

William Baker, Chair
Diane L. Arnold, Vice Chair
John Cross, Member
Teer L. Strickland, Member



John Thomas, Member
Vivian Tobias, Member
Vacant, Member

FINISHED AGENDA & DRAFT MINUTES

[see media](#)

REGULAR MEETING - 9:00 A.M.

[see media](#)

ROLL CALL

[see media](#)

Boardmembers William E. Baker, John Thomas, John Cross, Teer L. Strickland
Present: and Vivian Marie Tobias

Boardmembers Diane L. Arnold

Excused:

ALSO PRESENT: Craig Beck, Executive Director; Amy Bodek, Assistant Executive Director; Heather Mahood, Chief Assistant City Attorney; Jamilla Vollmann, Development Project Manager; Erika Martin, Administrative Analyst; Arnold Tchira, Development Project Manager; and Thelinjoris Roberts, Clerk Typist III.

FLAG SALUTE

[see media](#)

Boardmember Strickland led in the flag salute.

[see media](#)

[09-137R](#)

Recommendation to approve the Minutes of the Regular Meeting of November 2, 2009.

A motion was made by Boardmember Tobias, seconded by Boardmember Thomas, to approve recommendation. The motion carried by the following vote:

Yes: 5 - William E. Baker, John Thomas, John Cross, Teer L. Strickland and Vivian Marie Tobias

Excused: 1 - Diane L. Arnold

PROJECT AREA COMMITTEE REPORTS

[see media](#)

Annie Greenfeld-Wisner, Chair, Central Long Beach Redevelopment Project Area Committee (CPAC), spoke.

EXECUTIVE DIRECTOR'S REPORT

[see media](#)

Craig Beck, Executive Director, provided the Executive Director's report.

PUBLIC PARTICIPATION:

[see media](#)

Jan Miller, Long Beach Convention and Visitors Bureau, spoke.

PRESENTATION: REDEVELOPMENT AGENCY COMMUNICATIONS UPDATE

[see media](#)

Craig Beck, Executive Director, introduced Victoria Ballesteros, Communications Officer, who presented the Redevelopment Agency Communications Update.

Craig Beck, Executive Director, spoke.

Chair Baker spoke.

Boardmember Tobias spoke.

Annie Greenfeld-Wisner, Chair, CPAC, spoke.

REGULAR AGENDA (1-3)

[see media](#)

[see media](#)

1. [09-133R](#) Recommendation to receive supporting documentation into the record, conclude the public hearing, and adopt a resolution finding that the consideration for the sale of certain real property in the Central Long Beach Redevelopment Project Area is not less than fair market value in accordance with covenants and conditions governing such sale; approving the sale of property to Sylvia Ruiz, dba Tierra Concepts; approving the Disposition and Development Agreement pertaining thereto; and

Authorize the Executive Director to execute a Disposition and Development Agreement with Sylvia Ruiz, dba Tierra Concepts, for the development of residential property at 226 West 10th Street. (Central - District 1)

Chair Baker spoke.

Amy Bodek, Assistant Executive Director, introduced Jamilla Vollmann, Development Project Manager, who presented the staff report.

Boardmember Thomas spoke.

Boardmember Strickland spoke.

Amy Bodek, Assistant Executive Director, spoke.

Craig Beck, Executive Director, spoke.

A motion was made by Boardmember Tobias, seconded by Boardmember Thomas, to approve recommendation and adopt Resolution No. R. A. 39-2009. The motion carried by the following vote:

Yes: 5 - William E. Baker, John Thomas, John Cross, Teer L. Strickland and Vivian Marie Tobias

Excused: 1 - Diane L. Arnold

[see media](#)

2. [09-135R](#)

Recommendation to approve and authorize the Executive Director to execute an Agreement to Negotiate Exclusively with Wilmac Enterprises, Incorporated for the northwest corner of Pacific Coast Highway and Pine Avenue. (Central - District 6)

NOTE: On Monday November 16, 2009, shortly before the RDA Board meeting, a correction was made to the recommendation to reflect the following: ...Agreement to Negotiate Exclusively with Wilmac Enterprises, Incorporated for the northeast corner of Pacific Coast Highway and Pine Avenue.

Amy Bodek, Assistant Executive Director, introduced Erika Martin, Administrative Analyst, who presented the staff report.

Erika Martin, Administrative Analyst, introduced Willie McGinest, Principal, Wilmac Enterprises, Incorporated.

Willie McGinest, Principal, Wilmac Enterprises, Incorporated, spoke.

