

Retail Visioning Steering Committee

February 18, 2010—9:00am

Yardhouse

401 West Shoreline Drive, Long Beach, CA 90802

Steering Committee members / representatives in attendance: Phil Appleby, Amy Bodek, Derek Burham, Loara Cadavona, Broc Coward, Susana Gonzalez, Kris Larson, Joe Magaddino, Carl Morgan, Ted Slaught

Steering Committee members absent:

Ron Cole, Robert Garcia, Suja Lowenthal, Jerry Miller, Brian Russell

Other Attendees: Jim Anderson, Kraig Kojian, Dan Douglas, Vanessa McCollum

Meeting Notes:

1. CALL TO ORDER AND WELCOME

Kris Larson called the meeting to order at 9:09 am, self introductions were made.

2. PROJECT UPDATE

Larson provided a brief project overview, explaining that the next steps are crucial to the project and that the vision statement has been condensed to only encompass the “what” and the “why” statements.

3. DISCUSSION ABOUT VISION REVISION

The draft is something that can be used as the backbone for all things “Downtown” but may not be appropriate for conventions like ICSC. The seven themes will work in tandem with the vision statement and show how instrumental the public input has been. It will be important to clarify to the community how the vision was formed, and each theme will make a clear graphic linkage to the strategy.

4. ACTIONS/STRATEGIES EXERCISE

Dan Douglas explained to the committee that the most important part of the Retail Visioning Process is gaining input from the committee regarding priorities. Douglas stressed the importance of the committee taking ownership over the visioning process, to encourage the public to stand behind it. Loara Cadavona and Ted Slaught offered to follow up with absent committee members who had not yet completed the online survey to encourage them to do so.

5. ACTIONS/STRATEGIES DISCUSSION

Larson stated that three or four questions will be drafted and asked to the community to allow them to weigh in on the priorities the steering committee has put forth.

The RDA and the City are discussing how to clear the assumption of law regarding patio enclosures and ABC law, and should be worked into the Pine Avenue Streetscape plan. The priorities set forth by the steering committee will determine the timeline. Douglas introduced a “five fifty- five” project timeline, communicating to the public what will be done in five days, five months, and five years so that the public can easily see project progression. It’s important to tell people what and how, in a simple five minute statement, so that you don’t lose the public. An implementation task force needs to be put in place to coordinate efforts and track progress of the project. Kraig Kojain suggested that the steering committee be distilled and that group should carry on the project.

Regulatory reform discussion also included providing clear directions and steps to potential businesses to make the business license process easier, and encourage businesses to follow through. Fundamental challenges in planning and building in regards to the enterprise funded department, staffing is simply not enough, but changes at the policy level take strong wills and political desire.

There are thirty action items and there are clearly items on here that are subsets, and some that are big ticket items. Priority to get all the big items listed, and subsets put in their place.

Items listed by community members that are outside of the realm of the Retail Visioning process, should be addressed by giving the public the tools to follow up on those efforts, however, the steering committee should not be responsible for writing letters or following up on those items.

There will also be actions and strategies which no represented agency will be able to take responsibility for implementing, and those strategies will be omitted from the project plan.

Surveys of people who are going through government processes like business license applications should be taken.

6. SCHEDULING OF ADDITIONAL MEETINGS

A meeting was scheduled for February 24, 2010 at which the committee will review a synthesized version of responses from the steering committee survey.

7. ADJOURNMENT