



A nonprofit organization promoting Uptown businesses since 2013.

2022-2023

Board of Directors

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Pasha Darvishian

Darvishian Group

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Estate Investments

Dr. Joni Ricks-Oddie Deforest Park Association

Michelle Greene

Jordan High School

Executive Director

Tasha W. Hunter, MFA

**UPCA BOARD OF DIRECTORS
MEETING MINUTES
MAY 17, 2022 9:00 am via Zoom**

WELCOME

Public Comments/Presentation

P. Darvishian called the meeting to order at: 9:10am

1. Roll Call/Attendees:

P. Darvishian, S. Neal, D. Felix, I. Elias, J. Ricks-Oddie, A. Blackburn, Tasha Hunter, Eric Romero

2. Approval of March 11, 2022 Minutes:

Motioned: J. Ricks-Oddie Seconded: S. Neal

3. Call for Agenda Items - NONE

4. President's Report, P. Darvishian

-Launched new website uptownlongbeach.com, will create

Window appliques with QR codes that will link discounts and information directly to our bid website

- Photographer will take photos of board members for website

- Invited two new members to join the Board Jason House,

Lab Holdings and J. Jafet, property owner N.LB resident

- Met with Police Commander Isabel, increase in Crime for 2022, discussed response time

- Met with Councilman Al Austin. District 8, and Members of CD9

- Creation of Subcommittees to help with BID work.

A. Recommendation to Approve:

Scope of Work for Relief Grant, City of Long Beach

Motioned: S. Neal Seconded: J. Ricks-Oddie

5. Executive Director Report

T. Hunter

- Commended Pasha for jumping into the role of president working and filled with ideas.

- Has been doing outreach and walking the BID to re/introduce them to the Business District as well as share direct contact information for Conservation Corp and for All Action Security.

FOLLOW UP: Relaunched the Green Team to help identify areas in need of landscaping and weed abatement, etc. Planning Upcoming dates

FOLLOW UP: Will ask web designer to add FB links to Neighborhood Associations on our website

FOLLOW UP: Joni Requested that we create an Electronic Press Kit without BID information.

FOLLOW UP: Planning Uptown BID Business Breakfast for July 2022

- Would like to schedule a planning retreat to plan out the next year of events, budget, etc.

FINANCIALS: Current account balance: \$71,565.15
Awaiting next Assessment check

6. Council Report: District 8 & 9 CD8, spoke with Ashley Salazar who gave the following updates:

Market Street (LA River to Lakewood border) project launch 5/31 9:30a -11:30a at Burton Park will discuss construction. Will break ground in the next few weeks.

CD9, per Parker Houston, Port of Long Beach Government Relations team will host free harbor tours for each Council District within the City of Long Beach, tours are designed to educate and engage Long Beach residents about the Port's environmental, security, infrastructure and community projects, to reserve your spot email Rebecca.Guillen@longbeach.gov

Getty Celebrates Long Beach Festival at Houghton Park, June 4th and 5th from 11am-6pm

7. City of Long Beach Report E. Romero

- Discussed the grant and what is allowed with Federal Funds. Expenses can be from Oct 2021 to 2023.
- We cannot create a direct grant for window damage, etc.
- Many new opportunities will be coming available in the future
- If all of the money is not used in a special category (for Recovery Grant) we can work directly with ED staff hired to help with that.

8. Development/Property Updates: Pasha D.

- Reported new tenant Dainty Disco has moved in and is excited about having a business in Uptown.

9. Jordan High School Report Michelle G. (not present)

10. Multifamily Report Ismael E.
Looking forward to hosting community education workshops at Villa Park. Will be on the subcommittee for planning these workshops. Mentioned that many residents lack financial literacy.

11. Community Reports Doris F.
Attended the Mayoral form and was able to meet a few of the new BID business owners many of which did not know they were in a Business Improvement District. Many of the businesses need help with marketing, street signage, monthly highlights.

Joni R.
Deforest Park Neighborhood Association will host the housing developer on the LAB Holdings project. The meeting will be hybrid.

12. Old Business

New Business
~ **Getty Event June 4-5, 2022, Houghton Park**

MEETING ADJOURNED 10:15AM

NEXT MEETING:
June 16, 2022 at 9am via Zoom