Chair Baker spoke.

Boardmember Tobias spoke.

Boardmember Thomas spoke.

Boardmember Cross spoke.

Boardmember Strickland spoke.

Annie Greenfeld-Wisner, Chair, CPAC, spoke.

Dorian Vi Senior, Owner, Tacos Don Chente, spoke.

Amy Bodek, Assistant Executive Director, spoke.

John Edmond, Chief of Staff for Councilman Dee Andrews, spoke.

A motion was made by Boardmember Cross, seconded by Boardmember Thomas, to approve recommendation. The motion carried by the following vote:

Yes: 5 - William E. Baker, John Thomas, John Cross, Teer L. Strickland and Vivian Marie Tobias

Excused: 1 - Diane L. Arnold

[see media](#)

3. [09-136R](#)

Approve and authorize the Executive Director to execute any and all related documents to implement a \$500,000 loan to 350 Entertainment Group, Inc., from Downtown Redevelopment Project Area funds. (Downtown - District 1)

Amy Bodek, Assistant Executive Director, spoke and introduced Arnold Tchira, Development Project Manager, who presented the staff report.

Craig Beck, Executive Director, spoke.

Rudy Medina, Founder, The New Vault 350, spoke.

Boardmember Thomas spoke.

Rudy Medina, Founder, The New Vault 350, spoke.

Luis Kaloyan, business partner of Rudy Medina, Founder, The New Vault 350, spoke.

Boardmember Tobias spoke.

Boardmember Strickland spoke.

Chair Baker spoke.

A motion was made by Boardmember Thomas, seconded by Boardmember Cross, to approve recommendation. The motion carried by the following vote:

Yes: 5 - William E. Baker, John Thomas, John Cross, Teer L. Strickland and Vivian Marie Tobias

Excused: 1 - Diane L. Arnold

COMMENTS FROM REDEVELOPMENT AGENCY BOARD MEMBERS

[see media](#)

Boardmember Tobias spoke.

Amy Bodek, Assistant Executive Director, spoke.

Boardmember Strickland spoke.

Craig Beck, Executive Director, spoke.

Boardmember Thomas spoke.

Chair Baker spoke.

ADJOURNMENT

[see media](#)

At 10:23 A.M., there being no objection, Chair Baker declared the meeting adjourned.

It was unanimously agreed to adjourn to an Executive Session, pursuant to the California Government Code §54956.8, for the purpose of a conference with the Redevelopment Agency Real Property Negotiator, Craig Beck, Executive Director, and various negotiating parties regarding the price and terms of acquisition of various properties. (North Village Center)

EXECUTIVE SESSION

09-138R A. Conference with Real Property Negotiator pursuant to California Government Code §54956.8 (North Village Center).

APN: 7125-033-900

Property Address: 5893 Atlantic Avenue
Agency Negotiator: Craig Beck, Executive Director
Negotiating Parties: Redevelopment Agency, City of Long Beach
Under Negotiation: Price and Terms of Acquisition

APN: 7125-033-901
Property Address: 5887 Atlantic Avenue
Agency Negotiator: Craig Beck, Executive Director
Negotiating Parties: Redevelopment Agency, City of Long Beach
Under Negotiation: Price and Terms of Acquisition

APN: 7125-033-902
Property Address: 5855 Atlantic Avenue
Agency Negotiator: Craig Beck, Executive Director
Negotiating Parties: Redevelopment Agency, City of Long Beach
Under Negotiation: Price and Terms of Acquisition

APN: 7125-033-919
Property Address: 5860 Linden Avenue
Agency Negotiator: Craig Beck, Executive Director
Negotiating Parties: Redevelopment Agency, City of Long Beach
Under Negotiation: Price and Terms of Acquisition

APN: 7125-033-920
Property Address: 5822 Linden Avenue
Agency Negotiator: Craig Beck, Executive Director
Negotiating Parties: Redevelopment Agency, City of Long Beach
Under Negotiation: Price and Terms of Acquisition

APN: 7125-033-921
Property Address: 5827 Atlantic Avenue
Agency Negotiator: Craig Beck, Executive Director
Negotiating Parties: Redevelopment Agency, City of Long Beach
Under Negotiation: Price and Terms of Acquisition

APN: 7125-033-903
Property Address: 5845 Atlantic Avenue
Agency Negotiator: Craig Beck, Executive Director
Negotiating Parties: Redevelopment Agency, City of Long Beach
Under Negotiation: Price and Terms of Acquisition

