

## Stakeholder Meeting Notes 10/7/20

Participants: Jessica Accamando, Marje Benets, Tony Cordi, Jon David, Dave Davis, Brian Dunne, Bob Lombardo, Ron Newman, Peter Nolan, Laura Pena, Stacy Strauss, Jonathan M. Wicks

City Representatives: Mayor Mary Campbell, Ken Robertson, Nicole Ellis, Melanie Emas, Doug Krauss, LEEANNE SINGLETON, Christy Teague

Doug Krauss provided a brief update on the Pier Avenue lighting for the holidays, which would be much like last year with addition of Pier Avenue Palm trees.

### 1. Update on 10/5/20 Economic Development Committee Meeting

Christy Teague reported that the Economic Development Committee approved moving forward with the General Plan goal to develop a broad-based and long-term Economic Development Strategy that supports existing businesses while attracting new business. The Economic Development Committee also approved a Business Friendly Initiatives/Concierge Program as a short-term recovery step as we develop the longer-term goal of an Economic Development Strategy.

### 2. Advisory Topic from Economic Development Committee

- Business friendly Concierge Initiative

Christy Teague described a new comprehensive Business Friendly initiative, including 8 proactive steps underway. This topic was identified as a topic for discussion by the Economic Development Committee. There were several comments from members of the Stakeholder group:

- Encourages shift to be more business friendly.
- Desperate need to revitalize Downtown area. Downtown, Pier Area building decay.
- Property owner involvement needed.
- Recommends a subgroup for business and property owners; development won't happen without property owners..
- Need to be able to make a village with its own feel and customer base that expects more. Suggests reaching out to outer wear tenants.
- Must work to become vibrant.
- Need resiliency and to build and grow.
- Excited for Concierge program to change the narrative, suggests virtual ceremonies to celebrate Mitsubishi, El Tarasco and other new businesses.
- Need to seize opportunity to form a Business Improvement District.
- Opportunity to highlight new businesses such as through ribbon cuttings, help promote and highlight through social media.
- Recommends consideration of a Parking Benefits District.

### 3. Member Questions and Comments

- Question about status of Zoning Code update and Coastal Commission Local Coastal Plan? Ken Robertson responded to Zoning Code question that consultant is selected and contract underway. LeeAnne Singleton responded to Coastal LCP that Implementation Plan will be processed with Zoning Code.
- It was noted that City of Long Beach has standing, regular meetings with Coastal Commission staff.
- Recommends that Zoning Code consider increased bikes and car sharing services to reduce traditional parking requirements.
- Tile and Stone business is busy now. Real estate reports high residential volume and local communities are upscaling.
- PCH traffic is high; lots of eyeballs are on PCH and opportunity to make positive impressions.
- Median and average residential pricing continuing higher.

Attachments provided at meeting:

1. 10 Principles of Business Friendly Cities Lessons Learned LAEDC
2. Business Friendly Policies from LAEDC
3. PLAN Hermosa Economic Development Goals
4. List of Business Friendly Initiatives Underway