

**CITY OF LONG BEACH  
ECONOMIC DEVELOPMENT  
COMMISSION MINUTES**

**TUESDAY, MAY 31, 2016  
333 W. OCEAN BOULEVARD  
3RD FLOOR CONFERENCE RM, 4:00 PM**

Frank Colonna, Chair  
Becky Blair, Vice Chair  
Kristi Allen, Commissioner  
Blair Cohn, Commissioner  
Randal Hernandez, Commissioner  
Ralph Holguin, Commissioner



Walter Larkins, Commissioner  
Michelle Molina, Commissioner  
Robert Olvera, Jr., Commissioner  
Cyrus Parker-Jeannette, Commissioner  
Paul Romero, Commissioner

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**FINISHED AGENDA AND DRAFT MINUTES**

**REGULAR MEETING**

**CALL TO ORDER**

At 4:09 PM Chair Colonna called the meeting to order.

**ROLL CALL**

**Commissioners** Kristi Allen, Blair Cohn, Randal Hernandez, Walter Larkins,

**Present:** Michelle Molina, Cyrus Parker-Jeannette, Becky Blair and Frank Colonna

**Commissioners** Ralph Holguin, Robert Olvera and Paul Romero

**Excused:**

Also present: Michael Conway, EPD Director; Amy Webber, Deputy City Attorney; Robert Luna, LBPD Chief; Michael Duree, LBFD Chief; Tom Modica, Asst. City Manager; John Keisler, Innovation Team Director; Jeremy Harris, LB Chamber of Commerce.

**CHAIR REPORT**

There was no Chair report at this time.

**DIRECTOR'S REPORT**

There was not Director's Report at this time.

## **CONSENT CALENDAR**

4:09 PM Chair Colonna spoke.

1. [16-023ED](#) Recommendation to receive and file the minutes for the meeting held April 26, 2016.

**Attachments:** [16-020ED Finished Agenda And Draft Minutes 04.26.16.](#)

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

**Yes:** 8 - Kristi Allen, Blair Cohn, Randal Hernandez, Walter Larkins, Michelle Molina, Cyrus Parker-Jeannette, Becky Blair and Frank Colonna

**Excused:** 3 - Ralph Holguin, Robert Olvera and Paul Romero

## **REGULAR AGENDA**

2. [16-024ED](#) Recommendation to receive and file an oral report regarding the City of Long Beach's ballot Measures A and B.

4:10 PM Tom Modica, Asst. City Manager gave a presentation regarding Measures A&B

4:17 PM Robert Luna, LPBD Chief spoke regarding Measures A&B; legislative changes over last few years; increase in crime.

4:21 PM Michael Duree, LBFD Chief spoke regarding Measures A&B; challenges for LBFD

4:26 PM Commissioner Michelle Molina asked about LBFD calls for service increase

4:26 PM Michael Duree, LBFD Chief spoke about calls for service increase

4:27 PM Commissioner Walter Larkins spoke about first responders

4:27 PM Michael Duree, LBFD Chief spoke about need for more data

4:28 PM Commissioner Randal Hernandez spoke about help from the business community

4:28 PM Robert Luna, LPBD Chief spoke about security cameras, take money when close business at night, inside jobs often; stay in communication with area Commanders

4:29 PM Commissioner Randal Hernandez asked about ongoing education

4:29 PM Robert Luna, LPBD Chief spoke about educating public

4:29 PM Michael Duree, LBFD Chief spoke about change in how LBFD is doing business

4:30 PM Tom Modica, Asst. City Manager spoke about economic development perspective; need for safe/clean place to do business and live; needs to upgrade water, add PD/FD. Also spoke about revenue history, no voter approved increase in tax for years, and utility tax reduced in 2000; no Tax Revenue bonds issued since the 1960's. Measure I in 2008 rcvd 53%, needed 66%; Measure A 1% increase tax; Measure B "Rainy Day Fund".

4:39 PM Vice Chair Becky Blair asked if Measure I was the effort of former Mayor Bob Foster

4:39 PM Tom Modica, Asst. City Manager said Measure I was effort of former Mayor Bob Foster

4:40 PM Vice Chair Becky Blair spoke about Measure I was property tax, but Measures A&B are for everyone, including visitors, etc.

