

# Long Beach BUSINESS JOURNAL

July 27, 2021 / An a edition of the Long Beach Post

lbbusinessjournal.com

## A LONG HISTORY OF BUSINESS SUCCESS IN LONG BEACH

By **TIM GROBATY** / Columnist

Business is a dicey business. There are so many paths that lead to failure, not the least of which is history: Downtown Long Beach used to be full of blacksmiths, feed stores and saddle-makers, which ultimately failed when there was no longer any use for their services.

Other businesses simply fall from consumers' favor for any number of reasons—not keeping up with the times and trends, less-than-stellar customer service and, especially in these modern times, the difficulty of retail to grapple with e-tail.

It's not common for a business to endure all the paths to closure over a span of decades. In this issue, the Business Journal celebrates many of the Long Beach businesses that have survived at least 40 years and continue to serve residents of the city and beyond.

We have tried to be as complete as possible, and we apologize for any omissions. If you own or know about a local business that's been around since at least 1981, drop us an email to [brandon@lbbj.com](mailto:brandon@lbbj.com). ■

A 35mm photo of Forest Lawn cemetery in Long Beach, which opened in the city 100 years ago. Photo by Brandon Richardson.

The list begins on page 12

### New CSU chancellor talks bigger budgets, diversifying faculty and getting students back in class

By **MELISSA EVANS** / Managing Editor

Joseph Castro is the first native Californian hired as chancellor of the Cal State University system. He's the first sitting president of a CSU campus picked to be chancellor. And, for a massive system in which nearly 50% of the student body is Latino, he's the first Mexican-American to hold the job.

He's also the first chancellor to begin his tenure in the midst of a pandemic that forced a major overhaul in the way higher education is conducted.

"It was among the darkest days of the pandemic," Castro said of Jan. 4, when he arrived for his first day to a near-empty CSU headquarters in Downtown Long Beach. "It was surreal to move here and start a new job during this time."

Much like the rest of the 23-campus system, business was conducted virtually and only a skeleton crew reported to the office on Golden Shore.

For Castro, who is lauded for his interpersonal and relationship skills, this was a tough way to begin his tenure

Continued on page 7

### A year after LBCC resumed trades classes, the pandemic hit—how well prepared are this year's graduates?

By **ALENA MASCHKE** / Reporter

At the beginning of last year, Long Beach City College's revamped trades programs—welding, automotive and construction technology—were doing great.

After restarting the previously discontinued programs in 2019, enrollment was strong, said Gene Carbonaro, dean of LBCC's School of Career Technical Education. "We didn't think we would do as well as we did," Carbonaro said. "All three of them were thriving."

Then, in March 2020, the pandemic threw a wrench in the works. Practical, on-campus classes had to be put on hold and the school transitioned as many of its classes as possible online. Workshops, however, where students learn to handle tools and respond to unexpected technical challenges, couldn't be replaced with online learning.

"That really hurt," said Greg Ling, an assistant professor of advanced transportation technology, a program that focuses on vehicles using alternative

Continued on page 10

Long Beach Business Journal  
211 E. Ocean Blvd., Ste. 400  
Long Beach, CA 90802  
[www.lbbusinessjournal.com](http://www.lbbusinessjournal.com)

PRSRT STD  
U.S. POSTAGE  
**PAID**  
Los Angeles, CA  
PERMIT NO. 447

## F&M COMMERCIAL REAL ESTATE LOANS EXPERIENCE THE DIFFERENCE



Subject to credit and property approval. Member FDIC

# F&M BANK

Farmers & Merchants Bank®  
California's Strongest, since 1907.

**FMB.com/CRE**



Education and Historic Long Beach  
Vol. XXXIV No. 15  
In This Issue:

Education ..... 3

Here’s what two recent bond measures  
are paying for ..... 1

A CSULB program helps formerly incarcerated  
people get an education ..... 5

Historical Long Beach..... 11

This local roofing company has been in  
business for 75 years ..... 11

The Historical Society has a new project  
to memorialize the pandemic ..... 15



Connected to Long Beach history

Newswatch ..... 16

5 key takeaways from the proposed  
2021-22 city budget ..... 16

A new report explores options for  
keeping or scrapping the Queen Mary..... 17

The city has a new mask mandate;  
here’s what it says ..... 17

**PUBLISHER**  
David Sommers

**MANAGING EDITOR**  
Melissa Evans

**ADVERTISING DIRECTOR**  
Andrea Estrada

**DIRECTOR OF OPERATIONS**  
Dennis Dean

**COMMUNITY ENGAGEMENT EDITOR**  
Stephanie Rivera

**COLUMNIST**  
Tim Grobaty

**VISUALS EDITORS**  
Brandon Richardson  
Thomas Cordova

**REPORTERS**  
Alena Maschke  
Brandon Richardson  
Jason Ruiz  
Kelly Puente  
Sebastian Echeverry  
Crystal Niebla  
Cheantay Jensen  
Anthony Pignataro

**GRAPHIC DESIGNER**  
Candice Wong

**PUBLISHER EMERITUS**  
George Economides

The Long Beach Business Journal is a publication of Pacific Community Media. The journal premiered in 1987 as the Long Beach Airport Business Journal. The Business Journal is published every other Tuesday, except between Dec. 25 and mid-January. Distribution is approximately 22,000. Reproduction in whole or in part without written permission is strictly prohibited unless otherwise stated. Opinions expressed by perspective writers and guest columnists are not necessarily the views of the Long Beach Business Journal.

**ADVERTISING/EDITORIAL DEADLINES**  
Ads: Tuesday prior to publication.  
Press releases: two weeks prior to publication.  
Email press releases to editor@lbbj.com.  
The editorial calendar is available at lbbusinessjournal.com.

**LONG BEACH BUSINESS JOURNAL**  
211 E. Ocean Blvd., Ste. 400  
Long Beach, CA 90802  
News tips: (562) 655-7678  
Advertising: (562) 912-0161  
Editorial: editor@lbbj.com  
Advertising: info@lbbj.com

**SUBSCRIPTIONS:**  
To subscribe, please call (562) 912-0161  
or visit lbbusinessjournal.com/subscribe

@LongBeachBusinessJournal

@LBBizJourn

@LBBusinessJournal



MONDAY  
MORNING  
COFFEE and  
BIZBRIEF

Sign up at lbbusinessjournal.com for **MONDAY MORNING COFFEE** and **BIZBRIEF**, FREE email subscriptions about issues, events and meetings for the week. Monday Morning Coffee is sent out at 6 a.m., and BizBrief is news of the day, sent out periodically around 4 p.m. weekdays as needed.



Passionate.  
Resilient.  
Controversial. **Live!**

**DISTINGUISHED  
SPEAKER SERIES**  
*of Long Beach*  
**2021-2022 SEASON**  
**The Terrace Theater in Long Beach**  
**speakersla.com | 310.546.6222**



A construction crew works on an ADA ramp and other improvements at Hughes Middle School in Bixby Knolls, Thursday, July 15, 2021. Photo by Brandon Richardson.

LBUSD continues with \$2.7B in districtwide improvements

By **BRANDON RICHARDSON** / Reporter

The Long Beach Unified School District is the fourth largest district in terms of enrollment in the state, according to the California Department of Education, with schools dating back to the late 1800s. Most of the district’s schools have served students for decades, with many being built in the 1950s or earlier.

In 2008, the district began a \$2.7 billion endeavor to bring its outdated facilities into the 21st century. The \$1.2 billion Measure K was approved by voters in 2008, followed by the \$1.5 billion Measure E in 2016. Both bond measures were approved by more than 70% of voters.

“Learning outcomes improve when students are in classrooms that are modern, comfortable and safe,” David Miranda, LBUSD executive director of facilities development and planning, said. “As with previous projects, the district’s latest facility upgrades provide students the learning environments they need to succeed.”

Steady progress has been made with Measure K funding over the last

12 and a half years to build, renovate and improve schools. The funding was even used to construct new schools: the Nelson Academy, which opened in 2012, and McBride and Browning high schools, which opened in 2013 and 2017, respectively.

The key focuses of Measure E are to repair and update facilities that were built 60-70 years ago, introduce new technologies to enhance students’ education, install air conditioning (many of the schools did not have AC and high classroom temperatures can negatively impact the student experience) and improve safety. Already, HVAC systems have been installed in 17 elementary schools, one K-8 school, five middle schools and one high school.

In the way of safety, the district recently launched an electronic locks pilot program, which will cost \$2.2 million out of Measure K. Electronic locks on classroom doors and entries to essential, high-use spaces will allow schools to lockdown in seconds during emergency situations such as active shooters. Bixby Elementary and Muir K-8 will have the locks installed prior to the 2021-22 school year, while Jefferson

Middle School and Muir K-8 will have them installed by next fall.

Of the 91 projects currently outlined in the district’s master plan, 64 have been completed. Completed projects including new buildings, new track and field facilities, gymnasiums, auditorium renovations, aquatic centers and a host of other upgrades, many of which bring schools into Americans with Disabilities Act compliance.

The construction schedule is broken up into 15 phases. The current master plan outlines district projects through Phase 7, with all work slated for completion by the end of 2023. Phases 8 through 15 include an additional 45 projects. The completion of all 136 projects through the final phase is anticipated in 2031, according to district spokesman Chris Eftychiou.

“One of the bright spots during the difficult months of the pandemic has been our campus improvement work,” LBUSD Superintendent Jill Baker said. “A significant amount of work has moved forward districtwide, with major upgrades and projects completed despite our unexpected closure for in-person instruction last year.”

In January, the district celebrated the completion of extensive renovations to Jordan’s auditorium and library, one year after the school’s new multidisciplinary and architecture, construction and engineering buildings opened. Crews are breaking ground on the high school’s two-story, 31,500-square-foot facility for its Aspirations in Medical Science academy. The building will feature a simulated patient lab with hospital beds and diagnostic equipment.

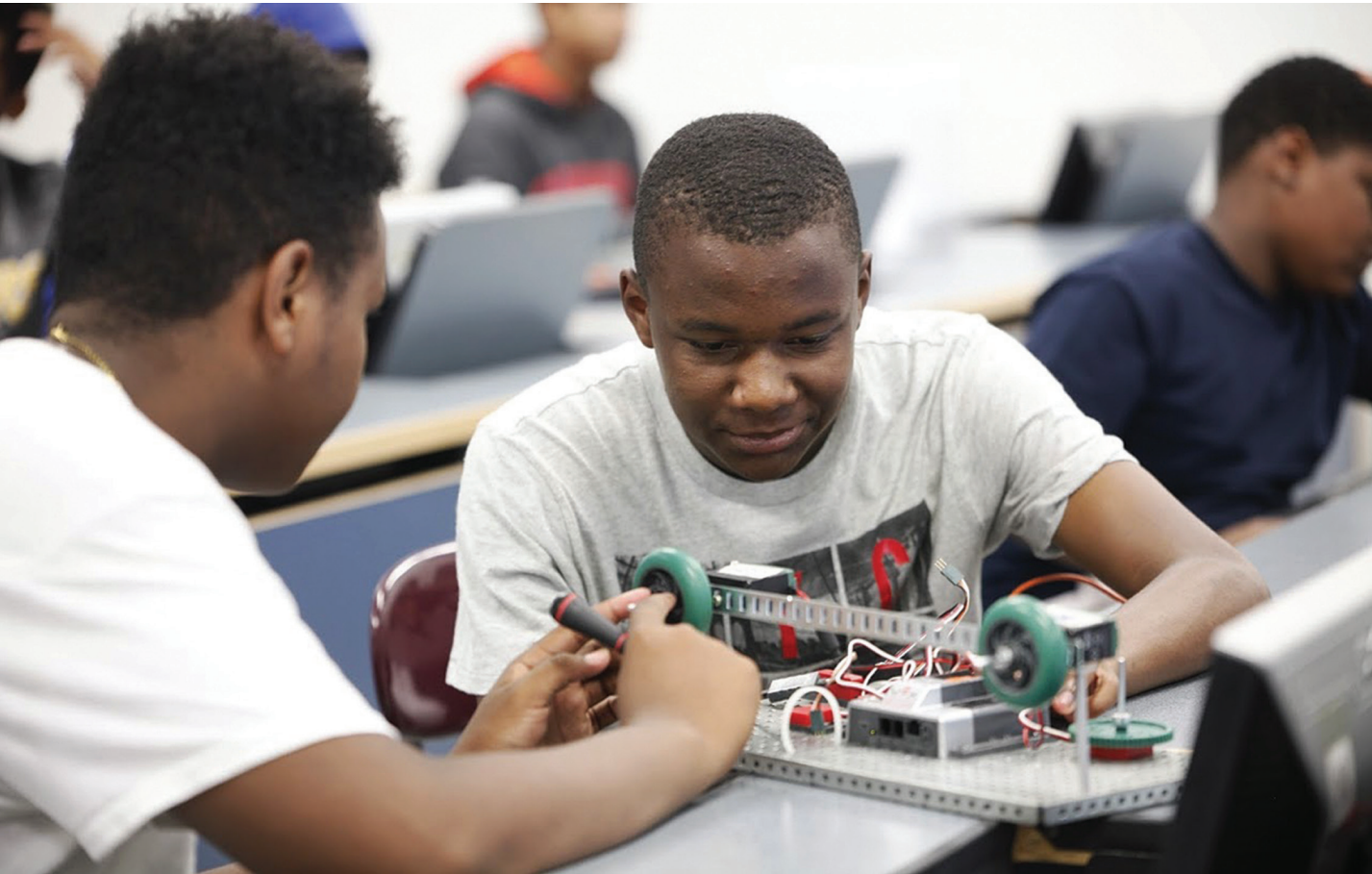
Originally built in the 1930s with additions and renovations occurring from the 1950s through the 1990s, Jordan’s current round of improvements are budgeted at \$228 million and are 65% complete. The final phase is slated for completion in 2025.

