



A nonprofit organization promoting
Uptown businesses since 2013

UPCA BOARD OF DIRECTORS MEETING MINUTES
JUNE 16, 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: 9:08 am

1. Roll Call/Attendees:

UPCA:

P. Darvishian, S. Neal, D. Felix, J. Ricks-Oddie, I. Elias, T. Hunter

Other Attendees:

S. Walker, LBPD Officer D. Mercado, Lynette Johnson, Ashley Salazar, Bryan Martinez

Not Present:

Y. Greenspan, M. Greene, T. Carpenter

2. Public Comments

Bryan Martinez Office of

Assemblyperson Mike Gipson

- Policy for Advancing Peace and Mitigating Homelessness
- Bill AB2537 Driver's Training on traffic stop procedures
- Bill Independent Coroner Bill - Advance in Safety; removes county coroner offices from Sheriff Departments in California
- Bill AB1662 Homelessness Aversion Bill - creating pathways to licensed jobs; lets applicants know ahead of time if they qualify for a job they are applying to
- Expungement Clinic held by Vice Mayor Richardson last week
- Bill AB2271 Los Angeles Metro Small Business Incentives - gives LA Metro permission to decrease bid by 5% to small business pursuing contracts; California state government to subsidize
- Ghost guns - the purchase, assembly and procurement of parts that go into making a ghost gun is restricted
- Budget conversations can take place as early as September 2022; budget asks might not take place until June 2023
- Budget asks need to include how the funds will help the community/save lives and what are the tangibles/data points
- Budget ask amount is open; application must state need for funds requested

- [Vaccinate 58 Grant](#) - businesses can apply for \$5,000 Vaccinate 58 grant; need COVID-19 branding

3. Long Beach Police Updates

Officer Mercado

- LBPD is cracking down on fireworks; homeowners may be prosecuted or charged administration fees
- [Celebrate 4th of July Safely All Fireworks Are Illegal In The City Of Long Beach](#); link to report; reporter can remain anonymous
- [Active Shooters Flier](#)
- [LBPD Crime Incident Mapping Application](#); Police response times are answered in order of severity
- Businesses can contact Officer Mercado for Crime Prevention Tips; can call LBPD back to request call updates
- LBPD is [recruiting](#) more officers
- Stated increased bike officers patrolling Uptown Atlantic and Long Beach Blvd; only in second week
- MULTI-SERVICE CENTER 1301 West 12th Street Long Beach, CA 90813
- Phone: (562) 570-4500
- Street Outreach Hotline: (562) 570-4MSC (4672)
- Email: Homelesservices@longbeach.gov (Info, complaints, comments, assistance)
- <https://www.longbeach.gov/health/services/directory/homeless-services/need-assistance/>

4. Approval of May 17, 2022 Minutes:

Motioned: S. Neal

Seconded: J. Ricks-Oddie

5. Call for Agenda Items*

NONE

- Per S. Neal and E. Romero we cannot add new agenda items on the same day as the meeting Brown Act states that agenda items must be posted at least 72 hours in advance of the meeting, giving time for public review and comment
- Standing Agenda Items - ask members to present recommendations for future agenda items

6. City of Long Beach Report

E. Romero

- Long Beach Recovery Act Small Business and Nonprofit Relief Grant; grants available from \$2,5000 - \$25,000 for businesses which have experienced financial hardship due to COVID-19
- City of Long Beach will send status emails by week ending 6/23/2022 to all businesses that have applied for funding
- Funding to be disbursed in two rounds, with all funds disbursed by early July 2022
- Long Beach Recovery Act for Business Improvement District Grant is pending

- City of Long Beach's 5-Year Consolidated Plan needs to be submitted to Housing of Urban Development Department agency to secure Community Development Block Grant Funding (CDBG Funding)
- [Economic Development Activity Funding plan draft and feedback](#) to be received by June 22, 2022; need more business and property owners to provide feedback
- Business license is required for all Long Beach businesses; businesses can apply for grants even if license is delinquent; must have obtained business license by March 1, 2022 to be eligible for a grant