4:40 PM Commissioner Randal Hernandez asked about the map, and duration of the tax, and staffing

4:40 PM Tom Modica, Asst. City Manager spoke about the limited time investment; must be diligent, adjust over time, 10 years is a good time frame

4:41 PM Commissioner Randal Hernandez spoke about the City's tight budget over the next 10 years, and that economic development would do a better job to develop more sales tax

4:42 PM Commissioner Michelle Molina asked about Measure B specifics

4:42 PM Tom Modica, Asst. City Manager spoke about the need for stabilization reserve to help prevent any small down turns, will help to make prudent decisions to even out; not a tax; just 1% of the 1% will start year one, in addition to any new revenue coming in

4:43 PM Commissioner Michelle Molina asked about a set time

4:43 PM Tom Modica, Asst. City Manager said timeline is ongoing

4:43 PM Commissioner Kristi Allen asked about car dealership's concerns

4:44 PM Tom Modica, Asst. City Manager spoke about sales agreements with all car dealers in Long Beach; this is not a sales tax; for cars, it's a tax on where the item is used for large purchases such as automobiles and boats

4:45 PM Chair Frank Colonna spoke about mixed feedback from people he spoke with; e.g. regarding gas purchase taxes and most have no idea why or where money is spent; but Measure A&B is an investment in our own assets; he already voted in favor of Measure A&B. He also asked about internet sales

4:46 PM Tom Modica, Asst. City Manager spoke about low numbers of press coverage, but much outreach efforts; internet purchases are now being taxed

4:47 PM Chair Frank Colonna spoke about most internet sales are tracked by one's zip code

4:48 PM Tom Modica, Asst. City Manager sales and use tax are now being generated by Amazon

4:49 PM Chair Frank Colonna said the Measures are now in hands of voters

4:49 PM Commissioner Walter Larkins discussion he's heard has been about transparency and trust concerns, need to be addressed; people understand need for infrastructure/emergency services. He asked about how to

communicate the process, and about monitoring the advisory commission

4:52 PM Tom Modica, Asst. City Manager agrees; 2 buckets: those who are satisfied after explain; some never agree; 66% threshold impossible if list specific projects;

4:53 PM Commissioner Michelle Molina asked about the Citizens Advisory Committee

4:53 PM Tom Modica, Asst. City Manager spoke about the five members, appointed by the Mayor, approved by Council; basing off Measure K; everything goes through the normal entire process

4:54 PM Commissioner Michelle Molina asked if there is an advantage to forming a committee prior to Measure A&B vote as a potential communication tool

4:55 PM Tom Modica, Asst. City Manager said forming a committee wouldn't happen before the June 7 vote due to the many layers of approval. He also noted that full information about Measures A&B can be found on the LongBeach.gov website, including maps

4:57 PM Michael Duree, LBFD Chief said that he is also a resident, and has heard about issues of lack of trust

4:57 PM Commissioner Walter Larkins spoke about the need to fix pot holes now before they get worse

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

**Yes:** 8 - Kristi Allen, Blair Cohn, Randal Hernandez, Walter Larkins, Michelle Molina, Cyrus Parker-Jeannette, Becky Blair and Frank Colonna

**Excused:** 3 - Ralph Holguin, Robert Olvera and Paul Romero

**3. [16-025ED](#)**

Recommendation to receive and file an oral report from the Revolving Loan Fund Subcommittee regarding actions related to loan considerations.

5:00 PM Commissioner Walter Larkins provided the Revolving Loan Subcommittee report

5:02 PM Chair Frank Colonna spoke about possibly issuing press releases regarding the loan

5:03 PM Commissioner Walter Larkins spoke about the need to increase staff funding for the subcommittee, so that if loan demands increase, there would not be negative feedback due to delay of funding

5:03 PM Commissioner Kristi Allen said that many people getting loans don't want public exposure

5:04 PM Commissioner Walter Larkins spoke about getting their permission first

5:04 PM Michael Conway, Economic and Property Development Department Director spoke about past loan press releases, but some went into default, then became negative press; he said there could be press releases, and that this particular loan is the largest to date