January also saw the completion of a 50,000-square-foot building at Millikan High, which includes a virtual enterprise classroom where students can showcase their work, graphic arts studios, a special computer lab and a modern courtroom for mock trials.

The start of 2021 also marked the halfway point in the AC project, with 28 out of 54 schools being completed.

Continued on page 9





BOSS participants Marcus Fraser, left, and Andrew Pierce work on a race car set to compete as part of the STEM component of the last in-person camp in 2019. Photo by William Byers.

## Black and Latino boys are struggling to succeed in school—a local nonprofit is working to change that

By **ALENA MASCHKE** / Reporter

It was a single number that prompted Everett Glenn to start BOSS, the Business of Student Success program, six years ago: 72.8%. That’s the percentage of male African-American students in Long Beach public schools who graduated high school without meeting the requirements to enroll in either of the state’s public university systems that year.

Glenn, a corporate lawyer by training and the first Black attorney to work for Long Beach’s city attorney’s office from 1996 to 2006, was shocked. “I’m not the kind of guy to find out

something like that and just go back to normal,” he said.

Now, six years into its existence, the BOSS program has grown from two summer camps with roughly 20 boys in attendance to an educational and career support program serving 200 students. Earlier this month, U.S. Rep. Alan Lowenthal, D-Long Beach, announced that the House Appropriations Committee had approved \$50,000 in federal funding for the program. Next the funding will go to the full House for a final vote.

If passed, this money could fund year-round programming for 20 more students, Glenn estimated. “It would be

huge,” he said.

In addition to working at the local city attorney’s office, Glenn’s resume includes positions with the federal government and assisting draft picks for the NFL and NBA in contract negotiations. The 68-year-old’s achievements show little trace of the challenges he faced as a young Black man striving for a professional career.

Growing up in Cleveland in the 1960s and 1970s, Glenn said there was little encouragement to be found from educators or from the realities of his inner-city neighborhood. “There was about three guys on the block who went to college, about 20 who went to jail,” he remembers. “I grew up with failure stamped on my forehead.”

The same is true for many of the students struggling to close the educational achievement gap here in Long Beach today, Glenn said. “It’s not inherent,” he noted. “Nobody thought it was important to try to inspire them.”

Scoring high on a standardized test in 6th grade and being sent to a summer program at Oberlin College, a prestigious liberal arts school just outside of Cleveland, is what set Glenn on a path to success, he said. Now he’s hoping to do the same for the mostly Black and Latino boys served by BOSS.

Before the pandemic, students in the program were placed in internships with companies like the Anschutz Entertainment Group, the world’s largest owner of sports teams and sports events. AEG Community Foundation Director Erik Aldridge,

who leads the company’s collaboration with BOSS, said he has been nothing short of impressed by the nonprofit’s work.

“The work that they’re doing, the passion with which they do it is top notch. You can see it in the young people that they serve,” Aldridge said. “You can see that someone has had an impact on how they think about life.”

Aldridge, an Inglewood native and former UC San Diego baseball player, said he’s glad to see an organization like BOSS laying the groundwork to help young Black men succeed, especially in his industry.

“For a company like ours and an individual like me, who works in sports and entertainment, I see the impact that Black people have in those industries,” he said. “It’s great to see that the challenges facing Black boys are being addressed.”

During the pandemic, BOSS—like everyone else—had to find new ways to engage with the students it serves. To do so, the nonprofit offered a virtual speaker series featuring Black professionals from a variety of industries and weekly check-ins with academic coaches for each individual student.

The restrictions of the pandemic, Glenn said, presented obstacles but also opportunities. One benefit, he noted, was that the virtual format allowed speakers from all over the country to participate, some of whom wouldn’t have been able to travel to Long Beach. It also made one-on-one tutoring easier.

“We don’t have to travel to make it available to you. Our tutors can be in their homes. So we were actually able to increase our engagement,” Glenn said. “Nothing replaces in-person, but you can still take advantage.”

Ryan Ballard, whose two sons Dylan and Emile are BOSS students, said he was extremely impressed with the program. “I think it’s affecting them in a very significant way,” he said, adding that even as a parent, he likes to listen in on the speaker series for pointers and inspiration.

“All of them are sharing their experiences in a practical way,” he said of the speakers selected. “Everything is applicable—we’re talking about real life.”

In the area of academic achievement, the program is showing results. According to data from the Long Beach Unified School District, students in the program outperformed their peers in several areas, including attendance and grade point average.

In the 2018-2019 school year, 66% of BOSS participants had a grade point average of 3.0 or above, compared to 42% of all male African-American and Hispanic students in grades 6-8.

The LBUSD data, Glenn said, shows the impact this approach can have on those students. “These guys are going to be husbands and fathers, employees or entrepreneurs,” he said. “The country cannot remain globally competitive and upwardly mobile if there’s so many lost opportunities.” ■



Irene Sotelo, program coordinator, and Robert Ortiz Archila, senior graduate student assistant, head Project Rebound, which helps formerly incarcerated students navigate college and a career at Cal State Long Beach. Photo by Thomas R. Cordova.

## CSULB program helps formerly incarcerated people prepare for success

By **ALENA MASCHKE** / Reporter

Furnished with a few desks, office chairs and unpacked boxes, the Project Rebound office in the basement of the Social Sciences & Public Affairs building on the Cal State Long Beach campus is still a work in progress. But to the program’s staff, this space is the culmination of years of hard work.

CSULB is one of five campuses that received funding from the state university system to start new chapters of Project Rebound, a program set up to help formerly incarcerated students succeed in academia and beyond, making it one of 14 chapters statewide.

“This small office we’re in means the world to us,” said Project Coordinator Irene Sotelo, who helped bring the program to Long Beach after co-founding Rising Scholars, an on-campus organization for students affected by the criminal justice system, in 2016.

Since receiving official approval from the university in July 2020 and

enrolling the first cohort in the fall, participation in Project Rebound at CSULB has nearly tripled. Last fall, the Long Beach chapter had a cohort of 12 students. This year, that number stands at 30 students so far.

“I think it’s going to be substantial,” James Binnall, a formerly incarcerated person and current assistant law professor at Cal State Long Beach, said of the growing cohort of students he expects to join the program in coming semesters. “COVID has stalled it a little, but I think it’s going to take off in a big way in the next few years.”

Founded in 1967 by San Francisco State University Professor John Irvin, Project Rebound was set up as a way to funnel ex-offenders from the criminal justice system into CSU schools.

Since then, the program has boasted some significant successes. Between 2016 and 2020, Project Rebound students had a recidivism rate of 0%, according to the university system, compared to the statewide average of

50% of offenders who are convicted of a crime again within three years.

Project Rebound members also had a higher student retention rate than CSU’s population overall, meaning more students in the program returned to campus after their first year.

“We bring that level of maturity that outperforms the traditional student,” said Robert Ortiz Archila, who had been incarcerated but is now a graduate student assistant with the newly founded chapter. “Because we already screwed up so many times. This is my last shot—I’m making the best of it.”

Their experiences have made incarcerated students resourceful too, Ortiz said.

He recalls an episode in the young history of the CSULB chapter when their team was preparing the office for an important meeting—just to realize at the last minute that they had nothing to clean the floors with. So they substituted the missing cleaner with Listerine.

“Being in prison teaches you that,”

said Sotelo, the project coordinator.

But, the pair points out, formerly incarcerated students face unique challenges as well. Take tech literacy, for example. Many of them have spent years behind bars with limited access to cell phones or the internet, creating a steep learning curve as they enter today’s tech-ed-out world.

“Some people who come out have never touched a cell phone,” Sotelo said. “They get frustrated.”

That’s where Project Rebound staff, a majority of whom have been incarcerated themselves, come in. “We understand how it feels,” Sotelo said. “Each one, teach one.”

The investment is well worth it, Ortiz Archila noted.

“Eventually, we’re going to come out—prison, jail, whatever—and we’re going to be your neighbors,” he said. “So there’s an investment for public safety in investing in formerly incarcerated people. You’re investing in a better tomorrow.” ■



BOSS participant Shakar Reid raises his hand during a “Lunch & Learn” session at the 2019 BOSS camp. Photo by William Byers.





Mike Muñoz assumed the role of interim superintendent-president of Long Beach City College in March. He is pictured on campus, Thursday, July 15, 2021. Photo by Brandon Richardson.

## Q&A: LBCC Superintendent-President Mike Muñoz talks coronavirus, racial equity, easing campus tensions and more

Long Beach Business Journal reporter Brandon Richardson sat down with Long Beach City College Interim Superintendent-President Mike Muñoz to discuss the impacts of the COVID-19 pandemic on the institution, the college’s work on social equity, ongoing construction projects and more. Muñoz previously served as vice president of student services and assumed his current role in March.

**BRANDON RICHARDSON:** Students have not been in person since last spring. Correct?

**MIKE MUÑOZ:** We have had some courses that have been offered face-to-face, what we call our essential courses, essential labs. So that would be nursing, allied health, some of our trades—culinary, welding—everything that’s been approved by public health orders to be able to meet the essential workforce needs. This fall, we will be increasing our face-to-face course offerings. We’re looking at somewhere between 30-40% of our courses being face-to-face this coming fall, with hopes that spring 2022 will be at pre-pandemic levels. But that’s all contingent upon public health orders.

**BR:** For the majority who have not been

on campus in over a year, what are the impacts on the students and the college?

**MM:** One of the things that we’ve really done well is ... build systems and responses that would limit some of the negative impacts. For example, we were quickly able to identify that there were students who were dealing with technology barriers. So we built a student aid application. When students log on, there’s a widget where they can identify themselves in need of additional support. They can identify whether they need technology support, transportation support, housing support, food support as well as mental health support. We were quickly able to scale—we’re talking thousands of students—to connect students with grocery gift cards and with housing support. We’ve also been able to support students with hotspots and Chromebooks.

I love talking about the faculty and the staff and everything that the people did. We had people driving sewing machines and dropping them off at students’ houses so they could get through the course. If you don’t own a sewing machine, and those are very expensive to go out and purchase, how are you going to be successful? We saw

this as well in culinary, where we used some of our CARES [Act] funds. We were buying all the cooking supplies and materials that would have been very expensive.

I think it’s fair to say when you look at our data and see that our enrollment has only declined 3% this last school year and other schools are down close to 20%, we’re doing something right.

