sides of the street.
- The fiber is not working properly.

2) Belmont Shore Parking Study

- City Council agenda item for October 20, 2015.

3) Tot Lot Restroom

- BSPBIAAC boundaries would need expanding.
- No infrastructure in place for a restroom.
- Minimum cost for similar prefab restroom with façade is \$655,000, not including utilities.
- Would also require lights.
- If BSPBIAAC elects to go forward, would first require funding viability study.

4) Smart Meter Program - Street Meters.

- Dome mounted sensors are still on target for November installation.

5) Median Landscape Upgrade Project.

- Committee will be meeting again in early November.

6) Study of Minimum Wage Issue.

- Final public input at November 24, 6:30PM Economic Development Commission meeting at City Hall, Council Chamber. December 8, 2015 City Council scheduled to vote on EDC recommendation.

**PUBLIC PARTICIPATION: Members of the public are invited to address the Commission on items of interest to the public within Commission jurisdiction. Each speaker will be limited to three minutes unless that time is extended by the Chair. Public participation will be heard without discussion or action on the issues raised.**

9:14 Ken Weise spoke.

9:16 Lisa West, CD 3 Field Deputy spoke.

9:17 Vice Chair Marsha Jeffer spoke.

9:18 Commissioner Joy Starr spoke.

9:18 Ken Weise spoke.

- 9:18 Vice Chair Marsha Jeffer spoke.  
9:19 Matt Peterson spoke.  
9:21 Vice Chair Marsha Jeffer spoke.  
9:22 Commissioner Eric Forsberg spoke.  
9:23 Dede Rossi, Executive Director at BSBA spoke.  
9:23 Vice Chair Marsha Jeffer spoke.  
9:23 Ken Weise spoke.

### CONSENT CALENDAR

1. [15-060BS](#) Recommendation to approve the minutes for the meeting held September 17, 2015.

**Attachments:** [16-001BS Finished Agenda And Draft Minutes 09.17.15.](#)

**A motion was made by Commissioner Starr, seconded by Lippke, to approve recommendation. The motion carried by the following vote:**

**Yes:** 5 - Samuel Lippke, Joy Starr, Marsha Jeffer, Eric Forsberg and Lisa Ramelow

**Excused:** 1 - William W. Lorbeer

**Absent:** 1 - Kurt Schneider

2. [15-061BS](#) Recommendation to receive and file the Financial Report for the period ending August 31, 2015.

**Attachments:** [16-061BS BSPBIAAC 08.31.15 Financial Statement.pdf](#)

**A motion was made by Commissioner Starr, seconded by Lippke, to approve recommendation. The motion carried by the following vote:**

**Yes:** 5 - Samuel Lippke, Joy Starr, Marsha Jeffer, Eric Forsberg and Lisa Ramelow

**Excused:** 1 - William W. Lorbeer

**Absent:** 1 - Kurt Schneiter

3. [15-062BS](#) Recommendation to receive and file the Long Beach Transit Employee Bus Pass Program Status Report for the period September 1, 2015 through September 30, 2015.

**Attachments:** [15-062BS LBT BSBA Report Sep 2015.pdf](#)

**A motion was made by Commissioner Starr, seconded by Lippke, to approve recommendation. The motion carried by the following vote:**

**Yes:** 5 - Samuel Lippke, Joy Starr, Marsha Jeffer, Eric Forsberg and Lisa Ramelow

**Excused:** 1 - William W. Lorbeer

**Absent:** 1 - Kurt Schneiter

#### REGULAR AGENDA

4. [15-063BS](#) Recommendation to approve the transfer of \$2,366 of collected parking meter revenue in from the Bay Shore Library Parking Meters to the Bay Shore Library.

**Attachments:** [15-063BS Library Meter Funds staff report.pdf](#)

**A motion was made by Commissioner Forsberg, seconded by Lippke, to approve recommendation. The motion carried by the following vote:**

**Yes:** 5 - Samuel Lippke, Joy Starr, Marsha Jeffer, Eric Forsberg and Lisa Ramelow

**Excused:** 1 - William W. Lorbeer

**Absent:** 1 - Kurt Schneiter

5. [15-064BS](#) Recommendation to approve expenditure of \$19,500 for purchase and installation of 40 RGB LED wall washer lamps for the median on 2nd

Street.