5:05 PM Chair Frank Colonna spoke about uncertainty of EDC public presence

5:05 PM Michael Conway, Economic and Property Development Department Director EDP spoke about limited staffing, possible to use an outside consultant

5:06 PM Commissioner Walter Larkins spoke about potential partnership

5:06 PM Commissioner Michelle Molina spoke about the Innovation Team members; also concern that some people jump forward before securing financing, or a business plan; people need to learn of support services first, for example BizPort

5:09 PM Chair Frank Colonna spoke about getting ideas from other cities and counties, possibly a workshop

5:10 PM Commissioner Randal Hernandez spoke about other financing partners in addition to Grow America

5:11 PM Commissioner Frank Colonna spoke about outlining how to implement

5:11 PM Commissioner Walter Larkins spoke about Planning first in the process

5:11 PM Commissioner Cyrus Parker-Jeannette spoke about need to not lose follow-up with ideas; also BizPort was not easy to locate and facilitate

5:12 PM Chair Frank Colonna agreed with Commissioner Parker-Jeannette that a game plan is necessary; also EDP infrastructure needs enhancing; Mayor requesting a 10 year economic development blueprint

5:14 PM Michael Conway, Economic and Property Development Department Director said the June/July EDC agendas could include other cities' and county's template examples as framework for EDC

5:15 PM Commissioner Randal Hernandez spoke about EDC staffing increase is not possible

5:15 PM Commissioner Walter Larkins spoke about the City possibly adjusting FTE's to meet needs; shift resources

5:16 PM Chair Frank Colonna spoke about the need to continue discussing staffing issues for EDC, possible 6-7 additional personnel

5:16 PM Commissioner Randal Hernandez spoke about the need to look for other resources to coordinate

5:17 PM Chair Colonna commented about the Bloomberg Initiative

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

**Yes:** 8 - Kristi Allen, Blair Cohn, Randal Hernandez, Walter Larkins, Michelle Molina, Cyrus Parker-Jeannette, Becky Blair and Frank Colonna

**Excused:** 3 - Ralph Holguin, Robert Olvera and Paul Romero

4. [16-026ED](#)

Recommendation to receive and file an oral update regarding the Economic Development Blueprint.

5:17 PM Michael Conway, Economic and Property Development Department Director spoke about the timing aligns well with FY 17; introduced Eric Romero

5:18 PM Eric Romero, Innovation Team provided oral status update; EDD data not available, hence new timeline; Beacon should have data by June, will turnaround the report ASA; Beacon should provide a draft version by August to EDC; October is hopeful for Council approval

5:20 PM Michael Conway, Economic and Property Development Department Director slowed down timeline is beyond our control; draft hopeful late July or August

5:20 PM Commissioner Walter Larkins asked if possible to look at benchmarks from other cities in meantime, and what is Plan B; when Measure A passes, there should be more resources

5:21 PM Commissioner Randal Hernandez spoke about the need for strategy to engage partners, e.g. key healthcare representatives

5:22 PM Chair Frank Colonna talked about in the past others were invited to participate

5:23 PM Commissioner Randal Hernandez asked public for input

5:23 PM Eric Romero agreed after he met with the consultant team to solicit others, and to engage CSULB, all stakeholders

5:24 PM Commissioner Randal Hernandez spoke about wanting to find out what is being done with Beacon

5:24 PM Eric Romero spoke about Beacon's involvement

5:25 PM Chair Frank Colonna spoke about inviting other stakeholders for their input

5:25 PM Michael Conway, Economic and Property Development Department Director spoke about possibly scheduling an EDC meeting in the Council Chamber

5:26 PM Chair Frank Colonna suggested a meeting in the fall

5:26 PM Commissioner Cyrus Parker-Jeannette asked if it would be beneficial to receive data and each commissioner then do homework on their own

5:26 PM Chair Franke Colonna spoke about the importance of moving forward

5:27 PM Commissioner Randal Hernandez spoke about the importance of actionable items for all partners in City

**A motion was made by Commissioner Blair, seconded by Commissioner Parker-Jeannette, to approve recommendation. The motion carried by the following vote:**

**Yes:** 8 - Kristi Allen, Blair Cohn, Randal Hernandez, Walter Larkins, Michelle Molina, Cyrus Parker-Jeannette, Becky Blair and Frank Colonna

**Excused:** 3 - Ralph Holguin, Robert Olvera and Paul Romero

5. [16-027ED](#)

Recommendation to receive and file an oral update regarding the former Redevelopment Agency land disposition efforts.