**BR:** Graduation and transfer rates, did the pandemic impact those at all?

**MM:** Believe it or not, our graduation rates and transfer rates are actually up this past year compared to the previous year. One of the things I did in my previous role as vice president student services is implement what’s called completion counseling. We identify students who ... are really close to completion and give [them] some additional support. We connect them with a counselor who does a grad check and says, ‘this is all you need to do to complete.’ If they have other barriers, then we make sure we support them.

We’re also using a case management approach that’s race conscious. We know that we have some equity gaps with our African American and Latinx students, especially our African American male

students. So we were really thoughtful that as we were doing case management that we were really prioritizing our Black male students, making sure that they were getting services ... and connecting them with any additional support they might need to make sure that all of our students were successful in getting through the school year.

For the ‘19-’20 year, we saw 2,109 degrees with 10,349 certificates. When we compare that to ‘18-’19, that was 1,973 degrees with 9,231 certificates. When we look at this 2021 school year, we’re still tallying the final totals. I don’t have the final numbers yet ... but what I can say is we don’t anticipate any sharp decline. In fact, we may even finish higher.

**BR:** Looking at the fall, how’s enrollment looking?

**MM:** I’m gonna be totally transparent, we’re struggling a little bit. We’re seeing the cumulative effects now of the pandemic because we’re three semesters into this. We are down this fall compared to the previous fall in terms of registration. We’re going to be working really hard between now and the start of the fall semester to shore that up. We’re going to be implementing a very aggressive reengagement campaign, where we’re going to be packaging a holistic set of services—pre-approval for a Chromebook, for a hotspot, for a book voucher.

**BR:** What is the school’s budget looking like? And are there challenges the institution still needs to overcome?

**MM:** The state’s budget was a very great budget for us, I’m not gonna lie. So that’s positive. We’re seeing funds for some deferred maintenance that we haven’t seen in a while and with the HEERF dollars we’re able to do things that will help promote campus safety. We’re in a situation right now, thankfully, where we’re able to meet the needs of the campus facilities.

**BR:** There’s a lot of construction on both campuses. How has the pandemic impacted that work?

**MM:** Because of the limited presence of students on campus, we’ve been able to move more quickly through some of our building program. The kinesiology lab and aquatics center is a few weeks away from wrapping up. It’s an amazing facility. The sand volleyball courts are already in, they’re about to pour the concrete in the Olympic-size pool. The two NCAA-regulated soccer fields are ready to be turfed, our softball field has already been turfed—it’s spectacular and it rivals anything you would see at a four-year university.

Our M Building is on track and under budget, the PCC parking structure finished early, the auditorium is now completed. When we reopen, the students are going to return to a campus that’s vibrant, that’s clean and that’s thriving.

**BR:** Can you tell me why these renovations, the new construction, the upgrades are important?

**MM:** It’s critical for our students to have a 21st-century learning experience and a big part of that is the facilities,

*Continued on page 8*

## Eloy Oakley, former head of LBBC, to advise Biden administration on higher education



Eloy Oakley. File photo.

### CSU Chancellor

*Continued from cover*

leading the largest public university system in the nation with a student population of close to half a million.

But Castro said in a recent interview that he’s had a lot of help, both from campus presidents and others within the CSU, and from the community at large, including Mayor Robert Garcia, who recently hosted a reception to welcome Castro to Long Beach.

The 54-year-old Castro is adjusting to beach life after moving from his hometown of Fresno, where he had served as president of the CSU in the San Joaquin Valley. He came with his wife Mary and 10-year-old son Jess, named after Castro’s father, a farmworker who immigrated to the United States from Mexico.

Castro has two older children: Isaac, 34, who’s a doctoral student at UC Santa Barbara (following in his father’s footsteps studying higher education policy), and Lauren, 28, a project engineer at a solar company.

He and his wife recently bought a home in Bixby Hill, adjacent to Cal State Long Beach.

“Seeing the campus every day is a

good reminder of why I’m doing this,” he said.

His goals, he said, include diversifying the faculty ranks and providing more assistance to students who otherwise may not be able to attend college.

Castro, the son of a single mother who worked as a beautician, was a first-generation college graduate himself, earning a bachelor’s degree in political science and a master’s degree in public policy from UC Berkeley, then a Ph.D. in higher education policy and leadership at Stanford.

Being the first chancellor of color is “very meaningful to me,” he said. “Higher education made an enormous difference in my life. ... America needs more leaders from all backgrounds.”

And Castro said his tenure will include leading the CSU to a new place—change spurred by a pandemic that had an enormous impact on the way people learn, work and gather. The CSU scrapped in-person learning in March 2020, moving all classes online.

Like other learning institutions, the CSU had to immediately figure out a way to get students the technology and other assistance they needed to succeed, train faculty on virtual learning and implement procedures to prevent the virus from spreading on campuses.

Before the pandemic, about 10% of learning throughout the CSU was online; this coming fall, about 40% of classes will remain virtual, he said. By fall 2022, Castro expects “a new equilibrium” of about 30% online, 70% in-person instruction.

“We’ve come a long way,” he said, “and we’ve learned a lot.”

He also plans to continue initiatives begun before his time at the helm of CSU, including the Graduation Initiative 2025 to get more students through college in four years, and is launching new ones, such as the CSUCCESS to provide technology and other assistance to students who need the help.

Despite the dark start to the year, one of the bright spots at the start of Castro’s tenure has been the state budget. Castro said he got a text message from the governor this spring, letting him know the state was going to fully restore the CSU budget.

“I thought, ‘Did I read that right?’” he said. “That was a huge development.”

Not only did the state restore the budget thanks to a better-than-expected financial picture, but increased the CSU budget by \$185 million in general funds, along with \$325 million in one-time funds for infrastructure projects and deferred maintenance.

### STAFF REPORT

Eloy Oakley, former superintendent/president of Long Beach City College, has been appointed to a temporary position advising the Biden Administration on higher education issues.

Oakley left LBCC in 2016 when he was appointed chancellor of California Community Colleges in Sacramento. Deputy Chancellor Daisy Gonzales will serve as acting chancellor until his return, expected in the late fall, according to a statement on Monday, July 19, from the statewide college system.

“Chancellor Oakley’s temporary assignment to work as a special advisor to Education Secretary Miguel Cardona is a win for California and the nation, providing more opportunity to improve higher education policy and help millions of American families,” Pamela Haynes, Community Colleges Board of Governors president, said in a statement. “Answering this call to service is a recognition of the work our system is leading.”

Oakley’s new assignment starts July 26.

Oakley served as superintendent-president of Long Beach City College for nine years, when he helped create Long Beach College Promise, which helps connect Long Beach’s primary, secondary, junior college and university systems to improve graduation rates among Long Beach residents. The program has spurred similar programs around the state and country.

California Community Colleges oversees policy, fiscal and advocacy matters for the 116-college system that serves roughly 2.1 million students. ■



The CSU also received close to \$2 billion from the federal American Rescue Plan this spring that will, in part, support more grants to students in need.

It turned out to be the best CSU budget in nearly 40 years, Castro said.

He said he intends to put the money to good use for the benefit of the CSU, known as the “people’s university,” and maintain the trust of the public and leaders in Sacramento and Washington, DC.

His immediate goal, however, is facilitating a safe return to in-person learning this fall.

“Most important is the continued focus on student success,” he said. ■



President Mike Muñoz

Continued from page 6

the technology and the infrastructure. There’s so much more to learning than just the four walls.

I was recently hiring ... a faculty member for welding. In the interviews, all the candidates commented on our facilities and our equipment. These are people who work in industry full time and they all said they don’t even have access to this. It’s a little intimidating. It’s amazing that our students are getting access to this type of technology and equipment, so when they’re going into the workforce, they’re really prepared.

**BR:** Can you tell me a little bit about what students returning in the fall will look like? What precautions are you taking?

**MM:** At this time, we have reduced face-to-face class sizes. We’re looking at the capacity in the room and reducing the number of bodies to about 50% to help with social distancing. Currently, we still are requiring students and faculty to wear masks [regardless of vaccination status per county and state masking mandates]. Our cleaning protocols are in place, we have contact tracing and we have a system in place for students to submit a questionnaire

that basically says they don’t have any symptoms before coming to campus.

There’s a discussion of whether or not colleges should require vaccines and we haven’t made any decisions on that yet.

**BR:** In your role as the interim superintendent president, what are your goals and focuses? What do you hope to achieve?

**MM:** In leadership, you have to be able to address the urgent but also the important. There are two things that I think are really urgent: one is, obviously, reopening the campus safely. So managing the pandemic and the impacts of the pandemic is key. For me, it’s ... bringing folks together, dialoguing and getting perspective, so we can make sound decisions and move the campus forward.

The other thing that’s very urgent for us is accreditation. We have an accreditation site visit this coming February. So ... we’re really working on our institutional self-evaluation report that all colleges have to prepare [every seven years]. It’s a very lengthy report and process where we go through every standard and self-reflect and self-evaluate.

One thing I think is important, because I can’t just focus on the urgent for the long-term success of LBCC, is we’re starting our process this fall for updating our strategic plan. The strategic plan will

guide the college for the next six years. It’s our North Star. It’s really important because the strategic plan should drive all other planning processes for the college. We have a strategic plan task force that’s been formed for fall semester.

And finally, an area I’m really committed to is advancing our racial justice and equity work. We have the framework for reconciliation and we recently received \$30 million from philanthropist and author MacKenzie Scott for our work on racial justice and equity. We’ve had some significant gains in the last three or four years and we’ve done some very innovative things. We were recognized with a Seal of Excelencia for our equity work in serving Latinx students.

Many of us experienced the racial awakening in the wake of George Floyd and Breonna Taylor, and we’re really committed to addressing some of these long-standing barriers that many of our students of color have faced.

**BR:** Where’s the school at in the process of finding a permanent superintendent-president?

**MM:** The college will be moving forward with a nationwide search. I will potentially be a candidate so I’m not engaged with the hiring process. That’s something that will be handled by human

resources and the board president.

**BR:** Over the past two years, there have been very public tensions among some of the Board of Trustees, as well as between certain board members and your predecessor, Reagan Romali. What impact do those tensions have on the institution?

**MM:** I do feel like we’re in a much better place. If you’ve followed our recent board meetings, I think we’ve seen some of those tensions decrease. In the last few months our board took some bold steps and adopted a set of board meeting rules. I facilitated a very honest conversation with the board about how we can work better together. And I think we’ve seen that—our meetings aren’t going to 11 p.m. anymore. Even when there’s disagreements amongst the board members, it doesn’t feel as intense as in previous months. I think that they’re really starting to come together and be cohesive.

**BR:** Is there anything that we did not touch on that you would like to add?

**MM:** For so long, so many people have worked so hard at this college without a spotlight. When you work at LBCC, you see passion, you see people ... bring their entire heart and soul to the institution, and they work so hard every day to create this amazing student experience. ■



Construction workers frame the floor of a new bathroom in a building at Wilson High School, Friday, July 16, 2021. Photo by Brandon Richardson.

LBUSD Bonds

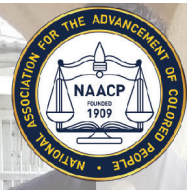
Continued from page 3

Projects that are in progress include HVAC installations at Bryant, Prisk, Mark Twain, Cubberley, Robinson, Hughes and Wilson. These projects also include utility infrastructure, accessibility and fire alarm upgrades, as well as new windows, ceiling repairs and technologies such as audio-visual systems.

Identical to a project that was completed at Millikan in January, construction is underway on Lakewood High’s new track and field facility. The project is slated for completion in August and includes an all-weather field, a synthetic track and water cannons (used to water turf fields before practices and games to reduce injury during play) with coaches’ switch. The bleachers and commentators box will be repainted and the PA system is to be updated. The field also will receive a new scoreboard and track equipment.

Upgrades to Wilson High’s historic administration building, including HVAC installation, are expected to be completed in June, with renovations to the kitchen and dining area to follow in August. All other buildings are to receive new HVAC, flooring, lighting and paint by next summer.

