



Blueprint Notes

Updated: April 4, 2017

City Council Comments & Revisions

1. Mungo: recommend to adopt, and pull together Implementation Committee—3 ED&F, 3 EDC, Chair WIB, City staff; work on prioritizing the initial measures;
2. Richardson: appreciates the sincerity about vision, inclusion, cooperation, implementation; discussed platform for tracking the workflow of entrepreneurs through the startup process; like the model of a workplan for all commissions;
3. Pearce: core things that the City wants to do, market is exciting, new development, percent for the arts, recognize the impacts of economic development, not to quick or exclusive of people; include comments from DLBA (9) recommendations to be included in the Blueprint—White House Development Toolkit, housing affordability, online accessibility for CUP, permits, licensing; loves Building Healthy Communities recommendations for housing, equity, demographic changes; predictability, easy licensing, customer service; arts and entertainment needs a bigger focus for live entertainment in downtown;
4. Price: important to establish realistic performance measures; identify by phases for implementation
5. Uranga: needs stronger focus on air quality, transportation and mobility; need to look at training for workforce; jobs and living wages;
6. Gonzalez: tracking the key performance measures; business improvement districts; banks and pharmacies on the West Side; incentivizing innovation working with the US Patent Office to encourage innovation and patent creation; doing business with the City—preferential procurement opportunities; address unemployment disparities; music and entertainment—how we can better leverage those events for economic growth; global business imports and exports working with US Embassy for matchmaking in foreign markets;
7. Austen: likes the snapshot and wants to measure progress against those indicators; wants to put a greater emphasis on creating and maintaining quality jobs in the City; marry economic development with "employment development" noted the commuting trends;
8. Supernaw: top 25 sales tax generators (Circle Porsche and Audi);

Public Comments

1. Fox: disseminate information to the community—need to focus on getting the information out there; open data; how to get it out earlier and without delays; need a better connection to the business community;
2. Hansen: Need greater focus on our ocean and Long Beach;
3. Chamber: very interested in Business Assistance & Cooperation; support the Concierge Program; want a stronger partnership between COBA & City;
4. DLBA: led to Long Beach "open for business"; welcome relief for downtown and the city to propel Long Beach into the competitive marketplace; cooperation between the various associations, residents, and partners;



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5. Veterans Affairs Commission wants to adopt a similar workplan approach

Economic Development & Finance Committee Comments

1. Motion: adopt with the recommendation to create the implementation committee as described above;
2. Mungo: create implementation committee including ED&F—3 EDC members, LAEDC, LA County, WIB Chair; adopt with the recommendation to create the implementation committee as described
3. Uranga: make sure that we name representatives from various sectors including the education sector, need to partner with education sector; WIB; need to add measures of Air Quality: need to add an objective related to health and air quality that impacts west side;
4. Price: what is the plan for tracking and reporting performance measures? Agreed that prioritizing and sequencing the measures is a practical approach;