**Attachments:** [15-064BS Median LED Lights.pdf](#)  
[RGB LED WALL WASHER LAMP.pdf](#)

9:25 Vice Chair Marsha Jeffer spoke.  
9:25 Dede Rossi, Executive Director at BSBA spoke.  
9:27 Joe Carson spoke.  
9:28 Dede Rossi, Executive Director at BSBA spoke.  
9:29 Commissioner Samuel Lippke spoke.  
9:30 Dede Rossi, Executive Director at BSBA spoke.  
9:30 Dede Rossi, Executive Director at BSBA spoke.  
9:30 Joe Carson spoke.  
9:31 Vice Chair Marsha spoke.  
9:32 Dede Rossi, Executive Director at BSBA spoke.  
9:32 Joe Carson spoke.  
9:32 Dede Rossi, Executive Director at BSBA spoke.  
9:33 Joe Carson spoke.  
9:33 Dede Rossi, Executive Director at BSBA spoke.  
9:34 Commissioner Eric Forsberg spoke.  
9:34 Matt Peterson spoke.  
9:36 Commissioner Eric Forsberg spoke.  
9:36 Matt Peterson spoke.  
9:37 Joe Carson spoke.  
9:37 Vice Chair Marsha Jeffer spoke.  
9:38 Commissioner Eric Forsberg spoke.  
9:39 Dede Rossi, Executive Director at BSBA spoke.  
9:40 Commissioner Eric Forsberg spoke.  
9:40 Dede Rossi, Executive Director at BSBA spoke.  
9:41 Commissioner Samuel Lippke spoke.  
9:42 Joe Carson spoke.  
9:42 Dede Rossi, Executive Director at BSBA spoke.  
9:43 Commissioner Eric Forsberg spoke.

**A motion was made by Commissioner Forsberg, seconded by Commissioner Starr, to approve recommendation. The motion carried by the following vote:**

**Yes:** 5 - Samuel Lippke, Joy Starr, Marsha Jeffer, Eric Forsberg and Lisa Ramelow

**Excused:** 1 - William W. Lorbeer

**Absent:** 1 - Kurt Schneider

6. [15-065BS](#) Recommendation to approve expenditure not to exceed \$5,200 for materials and labor for replacing the flag pole in the median at the intersection of Glendora Avenue and 2nd Street in Belmont Shore.

**Attachments:** [15-065BS Flag Pole Replacement.pdf](#)  
[AAA Flag Pole Replacement Quote 152370 Sep 11, 2015](#)

9:45 City staff spoke.

9:46 Commissioner Eric Forsberg spoke.

9:46 Commissioner Samuel Lippke spoke.

9:47 Commissioner Eric Forsberg spoke.

9:47 Dede Rossi, Executive Director at BSBA spoke.

9:48 Vice Chair Marsha Jeffer spoke.

**A motion was made by Commissioner Ramelow, seconded by Commissioner Starr, to approve recommendation. The motion carried by the following vote:**

**Yes:** 5 - Samuel Lippke, Joy Starr, Marsha Jeffer, Eric Forsberg and Lisa Ramelow

**Excused:** 1 - William W. Lorbeer

**Absent:** 1 - Kurt Schneider

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9:49 CSULB journalism student Julie Alvarez spoke.

**ADJOURNMENT**

**9:50** The meeting was adjourned.

**Next regular meeting: November 18, 2015.**

**I, Jim Fisk, Project Manager, certify that the agenda was posted not less than 72 hours prior to the meeting. Signature: \_\_\_\_\_ Date: \_\_\_\_\_**

**Note:**

The City of Long Beach intends to provide reasonable accommodations in accordance with the Americans with Disabilities Act of 1990. If a special accommodation is desired, please call Jim Fisk 48 hours prior to the Belmont Shore Parking and Business Improvement Area Advisory Commission meeting at (562) 570-3863. This information is available in an alternative format by request to Jim Fisk at (562) 570-3863. For correspondence purposes you can reach City staff at [jim.fisk@longbeach.gov](mailto:jim.fisk@longbeach.gov).