“We’re grateful for all of the adjustments that our Facilities professionals have made to ensure the health and safety of workers while,” Baker said, “preparing schools and classrooms for students’ return.” ■



## NAACP Long Beach Branch

The Long Beach Branch NAACP has been serving the needs of our youth for more than 80 years. A major branch focus is to provide **education enrichment** and **community impact programs** for youth, which include:

- ACT-SO
- Scholarships and Scholar Dollars
- Toy Drive
- Law Day (in partnership with Keesal, Young & Logan)
- NAACP Education (National and Local)
- LB NAACP Youth Leadership Academy
- Stay in School Program
- Careers and Mentorship
- Young Entrepreneur Project
- Discovery of the Arts
- Talent Search and Development
- Annual Youth Events
- ...and more!

To learn more about our programs and how to get your child involved, please email us or visit our website.

Long Beach Branch NAACP | P.O. Box 1594, Long Beach, CA 90801 | (562) 856-7586

[lbcanaacp.org](http://lbcanaacp.org)   [mnaacp@gmail.com](mailto:mnaacp@gmail.com)   [fb](https://www.facebook.com/lbbranchnaacp)   [ig](https://www.instagram.com/lbbranchnaacp)   [@lbbranchnaacp](https://twitter.com/lbbranchnaacp)



## westerlyschool

### K-8th Grade Independent School • Long Beach

Developing the whole child through a challenging and stimulating program in an inclusive and diverse community.



Small Class Sizes • Robust Curriculum • Inquiry-based Learning

Limited Spots Available  
**Inquire Now!**

**Westerly Admissions**  
**562-981-3151**  
**westerlyschool.org**



#myschoolofchoice

LBUSD board elects Juan Benitez as president

By MIKE GUARDASBACIO / Reporter

A year after a controversial reorganization of the Long Beach Unified School District’s Board of Education, the board unanimously voted for Board Member Juan Benitez to serve as its president for the upcoming school year, with Board Member Megan Kerr selected to continue as vice president.

Last year, Kerr had nominated Benitez to be president but the motion went without a second, and Diana Craighead was elected president of the board for the 2020-21 school year, a move that drew criticism from within and from outside the district.

Continued on page 10



Juan Benitez smiles after joining the LBUSD school board on Monday, July 16, 2018. Photo by Drew A. Kelley.



Benitez

Continued from page 9

Last year, Kerr said she was “deeply disappointed” her colleagues did not support her nomination of Benitez, and prominent community members including Mayor Robert Garcia and State Sen. Lena Gonzalez agreed with her. In a letter, they criticized the board for passing over Benitez, who is Latino, in a district that predominantly serves Latino students.

This year, newly-elected Board Member Doug Otto quickly seconded Kerr’s motion to nominate Benitez. There were no other nominations, and Benitez was quickly confirmed with a unanimous vote.

“I want to thank Ms. Craighead for serving as president of our board during an extremely challenging year,” Benitez said. “You took some punches, you handled them always with grace and I think honored our district in your service. I want to thank my colleagues for your vote of confidence.”

Tuesday also marked a return to the board’s normal chambers at the LBUSD headquarters.

Otto remarked that he was happy to be back in action in the building, and said, “I’m pleased we went through a successful reorganization of our board. Sometimes those things aren’t easy.”

Board Member Erik Miller nominated Kerr to remain as vice president, and Otto seconded the nomination, which was followed by a

unanimous vote.

Some of the ire last year was over the fact that Benitez had been serving as the vice president; typically the board’s VP goes on to serve as president in the next year.

LBUSD Superintendent Jill Baker thanked Craighead for her leadership during the pandemic and said she looked forward to working with Benitez and Kerr, also noting that Kerr was recently appointed to the executive committee of the Council of the Great City Schools, an influential coalition of the nation’s urban school districts.

Board hires new communications officer

After a sometimes-critical audit of its communications apparatus from the National School Public

Relations Administration, the LBUSD pledged to hire more communications staff a few months ago. The audit found that the district had a lot of room for improvement in the way it communicates with the community, and on Monday evening the board approved the hire of Justin Grayson to serve as the district’s new chief communications and community engagement officer.

The board approved the hire unanimously, with several board members thanking Baker for making it a priority to improve that aspect of the district. Grayson has previous public education experience working with the Riverside Unified School District and most recently was a public relations manager for Amazon.

Grayson’s contract begins on Aug. 17. ■

Trades Classes

Continued from cover

power sources, like hybrid or electric cars.

The pandemic also put a damper on job and internship opportunities for students. Both Long Beach Transit and the Los Angeles County Metropolitan Transportation Authority, who normally offer internships to LBCC students, significantly reduced operations, shutting students out.

But it also presented an opportunity

for current and aspiring mechanics and other trade students, Ling said. “During times of layoffs or unemployment, that’s the best time to retool and sharpen your sword as a student.”

When in-person classes resumed in June 2020, students were eager to return. That momentum has continued. This spring, enrollment numbers were up 9% from the previous year, which saw the last cohort to enroll prior to the pandemic.

According to Ling, there were no reported cases of coronavirus among students, a result of increased safety

measures like social distancing and amped-up cleaning protocols. “It worked out,” he said.

Ling is confident that students are well prepared for the job market, despite the interruption in hands-on training, in part because some students were more engaged in virtual schooling than they may have been in a traditional classroom setting.

“A lot of the students were really receptive to the new types of media,” Ling said of the virtual classes, which went beyond the usual PowerPoint

presentations and included videos and other online resources to bring educational content across. “I would get a lot more emails and text messages.”

Whether employers will recognize that and give this year’s graduates the same consideration as those in pre-pandemic years remains to be seen.

“It’s going to be interesting to see how that plays,” Ling said, adding that in the end, their practical skills will be graduates’ best calling card. “The proof is in the pudding: can you fix the car or not? ■



Ross Riddle owns South Coast Shingle Company, Inc., a roofing supply company celebrating its 75th year in Long Beach. Riddle began working for the company 53 years ago. Friday, July 16, 2021. Photo by Brandon Richardson.

South Coast Shingle Co. celebrates 75 years in Long Beach thanks to ‘good customers and faithful employees’

By BRANDON RICHARDSON / Reporter

For decades, the South Coast Shingle Company has been a family affair. A few years after the company was founded in 1946, Sam Riddle came on as bookkeeper. At the time, the roofing material supplier was located on 11th Street near Redondo Avenue.

The company outgrew that facility and moved up to its current home in North Long Beach on South Street near Cherry Avenue in 1963.

“This was out in the boondocks then, all oil property,” said Ross Riddle, 72, Sam’s son and now president and CEO of South Coast Shingle.

Ross and his brother Larry, 68, grew up around the business, going to work with their dad on Saturdays, helping around the yard. In 1968, while attending Long Beach City College and then Cal State Long Beach—ultimately receiving a bachelor’s degree in business

management—Ross joined the South Coast team as a full-time employee.

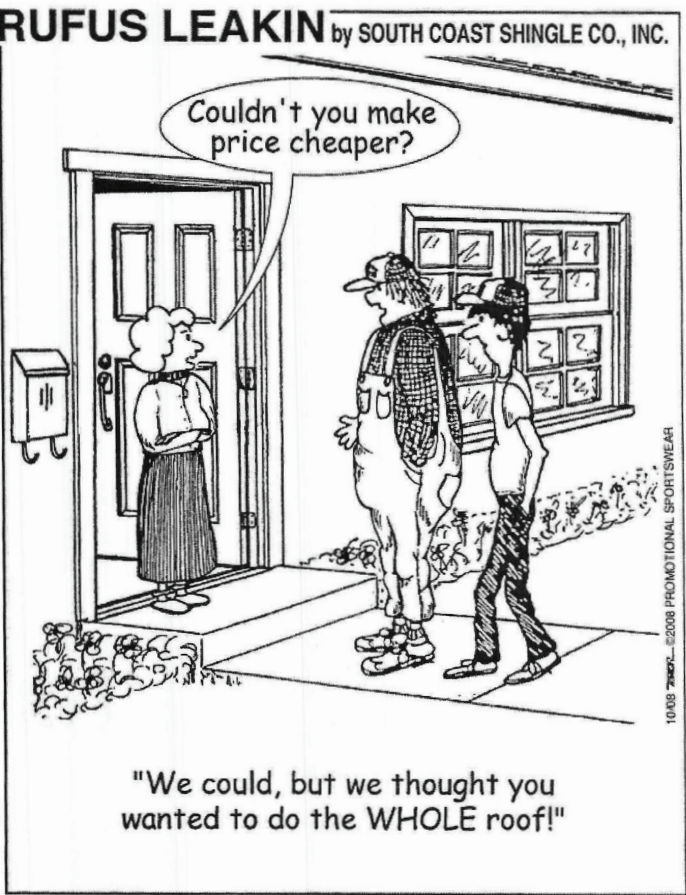
Larry came on board nine years later and is now CFO.

South Coast Shingle sells all things roofing and masonry to contractors and homeowners. Hundreds of choices of shingles and tiles, bricks, stone, gravel and the accessories necessary on the job from protective equipment to ladders and shovels.

The business is tailored toward homeowners, which makes up about two-thirds of business, Ross said, because seasoned roofers and commercial project managers already know what they are looking for. The store is open to the public so they can get one-on-one assistance to learn about more options than a roofing company typically would present to them at their home.

“A roofer doesn’t have time to sit with a homeowner and tell them all

Continued on page 15



Since 1985, South Coast Shingle Co. has published roofing comics in trade magazines drawn by Ted Taylor, with many of the concepts coming from now-President and CEO Ross Riddle. Courtesy of South Coast Shingles.



Taxi driver Pravat Barua, 40, changes the brake pads on his cab during an automotive class at Long Beach City College, Tuesday, July 20, 2021. Barua is taking classes at the community college so he will have the ability to repair his own vehicle or, at the very least, know if a mechanic is trying to take advantage of him. Photo by Brandon Richardson.



HISTORIC LONG BEACH COMPANIES

\* A staple of the Long Beach bar scene, the V Room is celebrating its 87th anniversary this year. Photo by Cheantay Jensen. Santa Fe Importers has been serving residents and businesses out of its deli and wholesale facility for 74 years. Photo by Brandon Richardson. SnugTop has been manufacturing hard-top truck-bed covers in Long Beach for 62 years. Photo by Brandon Richardson. Pancho's Mexican Restaurant is celebrating its 55th anniversary of serving Long Beach. Photo by Brandon Richardson.

