



Thomas Fields, Chair  
Neil McCrabb, Vice Chair  
Diane Arnold, Member  
William Baker, Member

Terry Jensen, Member  
Vivian M. Tobias, Member  
Vacant

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## FINISHED AGENDA & MINUTES

### ROLL CALL (8:50 AM)

#### Roll Call

Present: Diane Arnold; William Baker; Terry Jensen; Vivian Tobias; Chair Thomas Fields.  
Absent/Excused: Vice Chair Neil McCrabb.

Also Present: Patrick H. West, Executive Director; Craig Beck, Assistant Executive Director; Heather Mahood, Chief Assistant City Attorney; Lisa Fall, Redevelopment Administrator; Lee Mayfield, Redevelopment Project Officer; David White, Redevelopment Project Officer; Daisy Gomez, City Clerk Specialist; Jan Pittman, City Clerk Specialist.

### FLAG SALUTE (8:50 AM)

Boardmember Jensen led in the flag salute.

### (07-002R) Recommendation to receive and file Notice of Adjournment of the January 1, 2007 and January 15, 2007 regular meetings of the City of Long Beach Redevelopment Agency. (8:50 AM)

**Motion:** Approve recommendation.  
Moved by William Baker, seconded by Vivian Tobias.

**Vote:** Approve recommendation. (Carried 5-0)  
Yes: Diane Arnold, William Baker, Terry Jensen, Vivian Tobias, and Chair Thomas Fields.  
Absent: Vice Chair Neil McCrabb.

### (07-008R) Minutes for Meetings of December 18, 2006, January 22, 2007 (8:51 AM)

**Motion:** Approve recommendation.  
Moved by Diane Arnold, seconded by Vivian Tobias.

**Vote:** Approve recommendation. (Carried 5-0)  
Yes: Diane Arnold, William Baker, Terry Jensen, Vivian Tobias, and Chair Thomas Fields.  
Absent: Vice Chair Neil McCrabb.

## **PROJECT AREA COMMITTEE REPORTS (8:52 AM)**

Martha Thuente, Chair, North Long Beach Redevelopment Project Area Committee (NPAC), advised that at the last NPAC meeting Joan Noble was elected Secretary, Karen Adlesack, Vice Chair, and she was re-elected Chair; she presented the NPAC annual report, "It's the People," a copy of which was received and made a part of the permanent record.

Boardmembers Jensen, Baker, and Chair Fields spoke regarding Chair Thuente's commendable leadership and NPAC's progress.

Alan Tolkoff, Chair, Central Long Beach Redevelopment Project Area (CPAC), commented that Central Long Beach Redevelopment Project Area had two vacancies, one precipitated by a death and another by resignation.

## **EXECUTIVE DIRECTOR'S REPORT (9:09 AM)**

Patrick West, Executive Director, announced that the California Redevelopment Association would meet in Long Beach in February; also that the Spin Bicycle Art Exhibit pieces had arrived; a postcard advertising the Exhibit was distributed; a copy of which was received and made a part of the permanent record. He also noted that during the "Amgen Tour of California Bicycle Race", the "Spin" Art would be displayed at Bluff Park, possibly the lobby of City Hall or a hotel; and after the race the art would be displayed in Long Beach neighborhoods.

## **PUBLIC PARTICIPATION (9:11 AM)**

There was no public participation.

## **REGULAR AGENDA (1-7) (9:11 AM)**

**(07-012R) Recommendation to approve and authorize the Executive Director to execute a Purchase and Sale Agreement and all other related documents to complete the purchase of property at 5701 Atlantic Avenue for a purchase price of \$405,000 plus closing costs. (North - District 8) (9:11 AM)**

Lee Mayfield, Redevelopment Project Manager, presented the staff report, advising that the North Long Beach Redevelopment Project Area Committee (NPAC) recommended property acquisitions.

Laurie Angel, North Long Beach Redevelopment Project Area Committee (NPAC), spoke.

Craig Beck, Assistant Executive Director, responded that clearing the property for parking met the Board's requirement to increase retail options by enhancing off-street parking.

**Motion:** Approve recommendation.

Moved by Terry Jensen, seconded by Vivian Tobias.

**Vote:** Approve recommendation. (Carried 5-0)

Yes: Diane Arnold, William Baker, Terry Jensen, Vivian Tobias, and Chair Thomas Fields.

Absent: Vice Chair Neil McCrabb.

**(07-013R) Recommendation to approve the proposed target sites for improvement under the**

**facade program in the North Long Beach Redevelopment Project Area. (North - Districts 8,9)  
(9:16 AM)**

Craig Beck, Assistant Executive Director, and Lee Mayfield, Redevelopment Project Manager, presented the staff report.

A discussion ensued.

Laurie Angel, North Long Beach Redevelopment Project Area (NPAC), addressed concerns that billboards were a blight, and that the Agency was financially assisting the phone company and the Long Beach Unified School District.

