

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

**THURSDAY, SEPTEMBER 17, 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

---

**FINISHED AGENDA AND DRAFT MINUTES**

**REGULAR MEETING**

**CALL TO ORDER**

At 9:08AM Chair Lorbeer called the meeting to order.

**ROLL CALL**

**Commissioners** Joy Starr, William W. Lorbeer, Marsha Jeffer, Eric Forsberg and

**Present:** Lisa Ramelow

**Commissioners** Kurt Schneider and Samuel Lippke

**Absent:**

Also present: Julie Maleki, CD 3 Chief of Staff; Lisa West, CD 3 Field Deputy; Mike Sheldrake, BSBA President.

**ELECTIONS**

9:10 Chair Lorbeer opened nominations for Vice Chair and Chair.

Commissioner Starr nominated Vice Chair Jeffer for Vice Chair. No other nominations were made.

Nomination for Vice Chair Jeffer carried with the following vote:

Yes: 5

No: 0

Vice Chair Jeffer nominated Chair Lorbeer for Chair. No other nominations were made.

Nomination for Chair Lorbeer carried with the following vote:

Yes: 5

No: 0

## CHAIR REPORT

9:12 Bill Lorbeer, Chair spoke about his absence for the October 2015 BSPBIAAC meeting, projected November date for installing smart meter sensors, median landscape project meetings, update regarding the removed Library bus stop, meter net revenue report is forthcoming for future meeting.

**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.**

9:15 Eric Forsberg, Commissioner spoke.

9:16 Bill Lorbeer, Chair spoke.

9:17 Eric Forsberg, Commissioner spoke.

9:18 Bill Lorbeer, Chair spoke.

9:18 Ken Weiss spoke.

9:20 Bill Lorbeer, Chair spoke.

9:21 Lisa West, CD 3 Field Deputy spoke.

9:21 Ken Weise spoke.

9:21 Marsha Jeffer, Vice Chair spoke.

9:22 Bill Lorbeer, Chair spoke.

9:23 Julie Maleki, CD 3 Chief of Staff spoke.

9:23 Bill Lorbeer, Chair spoke.

9:24 Julie Maleki, CD 3 Chief of Staff spoke.

9:24 Bill Lorbeer, Chair Commission spoke.

9:25 Eric Forsberg, Commissioner spoke.

9:25 Julie Maleki, CD 3 Chief of Staff spoke.

9:26 Lisa Ramelow, Commissioner spoke.

9:26 Bill Lorbeer, Chair spoke.

9:27 Melinda Cotton spoke.

9:28 Joy Starr, Commissioner spoke.

9:29 Bill Lorbeer, Chair spoke.

## CONSENT CALENDAR

1. [15-054BS](#) Recommendation to approve the minutes for the meeting held August 20, 2015.

**Attachments:** [15-054BS Finished Agenda And Draft Minutes 08.20.15.](#)

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

**Yes:** 5 - William W. Lorbeer, Joy Starr, Marsha Jeffer, Eric Forsberg and Lisa Ramelow

**Absent:** 2 - Kurt Schneiter and Samuel Lippke

2. [15-055BS](#) Recommendation to receive and file the Financial Report for the period ending July 31, 2015.

**Attachments:** [15-055BS BSPBIAAC 07.31.15 Financial Statement.pdf](#)

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

**Yes:** 5 - William W. Lorbeer, Joy Starr, Marsha Jeffer, Eric Forsberg and Lisa Ramelow

**Absent:** 2 - Kurt Schneiter and Samuel Lippke

3. [15-056BS](#)

**Attachments:** [15-056BS LBT BSBA Report Aug 2015.pdf](#)

9:29 Bill Lorbeer, Chair spoke.

9:30 Eric Forsberg, Commissioner spoke.

9:30 Bill Lorbeer, Chair spoke.  
9:31 Marsha Jeffer, Vice Chair spoke.  
9:31 Bill Lorbeer, Chair spoke.  
9:32 Eric Forsberg, Commissioner spoke.  
9:33 Melinda Cotton spoke.

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

**Yes:** 5 - William W. Lorbeer, Joy Starr, Marsha Jeffer, Eric Forsberg and Lisa Ramelow

**Absent:** 2 - Kurt Schneider and Samuel Lippke

#### REGULAR AGENDA

4. [15-057BS](#) Recommendation to receive and file a status report regarding the installation of 12 new Big Belly trash compactors on 2nd Street.

**Attachments:** [15-057BS Big Belly 12 new install status.pdf](#)

9:34 Bill Lorbeer, Chair spoke.  
9:34 Andre Duncan, Waxie spoke.  
9:37 Eric Forsberg, Commissioner spoke.  
9:37 Andre Duncan, Waxie spoke.  
9:38 Bill Lorbeer, Chair spoke.  
9:39 Eric Forsberg, Commissioner spoke.  
9:39 Unknown asked about the cost for single Big Belly units.  
9:40 Andre Duncan, Waxie spoke.  
9:40 Bill Lorbeer, Chair spoke.  
9:41 Eric Forsberg, Commissioner spoke.  
9:41 Bill Lorbeer, Chair spoke.  
9:42 Andre Duncan, Waxie spoke.  
9:43 Bill Lorbeer, Chair spoke.  
9:45 Andre Duncan, Waxie spoke.  
9:48 City staff spoke.  
9:49 Julie Maleki, CD 3 Chief of Staff spoke.  
9:49 Bill Lorbeer, Chair spoke.  
9:50 Eric Forsberg, Commissioner spoke.  
9:50 Bill Lorbeer, Chair spoke.