1880

Long Beach YMCA  
Est 1884 - 137 years

1890

Long Beach Area Chamber of Commerce  
Est 1891  
Celebrating 130 years

1900

WomenShelter of Long Beach  
Est 1905

Luyben Dilday Mortuary  
Est 1906  
Celebrating 115 Years

Sunnyside Mortuary  
Est 1906  
Celebrating 115 Years

Long Beach Memorial Medical Center  
Est 1907

Farmers & Merchants Bank  
Est 1907

Long Beach Municipal Band  
Est 1909

1910

Long Beach Day Nursery  
Est 1912

Long Beach Iron Works  
Est 1913

Phillips Steel Co  
Est 1915

Harbor Custom Canvas  
Est 1916  
Celebrating 105 Years

Rotary Club of Long Beach  
Est 1917

Long Beach Bar Association  
Est 1917

Boy Scouts of America, LB Area Council  
Est 1919

Kiwanis Club of Long Beach  
Est 1919

1920

League of Women Voters of Long Beach Area  
Est 1920

Pacific Coast University School of Law  
Est 1927

Outer Limits Tattoo & Museum  
Est 1927

Van's Hardware  
Est 1926  
Celebrating 95 Years

Windes Accounting  
Est 1926  
Celebrating 95 Years

Wards Pharmacy  
Est 1926  
Celebrating 95 Years

Gage Pharmacy  
Est 1926  
Celebrating 95 Years

Art Theatre  
Est 1925

Joe Jost's  
Est 1924

Alamitos Bay Yacht Club  
Est 1924

Community Hospital Long Beach  
Est 1924

Harbor Chevrolet  
Est 1923

Dignity Health St Mary Medical Center  
Est 1923

Ma 'N Pa Grocery  
Est 1921  
Celebrating 100 Years

Forest Lawn Memorial Park and Mortuaries  
Est 1921  
Celebrating 100 Years



Eye Treatment Center  
Est 1921  
Celebrating 100 Years

Downtown Long Beach Lions Club  
Est 1921  
Celebrating 100 Years

Goodwill Serving the People of So LA County  
Est 1928

Thirsty Isle  
Est 1928

The Varden Boutique Hotel  
Est 1929

Long Beach Playhouse  
Est 1929

Long Beach Yacht Club  
Est 1929

1930

Dion & Sons, Inc.  
Est 1930

CH Topping & Co  
Est 1931  
Celebrating 90 Years

Junior League of Long Beach  
Est 1931  
Celebrating 90 Years

McCarty's Jewlery  
Est 1932

Children's Dental Health Clinic  
Est 1932

Pediatric Medical Center  
Est 1933

Halbert Hargrove Global Advisors  
Est 1933

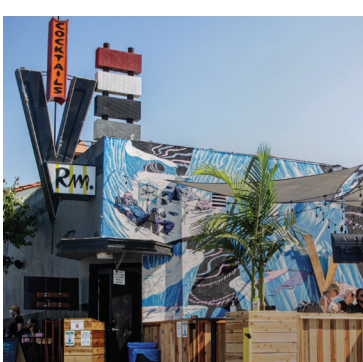
The Termo Company  
Est 1933

Electric Construction Co  
Est 1933

Sanborn & Sine, Attorneys  
Est 1933

Gibbs Architects  
Est 1934

V Room\*  
Est 1934



The Guidance Center  
Est 1946  
Celebrating 75 Years

CW Industries  
Est 1945

Mark Schneider Design  
Est 1945

Paul's Glass Co  
Est 1944

California Cartage Company  
Est 1944

Ward's Mediatech  
Est 1941  
Celebrating 80 Years

The Boeing Company  
Est 1941  
Celebrating 80 Years

Paul's Dairy  
Est 1941  
Celebrating 80 Years

Moffatt & Nichol  
Est 1941  
Celebrating 80 Years

Eagle Racing Cams  
Est 1941  
Celebrating 80 Years

Billings Ace Paint & Hardware  
Est 1941  
Celebrating 80 Years

Long Beach Branch NAACP  
Est 1940

Assistance League Long Beach  
Est 1940

Milburn Plumbing and Heating  
Est 1940

1940

Boys & Girls Club of Long Beach  
Est 1939

Air Source Industries  
Est 1938

Downtown Long Beach Alliance  
Est 1937

A Beautiful California Florist  
Est 1937

LB Fireman's Credit Union  
Est 1936  
Celebrating 85 Years

Electro-Tech Machining  
Est 1936  
Celebrating 85 Years

Long Beach Symphony  
Est 1935

Connolly Pacific  
Est 1935

O'Connell's Cocktails  
Est 1934

Bragg Companies  
Est 1946  
Celebrating 75 Years

Children's Benefit League  
Est 1946  
Celebrating 75 Years

Heather R Chambers, CPA  
Est 1946  
Celebrating 75 Years

Lester Box & Mfg  
Est 1946  
Celebrating 75 Years

South Coast Shingle Co  
Est 1946  
Celebrating 75 Years

Tuttle Cameras  
Est 1946  
Celebrating 75 Years

Hill Crane Service  
Est 1947

Santa Fe Importers\*  
Est 1947



Long Beach Community Band  
Est 1947

California Swaging & Cable Products Co.  
Est 1947

Jewish Long Beach  
Est 1948

1950

Long Beach Museum of Art  
Est 1950

Reno Room  
Est 1950

Berg-Nelson Co.  
Est 1951  
Celbrating 70 Years

Bixby Knolls Flowers  
Est 1951  
Celbrating 70 Years

Hillside Enterprises - AR&C Long Beach  
Est 1951  
Celbrating 70 Years

Hof's Hut  
Est 1951  
Celbrating 70 Years

Snyder Mfg  
Est 1951  
Celbrating 70 Years

1960

Umberto's Men's Wear  
Est 1960

White Realty Associates  
Est 1959

Tell Steel  
Est 1959

SnugTop\*  
Est 1959



George Oliveri Salon  
Est 1959

Marri's Pizza  
Est 1957

Long Beach Muffler  
Est 1957

Park Pantry The Original  
Est 1956  
Celbrating 65 Years

Neill Aircraft Co  
Est 1956  
Celbrating 65 Years

Long Beach Ice  
Est 1956  
Celbrating 65 Years

Industrial Filtration  
Est 1956  
Celbrating 65 Years

AP Fisher Motor Oil & Filters  
Est 1956  
Celbrating 65 Years

49rs Tavern  
Est 1956  
Celbrating 65 Years

Broadway Glass & Mirror  
Est 1955

Long Beach Petroleum Club  
Est 1954

Dominico's Italian Restaurant  
Est 1954

Circle Moving & Storage  
Est 1954

George's 50s Diner  
Est 1952

Black, O'Dowd & Assoc  
Est 1961  
Celbrating 60 Years

Memorial Medical Foundation  
Est 1961  
Celbrating 60 Years

Long Beach Animal Hospital  
Est 1961  
Celbrating 60 Years

Retirement Housing Foundation  
Est 1961  
Celbrating 60 Years

Seal Beach Yacht Club (located in LB)  
Est 1961  
Celbrating 60 Years

Stan Miller Yachts  
Est 1961  
Celbrating 60 Years

Long Beach Historical Society  
Est 1962

Tenni-Moc's Shoe Store  
Est 1962

Chuck's Coffee Shop  
Est 1964

Jongewaard's Bake N Broil  
Est 1965

The Prospector  
Est 1965

Ability First Long Beach Center  
Est 1966  
Celebrating 55 Years

All Star Tire  
Est 1966  
Celebrating 55 Years

Ando Electric Motors  
Est 1966  
Celebrating 55 Years

Bernard Fishman, DDS  
Est 1966  
Celebrating 55 Years

Bloom Orthodontics  
Est 1966  
Celebrating 55 Years

Cabe Toyota  
Est 1966  
Celebrating 55 Years

LG Smith Accountancy  
Est 1966  
Celebrating 55 Years

Catalina Express  
Est 1981  
Celebrating 40 Years

Long Beach Heritage  
Est 1980

1980

Electric Car Sales  
Est 1979

Timmons Volkswagen  
Est 1977

Polly's Pies  
Est 1972

3636 Club  
Est 1972

St. Mary Medical Center Foundation  
Est 1971  
Celebrating 50 Years

Potholder Cafe  
Est 1970

1970

Circle Porsche  
Est 1969

Plasidyne  
Est 1969

Clancy's Bar  
Est 1967

Miller Foundation  
Est 1967

Industrial Tire Service  
Est 1966  
Celebrating 55 Years

Pancho's Mexican Restaurant\*  
Est 1966  
Celebrating 55 Years



Stapleton Technologies  
Est 1966  
Celebrating 55 Years

Long Beach Section of the National Council of Negro Women  
Est 1966  
Celebrating 55 Years



# California Swaging supplies parts for aircraft, cars, even NASA spacecraft

By **CRYSTAL NIEBLA** / Reporter

Since 1947, California Swaging & Cable Products Co. has been manufacturing cable assemblies for military and commercial aircraft, helicopters, missiles, parachutes, military ejection systems and even space vehicles. In fact, cable assemblies from California Swaging held the Apollo 11 capsule’s parachutes that made a successful reentry to Earth possible.

“We’re so proud that part is recognized as part of our history,” company spokeswoman Hannah Yoder said. California Swaging workers didn’t get to meet any astronauts, though, she said. “Given the nature of our business, some of the work we do is confidential. That’s about all we can say.”

This historic and secretive business at Esther Street and Oregon Avenue in the Washington neighborhood in Long Beach has been under the same family ownership for more than 50 years. It’s also part of The Carpentering Group, a branch of companies across the state that manufacture wire rope, slings and other rigging equipment.

California Swaging has a staff of just five, three of whom work on the assembly lines, Yoder said.



Inside the California Swaging & Cable Products Co. site in Long Beach two employees work around four assembly lines. Photo courtesy of California Swaging & Cable Products Co.

During the pandemic, its sales dropped, but its small company size became an advantage. Pre-pandemic, it averaged 5,000 cable assemblies a month.

“We had our trials, like most other essential businesses, but we consider ourselves fortunate to have been able to remain operational and to be able to deliver the products when it was needed as we support other essential businesses,” Yoder said.

Compared to a grocery store with bustling customers and employees daily, California Swaging was able to meet social distancing requirements pretty easily so

“we were somehow able to pivot.”

“We’re small enough that we’re giving personalized service yet large enough to handle your requirements,” Yoder said.

Swaging is a process that uses a tool or machine to compress a metal in a measured way.

For instance, one of the company’s products is a “sleeve.” If you have a metal cable, (think wire rope) and you want to create a loop, called an eye, so that it becomes hookable, you’d have to use a swage sleeve to hold the eye in place. Workers will swage, essentially squeeze, the sleeve onto the cable.

“It’s a process that creates a virtually permanent bond between the fitting and the cable,” Yoder said.

Swaging an aluminum sleeve onto a steel cable, for example, makes a cable assembly. They also stock or manufacture wire rope, turnbuckle barrels, aircraft pulleys, cable cutters, and other hardware.

Yoder said that each manufacturing job is set up differently to the customer’s needs. “Some can be made in minutes, some will take longer, maybe an hour,” she said about working with cables. “And sometimes even an hour just to get set up for it. The length, the size are just major contributors. It just all depends.”

Because the company works with government agencies such as the military, Yoder said that she could not go into detail about their clients nor the frequency of the products they sell.

Yoder said clients can contact the business directly via phone or email, and it will see “if it makes sense to work together,” she said.

Being a family-owned business, she looks forward to seeing the company continue its work, perhaps helping one aerospace mission at a time.

California Swaging & Cable Products Co. is located at 708 W. Esther Street. ■

## Shingle Co.

*Continued from page 11*

the different options. There might be something [the owner] really likes but would never know about,” Ross said. “We walk them through the process, we spend time with them, consult with them and it doesn’t cost them anything.”

When a homeowner decides on the roof they want, the South Coast Shingle team can recommend trusted roofing companies to handle the installation (and removal, if needed). Once the job is ready to begin, South Coast crews deliver the materials using special trucks with conveyor belts that allow them to unload directly onto the roofs of homes and other buildings.

With a second location in Laguna Niguel, the company services all of LA and Orange counties, as well as the Inland Empire, Ross said. Most of South Coast’s business is within a 50-mile radius of its stores, he said, but the company will go as far as they are needed.

Combined, the two locations have about 25 employees and more than 20 pieces of heavy machinery—from large trucks to forklifts.

The Laguna Niguel location is managed by Larry’s son Brandon, one of two of his sons that work for the company. Outside of immediate family, many of South Coast Shingle’s employees have worked for the company for decades.

Jimmy Killeen, 56, has been with the company for 38 years. Before working

for South Coast, Killeen said he was making pizzas and attending Long Beach City College. When he dropped out of school, he said his brother, a roofer, told him it was time he got a “real job” and introduced him to Ross.

At first, Killeen was sweeping the yard and doing menial jobs. He worked his way up to driver and then was yard supervisor for about 15 years. Now, after a stint in sales, Killeen is the general manager of the Long Beach store.

“These guys are my family,” Killeen said. “They’re loyal employers and would give you the shirt off their back if you needed it.”

Through the years, challenges have arisen for the business, Ross said. Namely, competition in the form of national corporations. He said three

companies dominate the roofing supply market, frequently buying up independent stores such as his. These corporations have offered to buy South Coast Shingle but Ross said he has no interest.

“The industry is awesome,” Killeen said. “It’s getting harder and harder just like everything else but we love it.”

Years ago, before corporations and big-box stores moved into Long Beach, South Coast Shingle was one of the top 10 sales tax contributors in the city, Ross said. A \$30 million company, South Coast is still thriving today.

“It feels really good,” Ross said of the company making it to its 75th year. “We’re pleased to be as successful as we’ve been and we owe it to our good customers and faithful employees.” ■

# Historical Society building crowdsourced archive of local pandemic life experiences

By **ALENA MASCHKE** / Reporter

A year plus into the pandemic, much has changed for Long Beach residents and businesses. Bars and restaurants have fully reopened, employees are trickling back into offices and conventions are expected to return next month.

