

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

**TUESDAY, MARCH 26, 2019
333 W. OCEAN BOULEVARD
CITY COUNCIL CHAMBERS, 4:00 PM**

Randal Hernandez, Chair
Becky Blair, Vice Chair
Blair Cohn, Commissioner
Jacob Flores, Commissioner
Leah Goold-Haws, Commissioner



Walter Larkins, Commissioner
Robert Olvera, Jr., Commissioner
Michelle Molina, Commissioner
Cyrus Parker-Jeannette, Commissioner
Jessica Schumer, Commissioner

REGULAR MEETING - 4:00 P.M.

ROLL CALL

Commissioners Blair Cohn, Jacob Flores, Walter Larkins, Michelle Molina, Cyrus
Present: Parker-Jeannette, Jessica Schumer, Becky Blair and Randal
Hernandez

Commissioners Leah Goold-Haws
Absent:

CHAIR REPORT

CONSENT CALENDAR

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

Yes: 6 - Blair Cohn, Michelle Molina, Cyrus Parker-Jeannette,
Jessica Schumer, Becky Blair and Randal Hernandez

Absent: 3 - Jacob Flores, Leah Goold-Haws and Walter Larkins

1. 19-015ED Recommendation to approve the minutes for the meetings held
February 26, 2019

Attachments: [20190226 EDC Minutes.pdf](#)

2. 19-016ED Recommendation to receive and file an update regarding Economic
Development Department communications for the month of March

2019.

Attachments: [20190326 EDC Monthly Communications Recap Memo.](#)

3. 19-017ED Recommendation to receive and file an update to the Blueprint Implementation Plan.

REGULAR AGENDA

4. 19-005ED Recommendation to receive and file a report from various speakers on the real estate development environment in the City of Long Beach, including an:
- a. Overview of citywide Real Estate Development by Sergio Ramirez, Economic Development;
 - b. Update on 2nd and PCH Project by Barret Bradley, Center Cal Development;
 - c. Update on the Little American Business (LAB) project in North Long Beach by Roman Ciuni, LAB;
 - d. Hospitality sector update regarding the Pacific 6 renovation of the Breakers Hotel by Renato Alesiani, Pacific 6;
 - e. Residential sector update regarding Trammel Crow's proposed West Gateway Project in the former World Trade Center parking lot by Alan Pullman, Studio 1-11; and
 - f. Specific Plan update regarding the Boeing C-17 property and corridor by Sergio Ramirez, Economic Development Department;

Chairman Hernandez spoke

Sergio Ramirez, Economic Development Deputy Director, provided an Overview of citywide Real Estate Development

Chairman Hernandez spoke

Commissioner Schumer spoke

Chairman Hernandez spoke

Barret Bradley, Center Cal Development provided an update on the 2nd and

PCH Project

Chairman Hernandez spoke

Roman Ciuni, LAB provided an update on the Little American Business (LAB) project in North Long Beach

Chairman Hernandez spoke

Renato Alesiani, Pacific 6 provided an update regarding the Pacific 6 renovation of the Breakers Hotel

Chairman Hernandez spoke

Alan Pullman, Studio 1-11 provided an update regarding Trammel Crow's proposed West Gateway Project in the former World Trade Center parking lot

Chairman Hernandez spoke

Renato Alesiani, Pacific 6 spoke

Commissioner Parker-Jeanette spoke

Sergio Ramirez, Economic Development Deputy Director. spoke

Fern Nueno, Economic Development spoke

Commission Vice Chair Blair spoke

Chairman Hernandez spoke

Commissioner Schumer spoke

Roman Ciuni, LAB spoke

Dialogue ensued between Roman Ciuni, LAB and Commissioner Schumer

Chairman Hernandez spoke

Barret Bradley, Center Cal Development spoke

Chairman Hernandez spoke

Sergio Ramirez, Economic Development Deputy Director, provided an overview

and Specific Plan update regarding the Boeing C-17 property and corridor

Chairman Hernandez spoke

Sergio Ramirez, Economic Development Deputy Director, spoke

Chairman Hernandez spoke

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

Yes: 8 - Blair Cohn, Jacob Flores, Walter Larkins, Michelle Molina, Cyrus Parker-Jeannette, Jessica Schumer, Becky Blair and Randal Hernandez

Absent: 1 - Leah Goold-Haws

5. 19-006ED Receive and file a presentation regarding 2018 Limitless advertising campaign by Kristine Gaa, Michael Baker Associates.