**Motion:** Approve recommendation.  
Moved by William Baker, seconded by Diane Arnold.

**Vote:** Approve recommendation.  
(Carried 5-0)  
Yes: Diane Arnold, William Baker, Terry Jensen, Vivian Tobias, and Chair Thomas Fields.  
Absent: Vice Chair Neil McCrabb.

**(07-014R) Recommendation to authorize the Executive Director to execute an agreement in an amount not to exceed \$300,000 with the Arts Council for Long Beach to fund the construction/placement of public art. (All Project Areas - Citywide) (9:27 AM)**

Craig Beck, Assistant Executive Director, presented the staff report.

A discussion ensued.

**Motion:** Approve recommendation.  
Moved by Vivian Tobias, seconded by Terry Jensen.

**Vote:** Approve recommendation.  
(Carried 5-0)  
Yes: Diane Arnold, William Baker, Terry Jensen, Vivian Tobias, and Chair Thomas Fields.  
Absent: Vice Chair Neil McCrabb.

**(07-015R) Recommendation to approve attached resolution authorizing the investment of Redevelopment Agency monies in the California Local Agency Investment Fund by the City Treasurer, Director of Finance, and the Treasury Operations Officers. (All Project Areas - Citywide) (9:33 AM)**

Lisa Fall, Redevelopment Administrator and Finance Officer, presented the staff report and responded to questions.

**Motion:** Approve recommendation and adopt Resolution No. R.A. 03-2007.  
Moved by William Baker, seconded by Diane Arnold.

**Vote:** Approve recommendation and adopt Resolution No. R.A. 03-2007. (Carried 5-0)  
Yes: Diane Arnold, William Baker, Terry Jensen, Vivian Tobias, and Chair Thomas Fields.  
Absent: Vice Chair Neil McCrabb.

**(07-016R) Recommendation to approve and authorize the Executive Director to enter into a contract with Katherine Spitz Associates, Inc., in an amount not to exceed \$150,000 for the development of the Wrigley Village Street Enhancement Program for Pacific Avenue between Pacific Coast Highway and Willow Street. (Central - District 6)**

**(9:36 AM)**

David White, Redevelopment Project Officer, presented the staff report.

Boardmember Baker advised that the Central Redevelopment Project Area Committee had approved this development.

**Motion:** Approve recommendation.

Moved by Diane Arnold, seconded by Terry Jensen.

**Vote:** Approve recommendation. (Carried 5-0)

Yes: Diane Arnold, William Baker, Terry Jensen, Vivian Tobias, and Chair Thomas Fields.

Absent: Vice Chair Neil McCrabb.

**(07-017R) Recommendation to adopt plans and specifications No. R-6715, and approve and authorize the Executive Director to enter into a contract with SHE Engineering & Construction Group, Inc., in an amount not to exceed \$839,845 for the construction of streetscape improvements on Martin Luther King Jr. Avenue between Pacific Coast Highway and 20th Street. (Central - District 6) (9:39 AM)**

David White, Redevelopment Project Officer, presented the staff report.

A discussion ensued.

**Motion:** Approve recommendation.

Moved by Vivian Tobias, seconded by William Baker.

**Vote:** Approve recommendation.

(Carried 5-0)

Yes: Diane Arnold, William Baker, Terry Jensen, Vivian Tobias, and Chair Thomas Fields.

Absent: Vice Chair Neil McCrabb.

**(07-019R) Recommend that the City Council approve a contract with Media Management Services, Inc., to develop six (6) freeway electronic message center displays within Redevelopment areas; use a portion of the revenue generated by the project to retire the bond obligation of the Long Beach Museum of Art; structure and execute an agreement to provide on-going funds for grants for culture and arts, to be administered by the Arts Council for Long Beach; and support legislation to facilitate the program. (All Project Areas - Citywide) (9:43 AM)**

Patrick West, Executive Director, and Craig Beck, Assistant Executive Director, presented the staff report.

Alan Tolkoff, Chair, Central Long Beach Redevelopment Project Area Committee (CPAC), advised that the project was not presented to CPAC. He also stated that the project was a benefit to the City.

Phil Saumur, North Long Beach Redevelopment Project Area Committee (NPAC), commented that the signs' locations could better benefit all areas of Long Beach.

Martha Thuente, Chair, North Long Beach Redevelopment Project Area (NPAC), was upset that a presentation was not made to NPAC, and spoke in opposition of the billboards.

Laurie Angel, North Long Beach Redevelopment Project Area (NPAC), stated that the billboards would be a blight.

Jack Fishman, Executive Director, Long Beach Symphony Orchestra, spoke in support of the billboards.

Jesse Brown, 353 Plenty Street, spoke in opposition of the billboards.

John Gilba, 3545 Gavitoa Avenue, California Heights Neighborhood Association representative, spoke in opposition.

John Deats, 3600 Pacific Avenue, spoke in opposition, and expressed concern that several associations and committees had not been consulted.

Mike Kowal, 3756 Pine Avenue, spoke in opposition; expressed concern that the community was not involved, and commented that funds would be better used for safety than for the arts.