But as life returns to normal—barring interruptions from emerging coronavirus variants—the Long Beach Historical Society continues to build a record of life under lockdown and the reopening process in the form of a crowdsourced archive fed by survey submissions.

“There are some very, very interesting

stories,” said Julie Bartolotto, executive director of the historical society.

One that stuck out to her in particular was a submission from a psychotherapist, who said that, unlike before, none of her patients canceled their appointments during the pandemic—a possible indication of the level of stress people were experiencing as a result of the public health crisis.

“Whole parts of our culture or society have been affected,” Bartolotto said. Creating a record of those changes, she said “is definitely something that, in the future, we will find useful.”

The idea to build an archive of the

pandemic was in part inspired by the lack of material documenting the experiences of local residents and businesses during previous health crises, like the 1918/1919 Spanish flu.

Historians have been increasingly interested in documenting local history in recent years, said Craig Hendricks, a retired history professor and member of the historical society.


“We thought it would be important to get on record how people in LB felt about it: how it changed their life,” said Hendricks, who is currently building collaborations with historians in cities across the country doing similar work.

Traditionally, Hendricks said, there’s been more of a focus on national history. But, he noted, “it’s just as important and just as significant for the health and welfare of the nation to know how these things are playing out [locally].”

From journalists to public health officials, there are plenty of people who will likely seek out the historic records being created right now, Hendricks said.

“If you’re going to have a conversation with the past, it’s good to have a lot of ideas and facts about what really happened,” he added. “That’s what history is, it’s a conversation with the past.” ■

# REACH LONG BEACH *and beyond!*



## STUDIO LBP

Studio LBP now offers targeted out of market advertising so that you can reach your customers no matter where they are online. Visit [studiolbp.com](http://studiolbp.com) or call us at 562-655-7678.

### South Coast Shingle Company, Inc.

Since 1946



## THE PERFECT ROOFER? WE’VE GOT YOU COVERED.

For over 75 years, South Coast Single has helped homeowners all over Southern California select the right roof as well as the right roofer for the job.

**Let us do both for you today.**

2220 E. South St.  
Long Beach, CA  
562-634-7100

Hours: Mon-Fri 6:30am - 4:30pm  
Sat 8:00am-2:00pm

[southcoastshingle.com](http://southcoastshingle.com)





Julie Bartolotto, Executive Director, stands among the mannequins in a window display at the Historical Society of Long Beach in Long Beach Monday, July 19, 2021. Photo by Thomas R. Cordova.





Trucks pick up containers at the Port of Long Beach’s Pier G, Thursday, June 10, 2021. Photo by Brandon Richardson.

## Supply chain challenges continue to cause delays, forcing some companies to reduce freight into San Pedro Bay ports

By **BRANDON RICHARDSON** / Reporter

Supply chain issues impact businesses and consumers alike. Businesses experience higher costs and shipping delays that could lead to product shortages. Mirroring those hurdles, consumers see more “out of stock” notices, higher prices and must wait longer for their online purchases to arrive.

Continued supply chain challenges at the San Pedro Bay ports, the busiest port complex in the United States, has spawned such issues for businesses—and individuals—forcing some like Levi Strauss to reevaluate their freight movement.

“We’re now shipping most of our product into the U.S. through the East Coast,” Levi CEO Chip Bergh said during a July 8 earnings call, specifically citing ongoing challenges at the Port of Long Beach. “Only about 20% of our U.S. freight is coming through the West Coast right now and we’ve built the delays into our lead-times.”

Levi Strauss declined to comment on the specific issues and the reduction level at the Port of Long Beach. The port did not respond to request for comment.

For the past year, cargo volumes at the Port of Long Beach have been record-setting. Month after month, the port was processing more containers than ever before in its 110-year history. The volumes, coupled with a shortage in containers, chassis, rail cars and other supply chain issues, caused a backlog of vessels.

“Everyone has felt the delays,” Pacific Merchant Shipping Association Manager of Government Affairs Jessica Alvarenga said in an email. “Loose Leaf Boba apologized to their customers recently for using a different type of boba because the one they normally use has been stuck at the ports and Peloton purchasers had to wait months to receive them upon ordering.”

Container dwell times, the amount of time cargo remains within a port, for Los Angeles and Long Beach have been elevated since last July. Prior to the pandemic, the average dwell time was about two and a half days. After steadily climbing for months, dwell times peaked in January at just over five days with 27.4% of containers staying longer, according to data from the PMSA.

After a brief reprieve that saw dwell times fall to just over three and a half days, the ports’ dwell times are back up to about 4.8 days, with 23.6% of containers waiting longer within the complex.

“The pandemic has definitely played a role in the congestion—there was a drop in volumes in Q1 2020 when the pandemic began affecting Asia and operations came to a halt,” Alvarenga said. “It resulted with blank sailings, vessels stranded in the middle of the ocean with nowhere to go, items stuck in warehouses that weren’t being purchased, etc.”

The second quarter of last year saw demand skyrocket for various items due the pandemic, including personal protective equipment, home office equipment and supplies, home gym equipment, home improvement items and more, Alvarenga said. Wave after wave of uncertainty kept the supply chain struggling. Now that volumes have begun to stabilize, the industry is preparing for the back-to-school and holiday surges, she added.

“Our expectation for the second half [of 2021] is there will continue to be challenges, but we’re going to be airfreighting more,” Bergh said.

Airfreight is significantly more expensive than shipping by sea due to the capacity limitations of aircraft and the volume a ship can carry. But sea freight prices from Asia to the U.S. and Europe have soared over the past year, now \$9,733 per 40-foot container from

Shanghai to Los Angeles—a 236% increase from a year ago—according to a Bloomberg report.

Beneficial cargo owners (companies such as Levi Stauss) don’t typically publicly announce when they leave ports or regions but Alvarenga said it is likely others have pulled back out of West Coast ports due to the delays, opting instead for East Coast ports and more expensive air freight.

Despite the loss or reduction of some freight, the San Pedro Bay ports have been the first choice for many shippers since they are the most direct route from the Asia markets, according to Jennifer Sargent Bokaie, a spokeswoman for the International Longshore and Warehouse Union. While Levi and others may have pulled back on their LA and Long Beach freight, the ports have actually gained market share over the past year, she said.

ILWU Coast Committeeman Frank Ponce De Leon said the union workers stepped up every day during the pandemic and continue to ensure the continued flow of cargo into West Coast ports as fast as possible despite the shortages within the supply chain.

“Not only did we work day and night while taking steps to protect ourselves from COVID-19, but we broke all-time cargo-handling records for several months in a row,” Ponce de Leon said in an email. “We are proud of ILWU workers’ hard work in difficult times to get American consumers, health care professionals and grocery stores the goods they needed to get through the pandemic.”

The union represents more than 20,000 workers up and down the West Coast, including more than 14,000 at the San Pedro Bay ports. Since the onset of the pandemic, 18 ILWU workers have died of the virus. ■

## Long Beach releases \$3 billion budget; here are 5 key takeaways

By **MELISSA EVANS** / Managing Editor

Long Beach will solve this year’s budget deficit with a massive one-time infusion of federal and state money, allowing it to avoid any cuts to staffing or programs, according to a draft of next year’s spending plan released July 16.

“We were thinking there were going to be really difficult cuts this year,” he said. Robert Garcia said at a media briefing. The passage of the federal American Recovery Act “absolutely changed everything about our budget,” he said.

In this year’s budget cycle, which runs from Oct. 1 to Sept. 30, the city had to contend with a pandemic that stripped away millions of dollars in sales tax and other revenue, while at the same time providing relief to vulnerable groups ravaged by the pandemic, including low- and middle-wage workers, renters and the homeless.

The city’s total budget is \$3 billion, much of which is tied up in the Harbor Department, Long Beach Airport, Water Department and others. A smaller slice, known as the general fund, is what the city has to spend on much of the services that directly impact residents, such as libraries, police, fire and recreational programs.

The \$591 million proposed general fund in 2022 is about \$51 million less than the current year, and officials were facing an approximate \$30 million deficit—equivalent to about 145 full-time city jobs, City Manager Tom Modica said July 16.

The general fund, however, was bolstered by roughly \$135.8 million in one-time funds officials are counting on from the American Rescue Plan. It remains unclear, however, whether the federal government will place any requirements or restrictions on the relief funding.

The draft budget released Friday must still undergo public hearings and scrutiny from elected leaders. It is expected to be approved in September.

Here are five key things to watch as budget deliberations unfold over the next several weeks.

### Federal and state funds

The city is pinning its hopes for a balanced budget on millions that it expects to receive from the federal government, even approving a spending plan for the relief funds last March. A significant chunk of those funds, about \$76.7 million, will be used to fix the projected budget deficit in this year’s 2021-22 budget, and to refill the city’s depleted reserve funds.

“There is nothing more important than that,” the mayor said. “If we had another emergency, we know we’d be able to meet that crisis.”

*Continued on page 19*

## No matter what the city does with the Queen Mary, it won’t be cheap, new report says

By **KELLY PUENTE** / Reporter

Should the Queen Mary be preserved in place or moved and dry docked? Could it be dismantled and scrapped, or turned into an artificial reef?

Those are some of the options as Long Beach weighs the long-term costs of owning a century-old steel ocean liner.

And all of the plans come with a significant price tag, ranging from \$105 million to retire and scrap the ship, to roughly \$500 million to move the vessel and build a new dry dock, according to a report from city-hired engineering firm Moffatt & Nichol.

Long Beach has owned the Queen Mary as a tourist attraction since 1967, but for years it has leased the ship to various operators that have struggled to make a profit.

The latest operator filed for Chapter 11 bankruptcy in January and the city this month took control of the Queen Mary when former leaseholder, Urban Commons Queensway, walked away from the lease after the ship received no qualified bidders at bankruptcy auction.

Long Beach now has complete control of the ship for the first time in more than 40 years, and with it comes tough decisions about the future of the aging vessel and how much to invest in critical repairs.

The City Council in a special meeting July 20 for the first time got a glimpse into the costs for several options. The city is working to determine funding sources while also considering the feasibility of transferring control of the ship to the Harbor Commission, which oversees the Port of Long Beach.

The options for the Queen Mary’s



City staff make a presentation about the possible futures of the Queen Mary during a study session before the Long Beach City Council, Tuesday, July 20, 2021. Photo by Thomas R. Cordova.

future include preserving the ship in place for a one-time cost of \$25-\$50 million, with ongoing costs of \$5 million annually for more than 25 years. City officials said this option is costly up front, but those costs could be offset by tourism revenue.

Dry docking is the most expensive option, with costs ranging from \$200-\$500 million, but it’s the most long-term solution, with the ship expected to last at least another 100 years, officials said.

Another option is to “retire and recycle” the ship or turn it into an artificial reef for costs ranging from \$105 million to \$190 million, but the city would lose the chance for future revenue, officials said.

Councilman Rex Richardson said he liked the dry dock option as it provides the most potential to preserve the ship

and develop the surrounding land.

“We have the opportunity to create major jobs in the community,” he said.

Councilwoman Suzie Price asked to push forward with exploring the possibility of having the Queen Mary designated as a national landmark, like the Statue of Liberty, which would provide federal funding.

Mayor Robert Garcia noted that the city still has much to consider.

“It’s an historic landmark not just for our community but for the country,” he said. “The amount of history is something to be celebrated and preserved.”

Moffatt & Nichol in the coming weeks is expected to release a detailed structural integrity report on the Queen Mary that will have more information on the ship’s condition.

An inspection report in April determined the ship would need at least \$23 million in critical repairs to remain viable in the next two years, while a marine survey released in 2017 found that the ship could need \$235-\$285 million in critical repairs to stay viable.

In the meantime, the Queen Mary is expected to remain closed until 2022 as the city works on critical repairs.

Naval architect John Waterhouse, who was hired by Moffatt & Nichol to inspect the Queen Mary, said the ship could last another 100 years with regular maintenance, but timing is critical.

“We’ve had 30 years where the Queen Mary had in fits and starts some maintenance but she’s at what I would call a tipping point,” he said. “If there’s no attention paid to the ship, she will go downhill in the not too distant future.” ■

## What are Long Beach’s new masking rules?

By **JEREMIAH DOBRUCK** / Reporter

Long Beach instituted a new mask mandate that applies to everyone, whether you’re vaccinated or not. This time, though, it applies only to indoors, and—as always—there’s a handful of exceptions and sometimes confusing details.