APN: 7125-033-909, 910
Property Address: 5869 Atlantic Avenue
Agency Negotiator: Craig Beck, Executive Director
Negotiating Parties: Redevelopment Agency, City of Long Beach

Under Negotiation: Price and Terms of Acquisition

APN: 7125-033-911
Property Address: 5886 Linden Avenue
Agency Negotiator: Craig Beck, Executive Director
Negotiating Parties: Redevelopment Agency, City of Long Beach
Under Negotiation: Price and Terms of Acquisition

APN: 7125-033-912
Property Address: 5878 Linden Avenue
Agency Negotiator: Craig Beck, Executive Director
Negotiating Parties: Redevelopment Agency, City of Long Beach
Under Negotiation: Price and Terms of Acquisition

APN: 7125-033-913
Property Address: 5826 Linden Avenue
Agency Negotiator: Craig Beck, Executive Director
Negotiating Parties: Redevelopment Agency, City of Long Beach
Under Negotiation: Price and Terms of Acquisition

APN: 7125-033-904
Property Address: 5835 Atlantic Avenue
Agency Negotiator: Craig Beck, Executive Director
Negotiating Parties: Redevelopment Agency, City of Long Beach
Under Negotiation: Price and Terms of Acquisition

APN: 7125-033-905
Property Address: 5844 Linden Avenue
Agency Negotiator: Craig Beck, Executive Director
Negotiating Parties: Redevelopment Agency, City of Long Beach
Under Negotiation: Price and Terms of Acquisition

APN: 7125-033-906
Property Address: 501 E. South Street
Agency Negotiator: Craig Beck, Executive Director
Negotiating Parties: Redevelopment Agency, City of Long Beach
Under Negotiation: Price and Terms of Acquisition

APN: 7125-033-907
Property Address: 5850 Linden Avenue
Agency Negotiator: Craig Beck, Executive Director
Negotiating Parties: Redevelopment Agency, City of Long Beach
Under Negotiation: Price and Terms of Acquisition

APN: 7125-033-908

Property Address: 5801 Atlantic Avenue
Agency Negotiator: Craig Beck, Executive Director
Negotiating Parties: Redevelopment Agency, City of Long Beach
Under Negotiation: Price and Terms of Acquisition

APN: 7125-033-914
Property Address: 5852 Linden Avenue
Agency Negotiator: Craig Beck, Executive Director
Negotiating Parties: Redevelopment Agency, City of Long Beach
Under Negotiation: Price and Terms of Acquisition

APN: 7125-033-915
Property Address: 5836 Linden Avenue
Agency Negotiator: Craig Beck, Executive Director
Negotiating Parties: Redevelopment Agency, City of Long Beach
Under Negotiation: Price and Terms of Acquisition

APN: 7125-033-916
Property Address: 5892 Linden Avenue
Agency Negotiator: Craig Beck, Executive Director
Negotiating Parties: Redevelopment Agency, City of Long Beach
Under Negotiation: Price and Terms of Acquisition

APN: 7125-033-917
Property Address: 5874 Linden Avenue
Agency Negotiator: Craig Beck, Executive Director
Negotiating Parties: Redevelopment Agency, City of Long Beach
Under Negotiation: Price and Terms of Acquisition

APN: 7125-033-918
Property Address: 5866 Linden Avenue
Agency Negotiator: Craig Beck, Executive Director
Negotiating Parties: Redevelopment Agency, City of Long Beach
Under Negotiation: Price and Terms of Acquisition

APN: 7125-033-922
Property Address: 5823 Atlantic Avenue
Agency Negotiator: Craig Beck, Executive Director
Negotiating Parties: Redevelopment Agency, City of Long Beach
Under Negotiation: Price and Terms of Acquisition

APN: 7125-033-923
Property Address: 5879 Atlantic Avenue
Agency Negotiator: Craig Beck, Executive Director
Negotiating Parties: Redevelopment Agency, City of Long Beach

Under Negotiation: Price and Terms of Acquisition

APN: 7124-032-904
Property Address: Not Available
Agency Negotiator: Craig Beck, Executive Director
Negotiating Parties: Redevelopment Agency, City of Long Beach
Under Negotiation: Price and Terms of Acquisition

APN: 7124-032-029
Property Address: 5800 Atlantic Avenue
Agency Negotiator: Craig Beck, Executive Director
Negotiating Parties: Redevelopment Agency, City of Long Beach
and AutoZone Development Corporation
Under Negotiation: Price and Terms of Acquisition

