



**Retail Visioning Steering Committee**

**December 8, 2009—9:00 a.m.**

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

Steering Committee members / representatives in attendance: Phil Appleby, Amy Bodek, Loara Cadavona, Ron Cole, Broc Coward, Susana Gonzalez, Jerry Miller, Carl Morgan, Dr. Joe Magaddino, Brian Russell, Tony Shooshani, Ted Slaught

Steering Committee members absent: Becky Blair (represented by Brian Russell), Robert Garcia (represented by Broc Coward), Suja Lownethal (represented by Susana Gonzalez)

Other attendees: Attendees: Mike Berne, Dan Douglas, Kraig Kojian, Kristopher Larson, Erin Murphy

Meeting Notes:

**1. CALL TO ORDER AND WELCOME**

Kristopher Larson called the meeting to order at 9:15 AM. Larson provided a re-cap of the outcomes from the first Steering Committee meeting held on November 12 and mentioned that the meeting times for two future Steering Committee meetings had been changed, and that updated schedules would be distributed. Additionally, Larson distributed a planning resource entitled "Retail 1-2-3" developed by Bank of America and the International Council of Shopping Centers (ICSC) to serve as background the Retail Visioning project.

For the benefit of the project facilitation team (Mike Berne and Dan Douglas), self-introductions were made by each of the Steering Committee members.

**2. NOMINATION OF STEERING COMMITTEE CO-CHAIRS**

Larson asked the Steering Committee members to nominate a chair or co-chairs for the project. As an overview, Larson stressed the importance of nominating a chair or chairs whose professional role would not distract from the project or result in the perception of the project as

biased. Larson described the role of the chair(s) as introducing the Steering Committee at public meetings, encouraging Steering Committee members to remain committed to the project, attending presentations of the final plan, reviewing Steering Committee meeting agendas, and casting tie-breaking votes as needed.

Loara Cadavona was nominated by Tony Shooshani, and Ted Slaughter was nominated by Ron Cole. Both nominations were seconded and approved by the Steering Committee.

### **3. PUBLIC MEETING OVERVIEW**

After reviewing the draft agenda for the first public meeting, the Steering Committee offered the following thoughts:

- In addition to asking participants to envision success in 2015, also ask them to envision failure in order to avoid it.
- Highlight the opportunity at the second community meeting to discuss challenges in greater depth.
- Make sure that discussion of comparable communities does not dilute focus on Downtown Long Beach but rather highlights particular qualities in those other communities that are then made relative to Downtown Long Beach.
- Start presentation with major differences between this and previous efforts—focus on retail exclusively, collaborative format, use lessons learned from the past and positive examples (e.g., changing Promenade zoning to allow residents).
- Address desire for Trader Joe's, stressing "how" rather than "no" and asking residents to be responsible for achieving it long-term. Also define success more broadly than one retailer.
- Address misperception of success of letter-writing campaigns
- Use ancillary measurements to chart success of retail-supportive efforts
- Present honest assessment of existing community

### **4. PREVIEW PRESENTATION: "Truth about Retail"**

Mike Berne provided the Steering Committee with the opportunity to view and respond to the major presentation for the first public meeting. Both during and after the presentation, feedback was provided to ensure that the presentation addressed those items considered important toward ensuring the project's success. Below is a summary of those comments:

- Start less academically
- Show geography of demographic data on thermal map or with other visuals such as pie charts and less text
- Note that the traditional one-, three-, or five-mile circle is not applicable to Long Beach—instead, a linear polygon extending east on Ocean Boulevard is more applicable
- Emphasize that data is from last year, not 2000 census

- 100% corner—change bullet from stating 100% corner is Pine/Broadway to asking participants. Discussion mentioned that historically and geographically it has been Pine and Broadway, but economically it is now Promenade and 5th Street in front of Wal-mart; center of Downtown shifts due to polarity of developments; Downtown is judged on how well Pine does
- Specify which other downtowns are comparable
- Define terms such as “soft goods” and “third place”
- Use brighter slide background color
- End with reinforcement of main points

5. **ADJOURNMENT**

The meeting was adjourned at 11:15pm.