But what it mostly boils down to is this: If you’re inside, and it’s not at someone’s private residence, wear a mask.

The city’s new health order, which went into effect July 17, has all the nitty-gritty details, but here’s the gist of what it says. Face coverings are required for everyone—vaccinated or not—in “all indoor public settings,

*Continued on page 21*



A masked man pushes an empty shopping cart into a Food 4 Less in Signal Hill, Sunday, July 18, 2021. Photo by Crystal Niebla.





Lillian Kroeze, 6, waters plants in Long Beach's Lakewood Village neighborhood, Sunday, June 6. Photo by Brandon Richardson.

# Public hearing on proposed water, sewer rate hikes slated for August

By JASON RUIZ / Reporter

Long Beach Water Department customers could see an increase in their monthly bills if a proposed rate hike for water and sewer service is approved later this year by the City Council.

The department said that the proposed 8% increase for water service and 10% increase for sewer rates will result in a roughly \$5.39 change in monthly bills for the average customer. The increases are necessary to stabilize reserve funds and invest in aging pipes and the creation of new wells, according to department officials.

Long Beach Water commissioners voted 4-0 in late June to approve the rate increases, but before the City Council can approve the rate increase as part of the city's budget process this fall, the public will have a chance to voice their opinions at a public hearing on Aug. 26.

The hearing is required by Proposition 218, a law passed by California voters in 1996 that limits the cost that residents can be charged for things like water to the actual cost of providing them and also sets a higher threshold for special taxes to pass, requiring two-thirds of voters to approve them. A lawsuit against the city

alleging it had been overcharging water customers for years and transferring excess revenue into the general fund is expected to be decided by the California Supreme Court in the coming months.

Before eventually voting for the rate increases, board president Frank Martinez said that the commissioners should consider a lower rate increase, especially on the tail end of the pandemic. If the rates are approved by the council they'd become effective Oct. 1.

"It still shows that we're being compassionate to the ratepayers," Martinez said during the June 24 meeting. "A double digit [increase] just doesn't feel right to me."

Water could become a more expensive commodity as drought continues to grip the western half of the United States and water reservoirs drop to historic lows. The Colorado River, which supplies 40 million people in the Southwest with water, is on the verge of having the federal government declare a water shortage for the first time.

Last week Gov. Gavin Newsom asked Californians to voluntarily reduce water usage by 15% as nearly all of the state is in an extreme drought, according to U.S. Drought Monitor.

Long Beach imports about 40% of its water supply with the two main sources being the Sacramento-San Joaquin Bay Delta and the Colorado River. The Metropolitan Water District of Southern California, one of the world's largest water agencies, which Long Beach is a part of, sells the water to member cities like Long Beach.

Part of the reason department officials are calling for increases is to pay for infrastructure like repairing aging pipelines and meters, but also to rehabilitate existing groundwater wells and drilling new ones.

"It costs money but it will save our customers money in the long run," Water Department General Manager Chris Garner said.

Garner said it's safe to say that water related services could continue to get more expensive across the board as resources are strained. While Long Beach has not asked customers to reduce

their usage, it may have to if the water situation in the region doesn't improve over the next few months, he said.

Long Beach gets about 60% of its water from groundwater sources helping it to maintain relatively low costs to customers, and increasing its ability to tap into underground sources could give it more independence from any federal or state mandated water restrictions.

"What we need to do for our efforts to justify these raises is to connect what we're doing with these raises is that by applying these to capital investments, improving our groundwater abilities we're gaining independence," said Commissioner Bob Shannon. "And by gaining independence we're avoiding the effects of the drought."

The 8% increase this year, if approved, will likely be the first in a series of rate increases over the next few years needed to bring the department's operating reserves back up to the department's minimum reserve level of about \$30 million.

A presentation given to the board before its vote showed the projected rate increases over the next four years. Under an 8% increase scenario for water service, the department projects it would have to increase rates in the 2023 (6%), 2024 (4%) and 2025 (4%) fiscal years as well.

The sewer rates could also be raised by 8% in 2023 and 2024 with an additional 4% increase in 2025, according to the presentation, which showed that smaller increases this year could have meant larger increases in the following years.

Between the water and sewer fund the department has projected around a \$11.6 million structural deficit.

While the meeting is currently planned to be held in person, the timing of it could be affected by the indoor mask mandate, and if things continue to go backward to the point where an online-only hearing is the only option, it could require the department to send out a new notice to customers, which could restart the clock, Garner said.

The hearing is scheduled for 7 p.m. Aug. 26 at the Long Beach Groundwater Treatment Plant at 2950 Redondo Ave. ■

## Budget

Continued from page 16

Long Beach has already received or will receive over \$249 million in federal and state funding related to the coronavirus and its effect on the economy, much of which is tied to previously approved programs to help renters with back rent, or is dedicated to specific parts of the city like the airport, homeless services and COVID-19 testing and contact tracing.

City officials said they will also direct about \$64 million to support businesses and promote economic inclusion, among other programs. Another \$108.5 million will be used to respond to the COVID-19 pandemic, including providing basic resources for families, homelessness, housing and language access.

### Measure US

Long Beach voters in November approved Measure US, which doubled the city's general tax on business licenses for oil production to 30 cents per barrel.

The revenue—this year about \$1.3 million—is to be used generally for youth, community health and climate change.

Modica said the officials have proposed using \$917,636 to establish a Youth Fund that will provide grants and other resources for young people, close



Long Beach City Manager Tom Modica, left, and Mayor Robert Garcia give a presentation about the city's 2022 Proposed Budget during a press conference, Friday, July 16, 2021. Photo by Thomas R. Cordova.

to \$155,000 for community health programs and \$243,000 for the city's efforts to study climate change and devise ways to adapt.

### Measure A

Money from the sales tax increase approved by voters in 2016 next year includes:

- \$2.5 million to keep fire Engine 17 in East Long Beach in service for at least another year
- \$2.2 million for neighborhood "safe streets" programs
- \$13.6 million for upgrades to public safety communications technology

Belmont Shore, upkeep of the Long Beach Convention Center, Naples Island seawall repairs and many others.

These sources of revenue have been especially hammered by the pandemic, though oil prices have rebounded and Carnival expects to begin running cruises again next month.

Tidelands had a \$88.4 million budget this year, down about \$21 million from the prior year.

Projections for next year are rosier: The city is expecting to have \$107.5 million to spend in 2022.

### Water fees litigation

An issue that has been simmering for five years is the outcome of a lawsuit that residents filed in 2016, and again in 2018, over usage fees the city has been collecting from its Water Department, which the courts found was improperly transferred to the general fund. Utilities cannot by law charge more than the service costs to provide.

The city is awaiting the outcome of an appeal to that decision. If it is not successful, the city's budget would decrease by about \$9 million a year, and Long Beach potentially could be forced to pay back millions in fees it has collected.

But Modica said he was optimistic the city would prevail. ■

# Compound art and wellness collective opens to the public with new programming

By CHEANTAY JENSEN / Reporter

Compound, a nonprofit organization focused on art and holistic health, officially opened to the public on July 15 after pushing back its grand opening date twice due to the COVID-19 pandemic.

The 15,000-square-foot space in the Zaferia neighborhood, which is a hybrid art gallery, holistic healing center, retail space and soon-to-be restaurant, can now finally welcome people through its doors. Needless to say, organizers are very excited.

"From the very beginning, we dreamed of creating a place that is affirming, inclusive and open. We are thrilled to finally open our doors and welcome in our community to hold

space, heal, grow and feel a sense of belonging," Compound founder, Megan Tagliaferri, said in a statement.

Though admission and programming are free, Compound is limiting capacity and requires registration to enter, which you can fill out online at compoundlb.com.

Classes you can register for include various yoga and meditation classes, gardening and art workshops, and even a photojournalism workshop at the end of July.

For those who would like to check out the space, which features two simultaneous art exhibitions and a sculpture garden, you can register for the "General Admission" slots online.

Compound is at 1395 Coronado Ave., Long Beach. ■



Art on the exterior of Compound by artist Tavares Strachan, You Belong Here (Blue #1), 2019. Photo by Laure Joilet.

## CITY OF LONG BEACH

### BID OPPORTUNITIES

| TITLE   | BID NUMBER    | DUE DATE   |
|---|---------------|------------|
| Engineering Design Svcs. for the Cathodic Protection Imps. of Recycled Water Sys. | RFP(REO-0204) | 07/28/2021 |
| Cyber Security Software License, Subscription, and Services                       | ITB TI21-072  | 07/29/2021 |
| 10 Signalized Locations on Los Coyotes Diagonal                                   | R-7172        | 07/30/2021 |
| Santa Fe Ave Synchronization Enhancement  | R-7183        | 07/30/2021 |
| LBWD Professional Security Services   | RFP           | 08/02/2021 |
| Third-Party Grants Admin Support Services   | RFP ED21-068  | 08/02/2021 |
| Red Car Greenbelt Public Art Project  | RFP PR21-082  | 08/03/2021 |
| Board and Secure Services   | ITB PD21-074  | 08/05/2021 |
| As-Needed Plumbing Services   | RFP LB21-071  | 08/05/2021 |
| Rectangular Flashing Beacon (RRFB) Equipment for Sidewalks                        | ITB PW21-069  | 08/09/2021 |
| Large Potable Water Valve Replacement - Redondo Ave & Kilroy Airport Way          | WD-20-21      | 08/12/2021 |
| Mgmt. Consultant for the Los Angeles Area Fire Chief's Assoc. Reg. Training Group | RFP FD21-073  | 08/16/2021 |
| Park Operators & Concessionaires  | RFI PR21-083  | 09/07/2021 |

[Bidder Registration](#)

To receive notifications of bid opportunities, register with the City of Long Beach at [www.longbeach.gov/finance/business-info/purchasing-division/purchasing-division/](http://www.longbeach.gov/finance/business-info/purchasing-division/purchasing-division/) Additional details on upcoming bids and how to register can be found on the website.

## AUTO LIEN SALE AUCTION

3111 E. Willow Street  
Long Beach, CA 90806  
(562) 570-2828  
<http://www.longbeach.gov/finance/services-and-permits/towing-and-lien-sales/auktion/>

August 3 & 17, 2021  
Registration & Viewing Hours:  
8:00 A.M. – 9:50 A.M.

Help us find an office building to purchase for a local business!

Where: Long Beach or surrounding areas

What: 2,000-5,000 sq ft creative office space

Please contact Juan Huizar (DRE #01417642) at (562) 307-0838 or [juan@sageregroup.com](mailto:juan@sageregroup.com)

SAGE REAL ESTATE





You can buy the priciest home in Long Beach on Giralda Walk for \$8 million, and save a million, as well. Listing photo.

## In Long Beach real estate, \$4 million is the new \$1 million

By **TIM GROBATY** / Columnist

You’ve got a million bucks? Big deal. Everybody’s got a million bucks. Hundreds of homeowners in town could liquidate their assets and be millionaires. Homeless, sure, but nevertheless millionaires.

And then they could turn their lives around and buy a million-dollar house. Again, big deal. The entirety of the east side of town, from Belmont Shore all the way up to the Hawaiian Gardens border, is blanketed with million-dollar homes—that is, homes that are listed between \$1 million and \$1.25 million.

Many are three-bedroom, two-bath tract homes, with maybe a bit of improvement to put them on the north side of \$800,000-\$900,000, a price range that’s alarmingly typical of homes in places like Los Altos and the Plaza neighborhoods—homes that were never intended to make your jaw drop or scarf up your savings for a down payment. They were built for and purchased by one-income middle-class families back in the days when there was a middle class in Long Beach, thanks to fair-paying jobs in shipyards and in aerospace.



This \$5 million Mediterranean mansion on the Peninsula’s boardwalk at 5601 E. Seaside Walk has nearly 6,000 square feet of living space. Listing photo.