9:52 Melinda Cotton spoke.  
9:53 Andre Duncan, Waxie spoke.  
9:55 Bill Lorbeer, Chair spoke.

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

**Yes:** 5 - William W. Lorbeer, Joy Starr, Marsha Jeffer, Eric Forsberg and Lisa Ramelow

**Absent:** 2 - Kurt Schneider and Samuel Lippke

5. [15-058BS](#)

Recommendation to approve expenditure not to exceed \$2,500 for relocation of existing cement trash receptacles on 2nd Street.

**Attachments:** [15-058BS Cement receptacle relocation cost.pdf](#)

9:56 Bill Lorbeer, Chair reviewed item; no discussion ensued.

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

**Yes:** 5 - William W. Lorbeer, Joy Starr, Marsha Jeffer, Eric Forsberg and Lisa Ramelow

**Absent:** 2 - Kurt Schneider and Samuel Lippke

6. [15-059BS](#)

Recommendation to receive and file a letter from the Belmont Shore Business Association President regarding the potential impacts to the local business community related to the approval of a City of Long Beach-only increase in the minimum wage mandate.

**Attachments:** [15-059BS Minimum Wage Increase.pdf](#)  
[BSBAminwagelettertocouncil 15.pdf](#)

9:57 Bill Lorbeer, Chair spoke.  
9:58 BREAK FOR METER FEEDING  
10:02 MEETING RESUMED  
10:03 Bill Lorbeer, Chair spoke.  
10:04 Mike Shel Drake, BSBA President (Polly's Coffee); spoke.  
10:10 Eric Forsberg, Commissioner spoke.  
10:11 Mike Shel Drake, BSBA President (Polly's Coffee) spoke.  
10:12 Eric Forsberg, Commissioner spoke.

10:12 Bill Lorbeer, Chair LA County spoke.  
10:12 Mike Shel Drake, BSBA President (Polly's Coffee) spoke.  
10:13 Bill Lorbeer, Chair spoke.  
10:13 Mike Shel Drake, BSBA President (Polly's Coffee) spoke.  
10:14 Eric Forsberg, Commissioner spoke.  
10:14 Mike Shel Drake, BSBA President (Polly's Coffee) spoke.  
10:14 Lisa Ramelow, Commissioner spoke.  
10:15 Eric Forsberg, Commissioner spoke.  
10:15 Mike Shel Drake, BSBA President (Polly's Coffee) spoke.  
10:16 Bill Lorbeer, Chair spoke.  
10:18 Eric Forsberg, Commissioner spoke.  
10:19 Bill Lorbeer, Chair spoke.  
10:19 Mike Shel Drake, BSBA President (Polly's Coffee) spoke.  
10:20 Bill Lorbeer, Chair spoke.  
10:21 Eric Forsberg, Commissioner spoke.  
10:22 Bill Lorbeer, Chair spoke.  
10:25 Lisa Ramelow, Commissioner spoke.  
10:27 Eric Forsberg, Commissioner spoke.  
10:27 Marsha Jeffer, Vice Chair spoke.  
10:28 Bill Lorbeer, Chair spoke.  
10:28 Melinda Cotton spoke.  
10:29 Bill Lorbeer, Chair spoke.  
10:30 Mike Shel Drake, BSBA President (Polly's Coffee) spoke.  
10:31 Bill Lorbeer, Chair spoke.  
10:32 Lisa West, CD 3 Field Deputy spoke.  
10:33 Eric Forsberg, Commissioner spoke.  
10:33 Bill Lorbeer, Chair spoke.  
10:35 Eric Forsberg, Commissioner spoke.  
10:36 Bill Lorbeer, Chair spoke.  
10:26 Lisa Ramelow, Commissioner spoke.

**A substitute motion was made by Commissioner Ramelow, seconded by Vice Chair Jeffer, to receive and file the recommendation, to oppose any increase in minimum wage, authorize the Commission Chair to write a letter to City Council requesting the following if minimum wage is increased: 1. Small businesses to be described as 75 or fewer employees; 2. "Tipped" employees are to be exempt; 3. There should be "age specific" categories.**

**Yes:** 5 - William W. Lorbeer, Joy Starr, Marsha Jeffer, Eric Forsberg  
and Lisa Ramelow

**Absent:** 2 - Kurt Schneider and Samuel Lippke

**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.

10:38 CSULB Journalism students, Brishea Chrichlow and another female, introduced themselves to the Commission.

## ADJOURNMENT

**Next regular meeting: October 15, 2015.**

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

The meeting was adjourned at 10:38AM.

### 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).