



**Retail Visioning Steering Committee**

**January 5, 2010—2:00 p.m.**

King's Fish House  
100 West Broadway  
Long Beach, CA 90802

**Steering Committee members / representatives in attendance:** Phil Appleby, Loara Cadavona, Broc Coward, Steve Goodling, Susana Gonzalez, Jerry Miller, Carl Morgan, Brian Russell, Tony Shooshani, Ted Slaught

**Steering Committee members absent:** Becky Blair (represented by Brian Russell), Robert Garcia (represented by Susana Gonzalez), Suja Lownethal (represented by Broc Coward), Joe Magaddino, Amy Bodek (represented by Carl Morgan)

**Other Attendees:** Mike Berne, Kristopher Larson, Vanessa McCollum

Meeting Notes:

**1. CALL TO ORDER AND WELCOME**

Kristopher Larson called the meeting to order at 2:09pm

**2. BUILDING A VISION STATEMENT**

A powerpoint presentation was made to the committee to explain elements of a good vision statement. Individual input statements were sorted, organized, categorized and synthesis statements were turned into an internal draft vision for the committee to review today.

**3. REVISING THE DRAFT VISION STATEMENT**

Initial impressions:

- Great, organized positive words
- Specific to Downtown Long Beach, points out uniqueness, positive, realistic
- Hits on all points heard at the community meeting
- May be a little long

Preferred adjustments:

- Changing the 1<sup>st</sup> sentence to be more of effect/cause instead of cause/effect
- Using the word "presence" instead of "influx" with regards to students, in an effort to reduce the transient qualities of the statement. Show that the students are part of the

tapestry and the creative class. Can have CSULB and Long Beach City College certificate programs offered in the Downtown right away by utilizing the adaptive reuse for existing buildings.

- The word “international” if the statement is condensed will drop out a bit, needs to be used effectively.
- Add “safe and clean” to the 3<sup>rd</sup> paragraph
- Need to add “eclectic blend of residents and visitors”, emphasizing that the visitors blend in well here, and that the Downtown doesn’t roll the doors close at 5:00pm, and actually comes alive even further.
- Walkability should be emphasized
- Should include Hotel Maya and Queen Mary

#### **4. ITEMS OUTSIDE OF THE SCOPE OF RETAIL VISIONING**

Larson asked the committee for suggestions for how they’d like to address the input collected at the meetings which is outside of the realm of retail visioning. Larson suggested the possibility of writing letters on behalf of the community to key decision makers on each topic. Committee members suggested:

- Linking residential representatives with the right people
- Better communicating the positive changes that are already taking place
- Be honest and communicate that some of the items will never happen

#### **5. POSITIONING PRESENTATION**

Mike Berne previewed the powerpoint presentation which will be shown at the community meeting. The discussion following the presentation included the likeness of the East Village and 4<sup>th</sup> Street shopping district, and the psychographic they support. The committee also discussed conventioners and visitors who like to leisurely shop, and the lack of shopping in the influx of restaurants. The Tideland restrictions at the Pike were also discussed.

#### **6. ADJOURNMENT**

The meeting was adjourned at 4:26pm.