



Uptown businesses since 2013

A nonprofit organization promoting

UPCA BOARD OF DIRECTORS MEETING MINUTES
SEPTEMBER 15, 2022
9:00 am via Zoom

**2022-2023
Board of Directors**

President
Pasha Darvishian
Darvishian Group

Vice President
Steven Neal
Economic Policy Impact Center

Treasurer
Doris Felix
Community Member

Secretary
Ismael Elias
Villa Park Mobile Estates

Past President
Yanki Greenspan
Westland Realty Group

Aaron Blackburn
Business

Tom Carpenter
Frontier Real Estate Investments

Dr. Joni Ricks-Oddie
Deforest Park Association

Michelle Greene
Jordan High School

Executive Director
Tasha W. Hunter, MFA

WELCOME

Public Comments/Presentation

P. Darvishian called the meeting to order at: 9:04 am

1. Roll Call/Attendees:

UPCA:

P. Darvishian, S. Neal, D. Felix, J. Ricks-Oddie, T. Hunter, T. Carpenter, Aaron Blackburn,

Other Attendees:

Lynette Johnson, Bryan Martinez, Mike Gipson, Brad Pollock, Shameka Walker, All Action Security - Dennis, Fred Zaki & Supervisor Syed, Jason House, Keith Oddie, Parker Houston, Rashad Davis, Duke Givens

Not Present:

Y. Greenspan, M. Greene

2. Public Comments

Assemblyperson Mike Gipson

- "Star in the 64" - recognizing small businesses
- Redistricting effective January 2023
- Has put through 22 Bills, 12 are on the Governor's desk now
- In 2023, will reintroduce Bill 1864 Tax Credit Bill to encourage local hiring; states any small businesses to hire employees within a 5 mile radius will receive \$1,000/employee
- Bill 2271 Los Angeles Metro incentive permits LA Metro Transit Authority to offer contract incentives to small local businesses with 5% bid price reduction
- Bill signed in July 2022 dealing with Ghost Guns: toughest in the country; New York and Chicago to model this Bill
- Trying to remove barriers for ex criminals with expungement clinics
- Expanding digital access through broadband
- \$2.28 billion to district for training center

- Charles Drew University of Medicine and Science received \$50 million to help produce more local doctors and nurses of color
- \$10 million to ML King Community Hospital
- \$110 million to IOW in conjunction with Port of Long Beach
- training center to be in Wilmington to educate people on the trades

3. Report

B. Martinez

- Bill 1338 - Cares Act - directed towards improving Homelessness; almost 70,000 people are homeless in Los Angeles county

CARE Court mandates homeless individual to get the treatment needed

<https://mobile.twitter.com/AssemblyDems/status/1565142188953985025?cxt=HHwWgoCjueihwLgrAAAA>

- Information on the CARE Court - <https://www.chhs.ca.gov/care-court/>

4. Report

Duke Givens

- Care Closet - Unhoused to help with community clean-up
- in 2 ½ years, has cleaned up 850k lbs of trash
- Care Closet to take 3 days of BID cleaning (Conservation Corps of Long Beach will continue with 3 days and pressure washing)

5. Approval of June 16, 2022 Minutes: NEED TO APPROVE NEXT MTG

Motioned:

Seconded:

6. Council Report

District 8 & 9

CD8, per L. Johnson

- will check up with Public Works and Economic Development regarding trash cans for BID

CD9, per P. Houston

- Adding an additional Reach Team with mental health clinicians and certified doctors
- Five year infrastructure plan, \$500 million for repaving; largest Measure A investment to date (Artesia Blvd., Cherry, Harding, South St, Downey Ave, Long Beach Blvd)
- Police Department has added to its budget a Bureau of Collaborative Response and Engagement which will house a number of community programs; to include 15 additional bike officers and 4 additional quality of life officers to the business corridor (4 of the bike officers and 1 of the quality of life officers exclusive to the north division - main focus to be park and business district)
- Staffing down; added additional outreach support staff

- \$500k allocated for mural upkeep
- Michelle Obama Library hours to increase to include Mondays, 12pm-5pm
- Luxury Inn on Long Beach Blvd. to be purchased by the city and converted to supportive housing
- Forest Park grand opening October 26, 2022 5pm-6pm; flier to come within a week
- November 20, 2022, 6pm-7:30/8:00pm, End of Service Townhall for Vice Mayor; possible at the Michelle Obama Library

7. The LAB

Jason House

- try to work with “Mom and Pop” business
- Long Beach Project - “The Beat”
- Condo building has started; partner with Brandy Whines Homes; 84 townhomes plus 5k-8k sq ft of community retail corner of Atlantic Ave & South; want to open first phase of homes late spring/early summer 2023
- LBCC satellite campus next to Michelle Obama Library
- lease signed with Scary Good Coffee to be LGBTQ coffee shop
- LOI out for Epicenter for the Arts; 10k sq ft art center for dance, events and shows
- in discussion with Battambang, known as Cambodian Cowboy BBQ
- in conversation with The Nest and The Nest Tambien; People's Republic of South Central Cool Brewery Group
- jason@thelab.com, 949.701.1793

7. Small Business Development Center

Brad Pollock

- National Program which is Federally and state funded that offers no cost business advising provided by paid experts
- hosted by LBCC, and on LBCC campus
- Covers business planning, marketing strategies, management, social media, import/export, government contracting
- Workshops and one-on-one advising available
- offering Bootcamps to focus on business fundamentals
- SBDC differs from SBA; SBA administers the SBDC; SBDC provides information, guidance and advising; SBDC is not a lender
- how can SBDC be more present in Long Beach to help businesses grow and adapt? LBCC satellite campus may be a great opportunity
- Tasha to connect Brad with subcommittees
- May be able to begin classes end of year or first of 2023

8. All Action Security Team

Dennis, Syed & Fred

- to provide Tasha with Daily Activity Report

- willing to speak business owners
- name changed to Security Consulting Group; 818.210.1328; 877.220.4751 (24 hour dispatch)
- can only observe, report, provide documentation and stay in active communication
- still scan current QT codes; new QR codes to be added do to name change

9. Executive Director Report

T. Hunter

- CCLB and Care Closet update
- Conservation Corps of Long Beach to work 2 days, \$2,300/month with pressure washing
- Care Closet to work 3 days, \$2,000/month; can pick-up bulky items; Relief Grant funds to be used
- will send out copy of insurance and any other documents to board members before signing

Motioned: Steve Neal

Seconded: Doris Felix

- Dainty Disco Artwalk - Uptown Long Beach to provide (not to exceed) \$200 to help fund, as they occur; money to come from funds carved out in SOW budget; funds to be provided only if grant funds are received
- more space needed for Artwalk; will ask John if Dainty Disco can use the parking lot for next and ongoing Artwalk

Motioned: Steve Neal

Seconded: Aaron Blackburn

9. President's Report

P. Darvishian

- asking city to paint curbs from 56th St to South St, same color as already there
- provide trash cans
- have asked Public Works to paint light poles/pedestrian walks to help brand the BID; Public Works will consider
- maybe local artists can paint
- Steve Neal suggests that roll out be balanced for CD8 and CD9

10. Old Business

11. New Business

MEETING ADJOURNED by P. Darvishian at 10:39AM

NEXT MEETING:

October 13, 2022, Business Breakfast Mixer in person