7. President's Report

P. Darvishian

- Advised of businesses with broken windows and fire at business next to the gas station
- Spoke with former Rent-A-Center property owner in regards to business ideas
- Would like to speak with the owner of the business where the fire happened; A. Salazar from CD8 will contact owner and ask if willing to speak with T. Hunter and P. Darvishian
- Per message from Tom Carpenter (Uptown Commons), Shootz Hawaiian is taking over Asian Fusion space; still working on releasing the old Shomi Noods property
- [Board Agenda and Minutes](#) posted on UptownLongBeach.com website

8. Council Report

District 8 & 9

CD8, per L. Johnson

- City Council agenda item Safe Passage is working with LBUSD, neighborhood associations and nonprofit businesses to establish a Safe Passage Plan for young people walking before and after school
- Would like to make the Safe Passage Plan city wide

CD8, per A. Salazar

- Market Street looking to do groundbreaking in August 2022

CD9, per P. Houston

- Their Juneteenth event sold out; referring people to [LBCC's Juneteenth](#) event
- Long Beach city parklets to be discontinued
- Businesses can [apply](#) for a perm parklet by June 20th; 1 in 5 parklet applications may get granted; [email](#) application; decisions made by August 2022
- Long Beach city launched [procurement site](#); goal is to create transparency, equity and efficiency in Long Beach's procurement system
- Long Beach Buys [Zoom meeting](#) to be held on June 22nd at 5:00 p.m.
- Expecting good news regarding "Red Door Building" on South just east of Atlantic Ave., renovations scheduled to begin in August 2022
- Long Beach Pride Parade set for July 9th-10th; sponsor and vendor opportunities; [LB Pride Parade registration link](#)
- Uptown Jazz Festival set for August 27, 2022; will email P. Darvishian and T. Hunter vendor applications

- Suggested that BID loop Uptown BID restaurants in for Safety Symposium

9. Executive Director Report

T. Hunter

- Requested volunteers for Bylaws Task Force, Events Task Force and Budget Committee
 - BID Business Breakfast Mixer set for Thursday, July 14, 2022, 8:300-10am; goal to have a mixer quarterly
 - July 14th mixer to take place in the Uptown Commons food court area
 - P&L for January 2022 through May 2022 is \$107,000, as of 6/16/2022
 - BID accountant has been busy with tax season
 - Conservation Corps clean team is understaffed; BID to partner with Duke Givens and the Care Closet to help clean-up the BID
 - Safety team still helping BID; helped with Getty event at no expense to BID
 - Requested suggestions for additional vendors to put bids to work with Uptown BID
 - T. Hunter and P. Darvishian spoke with John, owner of Rent-A-Center, regarding business ideas, ie. dog groomer, per store or veterinary hospital
 - Need pictures added to social media; Joni is willing to help
 - Reaching out to new businesses in Uptown; want to help non-compliant businesses get their license
 - Brad Pollock, director of Small Business Development Center (SBDC), is interested in coming to the BID. He wants to help promote education training for how to set up and sustain businesses; would like this training to be ongoing
 - Meeting with Eric soon to create BID's annual report
 - Door hanger; window appliques; power wash notice
- FOLLOW UP:** Window applique and door hanger

10. Villa Park Report

Ismael Elias

- Request repair to the fence that runs parallel to Artesia Blvd at Atlantic Ave., at the south east side of Villa Park Mobile Home; fence has been compromised and transients are entering through fence

11. Community Reports

Doris Felix

- Getty event was a success; one of the best events ever held at Houghton Park

Joni Ricks Oddie

- Would like to invite business owners to future board meetings to share their plans
- Would like to incorporate BID businesses to Uptown website

12. Old Business

Getty Event

13. New Business

Add Safety Symposium to BID Breakfast Mixer
Juneteenth Celebration

Pride Parade
Long Beach Jazz Festival

MEETING ADJOURNED 10:32AM

NEXT MEETING:

July 14, 2022, Business Breakfast Mixer in person