Andreas Mitiske, Artistic and General Director, Long Beach Opera, spoke in support of the billboards, and commented that art outreach would help keep children safer.

Pat Bergendahl, Central Long Beach Redevelopment Project Area Committee (CPAC), posed questions regarding the advertisements' benefits to local businesses.

Michael Pauls, Media Management Services, Inc., addressed fears of light pollution; noting that the signs' light design is static and directional toward only the freeways; and commented that 1 in 5 ads would brand the City.

Doug Otto, Media Management Services, Inc. representative, spoke in support of the billboards, noting the benefit of sales tax dollars and the opportunity to advertise the City.

Joan Van Hooten, Executive Director, Arts Council for Long Beach, spoke regarding the great impact that billboard funding would have on the arts programs.

David Carlton, Central Long Beach Redevelopment Project Area Committee (CPAC), and Wrigley Neighborhood Association member, spoke in opposition, and noted that the billboards would be a hindrance to neighborhood improvement projects.

Chair Fields suggested that the item be postponed.

Boardmember Tobias questioned if staff could provide some actual billboards and specific locations where they will be placed, to be viewed in the daytime and evening, to help provide a more accurate picture of what their impact would be.

Boardmember Baker spoke in strong opposition of the billboards; commented that they would be a blight to the City; about the difficulty of removing signs once erected; and noted cities and states that have banned billboards.

Boardmember Arnold expressed second thoughts on the possible blight of the billboards, and inquired about the five cities noted on the report.

Michael Pauls, Media Management Services, Inc., cited the Cities of Huntington Beach, Los Angeles, and Carson, as the other cities using redevelopment billboards, and clarified the report.

Boardmember Jensen, discussed the proposal and requested that when the final contract was approved the following language should become a part of that language:

1. Media Management Services, Inc. must submit to the Redevelopment Agency, for review and approval, a comprehensive business plan and financial proforma for the sign program with references and examples of prior sign program success. Also, the plan and financials must be provided prior to commencement of negotiations for the contract.
2. The approval be subject to an implementation of a vigorous and sustained code enforcement program specifically designed to remove non-compliant signs within the project areas.
3. The final contract with Media Management Services, Inc. must include:
  - 1) The review and approval of the Redevelopment Agency Board;
  - 2) A minimum annual base payment to the City of Long Beach in the amount of \$1.5 million, or possibly more be guaranteed by Media Management Services, Inc.;
  - 3) Media Management Services, Inc. would pay a percentage of the gross sales revenue in addition to the minimum annual guarantee, and the terms and conditions of the fee would be negotiated;
  - 4) Media Management Services, Inc. would be subject to substantial fines and penalties if revenue was under reported;
  - 5) Detailed financial reporting would be required;
  - 6) Strong audit provisions be provided for the City of Long Beach; and
  - 7) Redevelopment Agency would have final approval of the design and placement of the signs in agreement with the Arts Council of Long Beach; 1) with the approval conditioned upon the Arts Council of Long Beach to submit to the Redevelopment Agency Board, for review and approval, an annual business plan for each year the program was in existence, which would specify how the revenue generated from the program was proposed to be allocated; 2) the annual business plan must include substantial allocations for arts programs within the Redevelopment project areas.

Chair Fields stated that he supported the principle of the billboards; and requested that the proposed revenue distribution be re-negotiated to allow enough revenue to be returned to the billboard-impacted neighborhoods.

**Motion:** To postpone the approval of the Media Management Systems, Inc. contract until all Project Area Committees had received a Media Management Systems, Inc. program presentation, and that a staff report be prepared regarding the program. After that, the Board would then review the contract conditions.

Moved by Terry Jensen, seconded by Diane Arnold.

Boardmember Baker spoke.

**Vote:** To postpone the approval of the Media Management Systems, Inc. contract until all Project Area Committees had received a Media Management Systems, Inc. program presentation, and that a

staff report be prepared regarding the program. After that, the Board would then review the contract conditions. (Carried 5-0)

Yes: Diane Arnold, William Baker, Terry Jensen, Vivian Tobias, and Chair Thomas Fields.

Absent: Vice Chair Neil McCrabb.

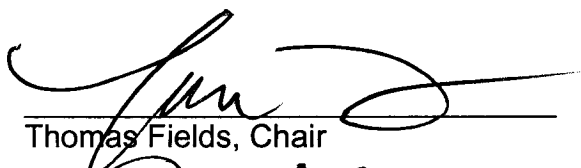
**COMMENTS FROM REDEVELOPMENT AGENCY BOARDMEMBERS (10:39 AM)**

Craig Beck, Assistant Executive Director, announced that a February 24th, "Kaboom!" event was scheduled to build a new playground for Orizaba Park.

Patrick H. West, Executive Director, noted that the "Spin" art work could be viewed after the meeting.

**ADJOURNMENT (10:41 AM)**

There being no objection, Chair Fields declared the meeting adjourned.



Thomas Fields, Chair



Patrick H. West, Executive Director