These days, \$4 million is the new \$1 million, in that it takes that much to buy the sort of home that would be a place that draws admiration if not outright covetousness from passersby. It’s been about 40 years since a million dollars would buy opulence in Long Beach. Realtor Keith Muirhead, now with Compass, specializes in properties in Naples and the Peninsula, and he recalls the first time he heard about a Long Beach home selling for a million dollars. “It was right on the sand on a huge lot on Ocean Boulevard at Balboa Place on the Peninsula. My tennis coach told me about it and it was big news: A million-dollar house.” How much would the property cost today? “Oh my goodness, it would have to be \$5 million at least,” he said.

Today, there are just five single-family homes in Long Beach listed at more than \$4 million. The elite homes of Long Beach.

You go to LA, \$4 million is nothing. It’s their equivalent of a \$20 bill. You hand \$4 million to a Los Angeles homeowner and they buy a car with it or give it to their kids. I recently saw a listing for a mansion in LA where the seller had reduced the price by \$100

million. Reduced!

But in Long Beach, \$4 million or more buys the best, which is why realtors always say Long Beach is the most affordable seaside community around. You’re never going to see a property in this town where the price will be cut by \$100 million.

You can see a price cut of a million, though. The owners of what could still wind up being the most expensive home sold in Long Beach, an off-water mansion at 93 Giralda Walk in Naples, recently knocked a million dollars off their list price of nearly \$9 million, so now they’ll consider nearly \$8 million.

It’s a terribly opulent home, certainly not what you’d consider a laid-back beach pad. You’d feel like a slob if you were attired in anything shabbier than top hat and tails when you entered the marble-floored foyer with its towering ceiling, a glistening chandelier and a grand staircase leading to the second floor. I’ve slobbered over it in an earlier column and it certainly hasn’t deteriorated in the 134 days since it hit the market by listing agent Josh Reef of Douglas Elliman, Beverly Hills.

The sprawling 7,730 square-foot house is on a massive 8,960-square-foot lot and comes with five en suite bedrooms and 7.5 baths, a couple of fireplaces, an exercise pool and tons of other amenities. I still don’t see why it’s the priciest home in Long Beach, given that it’s not on the water, but it just goes to show that you can’t have everything, no matter how much money you spend.

Free-falling a couple of million in price is a \$5 million glistening Mediterranean mansion on the Peninsula’s boardwalk at 5601 E. Seaside Walk. Listed by Spencer Snyder, the three-story, four-bedroom, seven-bath waterfront home has nearly 6,000 square feet of living space topped by a third-floor open floor plan featuring a great room with a coved ceiling and a

spacious dining room with wood sliders that open to a balcony with a built-in barbecue and spectacular views of the Pacific Ocean and the coastline.

The second-floor master suite is as big as a ballroom and has its own private balcony, again with endless views.

Amenities include a gym, a five-car garage and an elevator that goes to all three floors.

The home isn’t moving quickly at this price. It’s been on the market for about 10 months.

House No. 3 on our scorecard is another beach-front Peninsula home at 2 Laguna Place, listed by Keith Muirhead, who entered the million-dollar market with his sale of a home on Rivo Alto Canal in 1998, which went for \$1.2 million. Muirhead’s commission of about \$25,000 allowed him to take his family on a three-week vacation to England, Denmark and France.

When I first wrote about this listing last February the asking price was \$5.18 million. Now you can pick it up for \$4.979 million. Designed by famed Long Beach architect Ed Killingsworth in 1956, it is, appropriately for the date, a mid-century modern, with such Killingsworth trademarks as a floating wood staircase, Catalina stone walls and a generous use of glass, bringing the Pacific right into your living room. The four-bedroom, four-bathroom is on a corner lot and has 3,375 square feet of living space.

The new kid on the \$4-million-plus club is the last home on the Peninsula, a rock’s toss from Seal Beach, hard by the 72 Place parking lot—so, plenty of parking for guests, along with garage space for five cars.

Listed by Shannon Jones at \$4.5 million, the modern design home at 7023 E. Seaside Walk is bright and airy with tons of windows (can we just stipulate that homes on the water have lots of windows?) and great views of Alamitos Bay and the Pacific from its six balconies.

The big feature of this three-story home, built in 1969 and renovated in 1975, is its rooftop deck which is perfect for entertaining with its views of everything as well as an outdoor kitchen and barbecue.

The house, with five bedrooms and four bathrooms just hit the market last week.

And now we come to the most affordable \$4-million-plus house in Long Beach, which is sort of hard to believe has been on the market for going on a year now. Another Keith Muirhead listing, at \$4.2 million, the four-bedroom, four-bath home at 220 Rivo Alto Canal is ideally located at the T-boning of the Colonnade, Naples and Rivo Alto canals, and facing the expanse of Alamitos Bay and spectacular sunsets.

The home includes a 45-foot open-water dock, with no bridges to duck under, for direct access to the bay and open water.

Throw in another \$4 million and you can pick up the large lot next door, the last undeveloped lot in Naples, for your own private park or to double the size of your house. ■

## New Masking Rules

*Continued from page 17*

venues, public gatherings, and businesses.”

That includes, but isn’t limited to:

- Offices
- Retail
- Restaurants, bars, pubs and breweries when not eating or drinking
- Theaters
- Family entertainment centers
- Gyms and fitness centers
- Meeting spaces
- State and local government offices.

Even before Saturday’s order, masks were required in the following areas:

- On public transit or public transit hubs like bus stations, airports and seaports
- Indoors at K-12 schools, child care and other youth settings

Health care settings (including long-term-care facilities)

State and local correctional facilities and detention centers

Homeless shelters, emergency shelters and cooling centers.

Unlike previous health orders, this one doesn’t require any businesses to limit capacity, enforce social distancing or close down altogether.

“In looking at other options, universal indoor masking in public settings and businesses is the least disruptive and

most effective measure to take while increasing vaccination rates,” the order says, “this is an important safety directive that can be implemented without impacting normal business capacity and operations.”

### Exemptions

With all business and public settings now requiring masks indoors, the biggest caveat in the new health order is that people still don’t have to wear masks when they gather with people in their own homes. Although that could change.

“Gatherings at private residences are not subject to masking requirements at this time,” the order says.

The order also includes the standard carve-outs that have been included in basically every mask mandate. People exempt from wearing masks are:

Kids under 2 years old: “Very young children must not wear a mask because of the risk of suffocation,” the order says.

Anyone with a disability, medical condition or mental health condition that would cause them to be harmed by wearing a mask or who can’t remove a mask without someone else’s help.

People who are hearing impaired or who need their mouths visible to communicating with people who are hearing impaired.

People for whom wearing a mask

would cause an unreasonable risk at their workplace.

### When will the mask mandate end?

The health order doesn’t specify any expiration date for the new rules, but it does point to a few factors that will influence officials’ decision-making process.

The order says its purpose is to use the “least restrictive” measures possible to control COVID-19 in Long Beach.

And to judge what those measures should be, health officials will look at data like the local COVID case rate, hospitalizations, deaths, the percentage of people testing positive for the coronavirus, the number of people vaccinated against COVID-19, and the number of fully vaccinated people who still get sick from the disease.

For now, at least some of those indicators are headed in the wrong direction.

When Long Beach instituted its mask mandate, the case rate was 7.5 per 100,000, according to a statement from the city. On July 20, Long Beach reported its case rate had almost doubled since then to 13.4 per 100,000.

Vaccination rates in the city have also slowed significantly, with only 479 first doses administered last week compared to 890 during the first week of June and 2,690 during the first week of May.

Overall, 57.9% of Long Beach residents are vaccinated with at least one shot, according to the city’s COVID-19 data dashboard (visit [longbeach.gov/covid19](https://longbeach.gov/covid19)). That amounts to about 71% of all adults in the city and 67.9% of everyone over 12, which is the current age-eligibility cutoff for the vaccine.

### How will it be enforced?

As with all COVID-19 health orders, violating the new mask mandate can be a misdemeanor, but Long Beach has rarely pursued enforcement to that point.

The city has focused on enforcing the mask rules on businesses, not individuals.

Bars, restaurants, offices or other businesses that don’t comply with mask mandates or post the required signage may be subject to escalating fines and fees. In some cases, the city has even revoked health and business permits.

To be in compliance, businesses—or anyone else hosting members of the public indoors—must:

Require all patrons to wear masks for all indoor settings, regardless of their vaccination status; and

Post clearly visible and easy to read signage, with or without having an employee present, at all entry points for indoor and outdoor settings to communicate the masking requirements for patrons. ■

# CATALINA EXPRESS

Set Sail to Catalina Island



Catalina Island is welcoming you back to adventure, relaxation and inspiration. With 3 convenient port locations and up to 30 departures daily, your voyage to paradise is now boarding.

San Pedro - Long Beach - Dana Point  
[CATALINAEXPRESS.COM](https://CATALINAEXPRESS.COM) | 800.914.4562

# “ARE YOU A GOAL SETTER?”

## WE’RE GOAL ACHIEVERS

LET’S REACH THE NEXT GOAL TOGETHER”

#WorkWithCentennial



# (562) 269-4844





Cyclists group The Freddie's, lead by Mike Jensen, the only survivor of the plane crash that killed Mark Bixby, is among the first cyclists to ride a bike path on the Long Beach International Gateway Bridge at the Port of Long Beach during a private inauguration in honor of the Bixby family on Saturday, July 17, 2021. Photo by Sebastian Echeverry.

## Family, friends of the late Mark Bixby tour new bike path named in his honor

By **SEBASTIAN ECHEVERRY** / Reporter

A newly painted pedestrian and bicycle path atop the recently built bridge at the Long Beach port was officially inaugurated as the Mark Bixby Memorial Bicycle Pedestrian Path during a private event Saturday, July 17, in honor of the longtime champion of cycling and member of one of the city's founding families.

Although the path is not yet open to the public, the Freddie's—Bixby's cycling group—were the first to ride their bikes across the expanse. Family, friends and

some Long Beach city officials were taken up in golf-carts to tour the three resting points dotting the bridge.

Bixby was killed in a plane crash at the Long Beach Airport in 2011 along with four others. The legacy he left behind and his passion for community bike paths helped Long Beach planners make a way for the bike path on the newly named Long Beach International Gateway Bridge that was completed last year to replace the Gerald Desmond Bridge.

Seeing Bixby on a bike traveling over 20 miles an hour with his cycling buddies was never rare, family said. Theresa

Bixby, his widow, said naming a bike path in her husband's name was fitting, giving his cycling athleticism and love of sharing the sport with the community.

"It's a great honor and tribute to him," she said. His daughter, Kirra Bixby, said she looks forward to the day she can ride her bike on the path, too.

The Bixby family is considered one of the founding families of Long Beach. Historically, they owned large acres of farmland at Rancho Los Cerritos and Rancho Los Alamitos where they raised sheep and cattle. Descendants of the family were instrumental in shaping

Long Beach over the years. Mark took up that same leadership ambition to help develop the city's Bicycle Master Plan and founded the Long Beach Bike Festival.

More construction is expected to take place over the next several months before cyclists and joggers can use the bike path. A connector bridge from Ocean Boulevard to the bridge is currently under construction.

Kerry Gerot, the port's communications director, said construction on the connecting bridge will take at least a year and a half. ■

1891



2021

# The Long Beach Area Chamber of Commerce

is proud to serve the Long Beach business community since 1891.

The Chamber serves as the **Catalyst** for business growth; a **Convener** of leaders and influencers; and a **Champion** for a stronger community.

To learn more about The Chamber, visit our website:  
**lbchamber.com**

Find us on social media!  
On Facebook at **Long Beach Area Chamber of Commerce**,  
on Twitter **@TheLBChamber**, and on Instagram  
**@longbeachchamber**.

Long Beach Area Chamber of Commerce | 1 World Trade Center, Suite 1650, Long Beach, CA 90830 | (562) 436-1251

lbchamber.com @thelbchamber @lbchamber @longbeachchamber



# F&M COMMERCIAL REAL ESTATE LOANS

- ✓ No prepayment penalties
- ✓ Decision makers in every office
- ✓ Specializing in complex transactions

## EXPERIENCE THE DIFFERENCE



Call us today at (888) 927-1330 for more information.



Subject to credit and property approval.

[FMB.com/CRE](https://FMB.com/CRE)

Member FDIC