



Zaferia Business Association

a nonprofit organization promoting Zaferia businesses since 1991

*The mission of the Zaferia Business Association
is to promote, enhance, and represent the business members of the Zaferia District.*

Meeting of the Board of Directors

January 14, 2021, 9 – 10 am

Via Zoom

Agenda

Call to Order

- I. Public Comment (9 – 9:05)**
- II. Conflicts of Interest (9:05– 9:10)**
- III. Administrative Business (9:10 – 9:20)**
 - a. Acceptance of the Consent Agenda**
 - b. Review of ZBA members in arrears**
- IV. CARES Act Program Update (9:20 – 9:40)**
- V. Board of Directors Vacancy (9:40 – 9:50)**
- VI. Management Contract (9:50 – 9:55)**
- VII. On The Mark Advertising (Neil Hirsch) Proposal (9:55 – 10:10)**
- VIII. COBA Update (10:10 – 10:15)**
- IX. Director’s Report (10:15 – 10:20)**

Adjournment - Next Meeting: Thursday, February 11, 2021, 9 am

Consent Agenda

Meeting of the Board of Directors January 14, 2021

The following items are submitted for acceptance by General Consent of Zaferia Business Association Board of Directors:

1. Board of Director's Meeting Minutes dated November 12, 2020.
2. Financial reports: Balance Sheet, Profit & Loss, Transaction Details, and the Budget to Actuals for the period ending November 30 and December 31, 2020.
3. Amendment of the March 12, 2020 decision of the Board of Directors that provided \$2,500 towards the expense of a shared report for the Council of Business Associations on the benefits of Business Improvement Districts in Long Beach that was subsequently placed on hold due to Covid-19 events, to instead provide \$1,000 due to the future unknown revenue as a result of the Covid-19 business shutdowns and subsequent business closures that will likely result in decreased assessment revenue.
4. To provide an additional \$2,535.71 to member Supply & Demand as part of the ZBA Direct Member Grant Program. These funds were declined by member Arthur Murray Dance Studio after the owner applied for and was approved to receive the grant. This decision is based on this member's length of closure and additional steps taken to prepare their kitchen to provide food service, which was required by the City for bar reopening, and their creation of an outdoor dining space also required to reopen, then only to be required to close again in early December. This member is also the owner of the property, reflecting their investment in the area for the long-term. This member applied for \$10,000 and was approved and received \$2,535.71; verification of expenses was provided.