APN: 7124-032-901
Property Address: Not Available
Agency Negotiator: Craig Beck, Executive Director
Negotiating Parties: Redevelopment Agency, City of Long Beach
Under Negotiation: Price and Terms of Acquisition

APN: 7124-032-902
Property Address: Not Available
Agency Negotiator: Craig Beck, Executive Director
Negotiating Parties: Redevelopment Agency, City of Long Beach
Under Negotiation: Price and Terms of Acquisition

APN: 7124-032-903
Property Address: Not Available
Agency Negotiator: Craig Beck, Executive Director
Negotiating Parties: Redevelopment Agency, City of Long Beach
Under Negotiation: Price and Terms of Acquisition

APN: 7124-032-905
Property Address: 5834 Atlantic Avenue
Agency Negotiator: Craig Beck, Executive Director
Negotiating Parties: Redevelopment Agency, City of Long Beach
Under Negotiation: Price and Terms of Acquisition

APN: 7124-032-906
Property Address: 5865 Lime Avenue
Agency Negotiator: Craig Beck, Executive Director
Negotiating Parties: Redevelopment Agency, City of Long Beach
Under Negotiation: Price and Terms of Acquisition

APN: 7124-032-907
Property Address: 5861 Lime Avenue
Agency Negotiator: Craig Beck, Executive Director
Negotiating Parties: Redevelopment Agency, City of Long Beach
Under Negotiation: Price and Terms of Acquisition

APN: 7124-032-900
Property Address: 5870 Atlantic Avenue
Agency Negotiator: Craig Beck, Executive Director
Negotiating Parties: Redevelopment Agency, City of Long Beach
Under Negotiation: Price and Terms of Acquisition

APN: 7124-032-910
Property Address: 5833 Lime Avenue
Agency Negotiator: Craig Beck, Executive Director
Negotiating Parties: Redevelopment Agency, City of Long Beach
Under Negotiation: Price and Terms of Acquisition

APN: 7124-032-911
Property Address: 5873 Lime Avenue
Agency Negotiator: Craig Beck, Executive Director
Negotiating Parties: Redevelopment Agency, City of Long Beach
Under Negotiation: Price and Terms of Acquisition

APN: 7124-032-912
Property Address: 5895 Lime Avenue
Agency Negotiator: Craig Beck, Executive Director
Negotiating Parties: Redevelopment Agency, City of Long Beach
Under Negotiation: Price and Terms of Acquisition

APN: 7124-032-913
Property Address: 5849 Lime Avenue
Agency Negotiator: Craig Beck, Executive Director
Negotiating Parties: Redevelopment Agency, City of Long Beach
Under Negotiation: Price and Terms of Acquisition

APN: 7124-032-914
Property Address: 5885 Lime Avenue
Agency Negotiator: Craig Beck, Executive Director
Negotiating Parties: Redevelopment Agency, City of Long Beach
Under Negotiation: Price and Terms of Acquisition

APN: 7124-032-908
Property Address: 5853 Lime Avenue
Agency Negotiator: Craig Beck, Executive Director

Negotiating Parties: Redevelopment Agency, City of Long Beach
Under Negotiation: Price and Terms of Acquisition

APN: 7124-032-909
Property Address: 5821 Lime Avenue
Agency Negotiator: Craig Beck, Executive Director
Negotiating Parties: Redevelopment Agency, City of Long Beach
Under Negotiation: Price and Terms of Acquisition

APN: 7124-032-915
Property Address: 5881 Lime Avenue
Agency Negotiator: Craig Beck, Executive Director
Negotiating Parties: Redevelopment Agency, City of Long Beach
Under Negotiation: Price and Terms of Acquisition

APN: 7124-032-916
Property Address: 635 South Street
Agency Negotiator: Craig Beck, Executive Director
Negotiating Parties: Redevelopment Agency, City of Long Beach
Under Negotiation: Price and Terms of Acquisition

APN: 7124-032-917
Property Address: 5837 Lime Avenue
Agency Negotiator: Craig Beck, Executive Director
Negotiating Parties: Redevelopment Agency, City of Long Beach
Under Negotiation: Price and Terms of Acquisition

APN: 7124-032-918
Property Address: 5841 Lime Avenue
Agency Negotiator: Craig Beck, Executive Director
Negotiating Parties: Redevelopment Agency, City of Long Beach
Under Negotiation: Price and Terms of Acquisition

William E. Baker, Chair

Craig Beck, Executive Director