Sergio Ramirez, Economic Development Deputy Director, spoke

Kristine Gaa, Michael Baker Associates provided presentation on the 2018 Limitless advertising campaign.

Sergio Ramirez, Economic Development Deputy Director, spoke

Commissioner Schumer spoke

Sergio Ramirez, Economic Development Deputy Director, spoke

Chairman Hernandez spoke

Sergio Ramirez, Economic Development Deputy Director, spoke

Seyed Jalali, Economic Development , spoke

John Keisler, Economic Development Director, spoke

Chairman Hernandez spoke

A motion was made by Vice Chair Blair, seconded by Commissioner Cohn, to approve recommendation. The motion carried by the following vote:

Yes: 8 - Blair Cohn, Jacob Flores, Walter Larkins, Michelle Molina, Cyrus Parker-Jeannette, Jessica Schumer, Becky Blair and Randal Hernandez

Absent: 1 - Leah Goold-Haws

6. 19-007ED Receive and file presentation regarding the federal Opportunity Zone program by Daniel Han, Economic Development Department.

Sergio Ramirez, Economic Development Deputy Director, spoke

Chairman Hernandez spoke

Vice Chair Blair spoke

Sergio Ramirez, Economic Development Deputy Director, spoke

Commissioner Larkins spoke

Commissioner Schumer spoke

Chairman Hernandez spoke

A motion was made by Vice Chair Blair, seconded by Commissioner Schumer, to approve recommendation. The motion carried by the following vote:

Yes: 7 - Blair Cohn, Jacob Flores, Walter Larkins, Michelle Molina, Jessica Schumer, Becky Blair and Randal Hernandez

Absent: 2 - Leah Goold-Haws and Cyrus Parker-Jeannette

7. 19-008ED Receive and file an update regarding the 2019 Regional Economic Forum at the Long Beach Convention Center from 8:30 am to 11:30 am on April 18th, by Economic Development Director John Keisler.

John Keisler, Economic Development Director, spoke

Chairman Hernandez spoke

Commissioner Molina spoke

Commissioner Schumer spoke

John Keisler, Economic Development Director, spoke

A motion was made by Commissioner Cohn, seconded by Vice Chair Blair, to approve recommendation. The motion carried by the following vote:

Yes: 7 - Blair Cohn, Jacob Flores, Walter Larkins, Michelle Molina, Jessica Schumer, Becky Blair and Randal Hernandez

Absent: 2 - Leah Goold-Haws and Cyrus Parker-Jeannette

DIRECTOR'S REPORT

John Keisler, Economic Development Director, spoke

Commissioner Cohn spoke

John Keisler, Economic Development Director, spoke

Commissioner Cohn spoke

John Keisler, Economic Development Director, spoke

Chairman Hernandez spoke

PUBLIC PARTICIPATION: Members of the public are invited to address the Board on items of interest to the public within the Commission's jurisdiction. Each speaker will be limited to two minutes unless that time is extended by the Chair.

COMMENTS

ADJOURNMENT

Next regular meeting: April 30, 2019 4:00 PM.

I, Bob Mossler, Project Analyst, Economic Development Department certify that the agenda was posted not less than 72 hours prior to the meeting.

Signature: _____ Date: _____

Note:

The Economic Development Commission agenda and supporting documents are available on the Internet at <http://longbeach.legistar.com/Calendar.aspx>. Agenda items may also be reviewed in the Office of the City Clerk or online at the Main Library and at the Branch Libraries. Persons interested in obtaining an agenda via email should send an email request to the Clerk of the Economic Development Commission at robert.mossler@longbeach.gov.

Any supplemental writings or documents regarding an agenda item that are distributed to a majority of the Economic Development Commission after the posting of this agenda will be available for public inspection in the Office of the City Clerk during normal business hours and available on the internet at:

"<http://longbeach.legistar.com/Calendar.aspx>."

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 Bob Mossler 48 hours prior to the Economic Development Commission meeting at (562) 570-5503. This information is available in an alternative format by request to Bob Mossler at (562) 570-5503. For correspondence purposes you can reach City staff at robert.mossler@longbeach.gov.