



**Kick-off Steering Committee Luncheon**  
Thursday, November 12, 2009- 11:30am  
La Traviata Restaurant  
301 Cedar Avenue, Long Beach, CA 90802

Steering Committee members / representatives in attendance: Derek Burnham, Loara Cadavona, Ron Cole, Broc Coward, Robert Garcia, Susana Gonzalez, Dr. Joe Maggadino, Jerry Miller, Carl Morgan, Brian Russell, Tony Shooshani, Ted Slaught

Steering Committee members absent: Becky Blair (represented by Brian Russell), Amy Bodek (represented by Carl Morgan), Phil Appleby

Other attendees: Attendees: Dan Douglas, Kraig Kojian, Kristopher Larson, Vanessa McCollum

Meeting Notes:

**1. CALL TO ORDER AND WELCOME**

Kraig Kojian called the meeting to order at 11:42am. Kojian stressed the importance of commitment and community involvement to the successful implementation of this visioning process.

**2. PROJECT BACKGROUND, INTRODUCTION OF PROJECT FACILITATORS**

Kristopher Larson provided a brief project background, and gave an estimate of four months to complete the process and begin implementation of the vision.

Self-introductions were made by each of the Steering Committee members and the project team.

Larson clarified that this project is not a study - it will be a community driven process and will invite the community to highlight issues that are barriers preventing us from success. Larson addressed that the word "retail" is not contextually limiting the project's focus to solely soft goods, but also ways to encourage the right complementary active uses in particular areas to create a defining experience. One of the goals is to position Downtown Long Beach and widen

its trade area so that it becomes more than simply going to get a good or service, but provides a high-quality overall experience that differentiates itself in a crowded marketplace of retail centers. The retail visioning process will seek to uncover opportunities to encourage destination-oriented retail, and not just neighborhood retail. The process begins with visioning and a competition-based analysis of positioning opportunities that will ultimately drive the targeting and implementation. Larson stressed the importance of transparency, building a buy-in with the community and defining the roles and responsibilities of the actors involved so that each actor understands their role and can work in accord to realize the community's vision.

Larson introduced the project facilitators: the MJB / Kling-Stubbins proposal was chosen by a selection committee out of nine proposals received after a nationally advertised RFP. Tony Shooshani, Loara Cadavona and Seyed Jalali from the RDA reviewed the proposals and chose MJB / Kling-Stubbins unanimously. Dan Douglas, an Urban Designer with Kling-Stubbins and Michael Berne, Principal of a New York-based retail consulting firm, will be heading the project facilitation effort.

### **3. PROCESS OVERVIEW**

Douglas gave a brief overview of the project timeline including meeting dates. The first community meeting is to establish the vision; Berne will make a presentation about the realities of retail recruitment intended to raise awareness about the retail market so that everyone from the community is on the same page before moving forward with developing a collective vision. After the presentation, there will be a facilitated session to define the values that will shape the vision, the outcome of which will then be presented to the Steering Committee to serve as the starting point for crafting a vision statement. After being crafted by the steering committee, the refined version will go back to the community at the second community meeting for reaction and refinement, and afterward, the second workshop will culminate into a discussion about strategies / objectives needed to realize that vision.

### **4. STEERING COMMITTEE EXERCISE**

**Role of Steering Committee Members:** Douglas explained that after each public meeting, the steering committee would meet to filter, prioritize, decide if the ideas and goals set forth in the community meetings are implementable, and identify members and organizations responsible for implementation of goals. Douglas then took the Steering Committee through a dialog about what the Steering Committee Members about expectations of the process, aspirations for the projects outcomes, and a discussion about who else should be engaged specifically.

#### **Expectations of process:**

- Residential education and engagement
- Connection with Hispanic/Vietnamese business owners including door-knocking and bilingual publications
- Should engage existing retailers and get them involved and focused on retention

- Should survey existing businesses to assess obstacles that may be in place for new businesses (suggestions made for Real Estate Brokers or CSULB students to conduct the surveys)
- Utilize the new zoning that has established primary and secondary streets—primary for pedestrian traffic and secondary opened up to more uses.
- Work with zoning and encourage more independent vendors like flower carts
- Work together with the city to curb the homeless and public safety issues/perceptions
- Expand DLBA annual survey to include intercept survey for residents, conventioners
- True comparison of cities to study best practices
- Clear defined roles for all involved, commitment, ability to trust partner organizations

**Aspirations for project outcomes:**

- Opportunity to make changes to business based on intelligence regarding zoning
- Making sure the business opening process is fluid.
- Control the PR of Downtown to get rid the negative image of Downtown Long Beach and redefine it as an Urban Hub, a metropolitan center instead of being lumped in with the rest of Long Beach
- Alleviate common customer-service related issues
- Filling all empty storefronts (pop up stores, art or graphics)
- Proper signage for businesses
- Connect existing businesses with existing consumer demand
- Develop strong relationships with business owners and residents. Honest dialogue with business owners and residents to realize the realities of retail recruitment.
- Better understanding of consumer demand
- Continuing dialogue, engagement
- Cohesive plan to market and investment in the infrastructure
- Developing a vision and having a majority of the stakeholders agree to it.
- If the retailer comes and is not sustainable, it is not success.
- Clear understanding of where we are and where we're going

**Other agencies that should be involved in the public meetings:**

- Homeowner's Associations
- Long Beach Area Convention and Visitors Bureau

**5. ADJOURNMENT**

The meeting was adjourned at 1:29pm.