5:28 PM Michael Conway, Economic and Property Development Department Director gave an oral presentation, and a handout

5:48 PM Commissioner Michelle Molina asked about possible Westside properties selling

5:48 PM Michael Conway, Economic and Property Development Department Director spoke about lack of interest with Westside parcels, and the reluctance for more container use installations

5:48 PM Commissioner Michelle Molina commented that those parcels do need imagination

5:48 PM Vice Chair Becky Blair asked about the total of all parcels

5:49 PM Michael Conway, Economic and Property Development Department Director said that is not available yet

5:49 PM Vice Chair Becky Blair spoke about downtown

5:49 PM Michael Conway, Economic and Property Development Department Director spoke about residential, and tax

5:50 PM Commissioner Walter Larkins asked about the budget

5:50 PM Michael Conway, Economic and Property Development Department Director spoke about reimbursing approximately 5% of sales proceeds, small parcels don't add up to much, but big parcels equal a good amount of money, ongoing revenue

5:51 PM Derek Coleman asked about other projects on the Westside

5:51 PM Michael Conway, Economic and Property Development Department Director spoke about the City and the community not wanting more containers on the Wstside; no increase in traffic

**A motion was made by Commissioner Hernandez, seconded by Commissioner Parker-Jeannette, to approve recommendation. The motion carried by the following vote:**

**Yes:** 8 - Kristi Allen, Blair Cohn, Randal Hernandez, Walter Larkins, Michelle Molina, Cyrus Parker-Jeannette, Becky Blair and Frank Colonna

**Excused:** 3 - Ralph Holguin, Robert Olvera and Paul Romero

6. [16-028ED](#)

Recommendation to approve a proposal for a joint special meeting between the Economic Development Commission and the Planning Commission in order to facilitate communication on projects shared by both Commissions. Proposed meeting location is the Long Beach Water Treatment Plant, 2950 Redondo Avenue, date and time to be determined.

5:53 PM Michael Conway, Economic and Property Development Department Director spoke about he and Amy Bodek thinking that because of crossover with various projects between the Planning Commission that might be considered economic development, and the EDC objectives, a joint meeting would be a good opportunity to understand roles of PC & EDC; also talk about economic strategies

5:55 PM Chair Frank Colonna asked if a daytime meeting would be better, depending on commissioner's schedules; 8:00 AM to 10:00 AM, no later than noon

5:57 PM Michael Conway, Economic and Property Development Department Director the joint meeting is somewhat prompted by Del Taco drive through opposition

5:57 PM Vice Chair Becky Blair spoke about more sophisticated developers, existing buildings more of a concern; lack of parking; items usually bottlenecked; small businesses do not get approved

5:59 PM Michael Conway, Economic and Property Development Department Director spoke about Development Services recognizing the challenges

5:59 PM Commissioner Randal Hernandez spoke about the economic element in the previous City plan; he suggested to revisit that as a part of the long range economic plan

6:00 PM Michael Conway, Economic and Property Development Department Director spoke about possible joint meeting dates June 23rd or June 30th, either evening or morning

5:03 PM Chair Colonna spoke about possibly touring the Water Treatment Plant after the joint meeting

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

**Yes:** 8 - Kristi Allen, Blair Cohn, Randal Hernandez, Walter Larkins, Michelle Molina, Cyrus Parker-Jeannette, Becky Blair and Frank Colonna

**Excused:** 3 - Ralph Holguin, Robert Olvera and Paul Romero



**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.

There was no public participation at this time.

## **NEW BUSINESS**

6:05 PM Michael Conway, Economic and Property Development Department Director spoke

## **ADJOURNMENT**

At 6:06 PM the meeting was adjourned.

Next regular meeting: June 28, 2016.

I, Jim Fisk, Project Manager, Department of Economic and Property Development 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 Economic Development 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).