



Minutes of the Public Safety Task Force

Thursday, February 25, 2010—9:30 a.m.
DLBA Office, Executive Conference Room
100 West Broadway, Suite 120
Long Beach, CA 90802

PRESENT

Members: Syndi Croad, Bill Doll, Linda Guthmann-Krieger, Janet Moore, Jeff Pilbeam, Sgt. Ted Reno

Guests: Paulita Elliott, Block-by-Block

Staff: Mary Coburn, Kraig Kojian, Erin Murphy

I. CALL TO ORDER

Co-Chair Syndi Croad called the meeting to order at 9:35 a.m., and self-introductions were made.

II. APPROVAL OF THE MINUTES

Linda Guthmann-Krieger made a motion to approve the minutes from the January 28, 2010, meeting. Croad seconded the motion. All in favor; none opposed.

III. TASK FORCE UPDATES

LBDP Report

Sgt. Ted Reno mentioned the LBDP Quarterly Leadership and Neighborhood Watch meeting that occurred in February. Croad remarked that several comments had been made regarding marijuana dispensaries, and Bill Doll stated that the City Attorney was in the process of reviewing the ordinance for presentation to the City Council. Sgt. Reno added that LBDP was waiting for the lawmakers to decide the policy prior to enforcement.

Webpage

Erin Murphy reported that following the Task Force's review of the updated webpage, it had been launched and was active. Murphy invited comments and suggestions for ongoing updates of the page.

Signage

Kraig Kojian reported that the Long Beach Redevelopment Agency had secured a \$1.18 million MTA grant that would require matching local funds of \$236,000. The grant would be for 12 electronic space-counting signs and eight electronic message-boards in garages

that hadn't yet been identified, although CityPlace Shopping Center was strongly considered. Kojian added that the RDA was seeking a grant administrator and that DLBA would assist with advising on the type of messages displayed as well as consider assisting with providing a portion or all of the matching local funds. Kojian noted that the funds may be available as early as late 2010 or early 2011 as administered by Los Angeles County. Kojian then recommended moving the project to the Capital Improvement Projects Task Force, as funds were available for such projects. Kojian then stated that deferred maintenance on the garages was substantial, mentioning that CityPlace Shopping Center garage's maintenance was estimated at \$250,000 to \$300,000. There was some discussion about current parking rates and other resources to fund maintenance.

Kojian then reported that right-of-way signage on Pine Avenue was being considered as part of the Pine Avenue Street and Landscape plan.

IV. OLD BUSINESS

Review 2009 Goals

Kojian stated that the DLBA was updating its strategic plan, using the Task Forces as focus groups to meet with the consultant, and that the Task Force was scheduled to meet on March 23, 9:30-11:00 a.m. Guthmann-Krieger inquired about whether a regularly scheduled Task Force meeting would also be necessary on March 25, and Kojian recommended keeping the time open should any pending issues arise.

Moore initiated discussion about the 2009 Goals, with comments italicized and bolded as follows:

- I. Action Strategy: Support the development of a Downtown Detail
 - a) Continue the dialogue with Long Beach Police Department (LBPD) and the City of Long Beach so that as funding becomes available a Downtown Detail can become a reality.
The Task Force agreed that it may be difficult for LBPD to fund a Downtown detail in this economic climate, but expressed interest in pursuing it at a later time.
 - b) Improve communication among the LPBD, Los Angeles Sheriff's Department (LASD), DLBA and Downtown stakeholders.
Coburn stated that LASD had made a presentation to Downtown security personnel at the last Downtown Security Alliance meeting and that LASD was involved in the Public Safety Task Force as well as the Neighborhood Watch meetings. The Task Force expressed interest in continuing to work on this goal.
 - c) Expand the Safety Guide Program to provide additional eyes and ears on the street as funding becomes available.
Coburn stated that an Entertainment District meeting was scheduled for March and that LBPD and Guides had extended hours on Sunday evenings to provide additional service in the Entertainment District.
- II. Action Strategy: Refocus Public Relations Efforts
 - a) Establish a Community Watch Program in the Downtown
Coburn reported that the Neighborhood Watch Program had been established and was meeting quarterly.
 - (1) Work with the Downtown Residential Council (DRC) to outreach to Homeowner Associations (HOA)

Coburn stated that residents are attending Neighborhood Watch and Public Safety Task Force meetings.

- (2) Explore creating a virtual block watch program
Coburn stated that it was decided not to pursue the program upon further review.

- (3) Outreach to key Stakeholders (CityPlace and The Pike) for their support and participation.

Croad expressed interest in doing more active outreach.

- (4) Host Quarterly Community Watch Meetings in conjunction with LBPD and LASD (April – July – October – January)

Coburn noted that meetings were occurring as scheduled. Moore indicated interest in getting stickers for businesses. The Task Force expressed appreciation for the direct access to LBPD.

b) Public Relations Outreach

(1) Press Releases

- (a) Anecdotal information, interviews, highlights of positive achievements and outcomes

- (b) Downtown Guides

- (c) Clean team

The Task Force discussed producing one press release every six to eight weeks and brainstorming topics at future meetings.

c) Public safety related articles in the DLBA E-Newsletter(s)

Coburn reported that this goal was being accomplished monthly.

d) Publish a mid-month Public Safety E-Newsletter

Coburn noted that the e-newsletter had been established and distributed monthly.

e) Specific Messages

- (1) Don't Give Change, Be A Part of Change

Coburn offered to research other cities' strategies for addressing panhandling.

- (2) Open for Business, Closed to Crime

The Task Force agreed that garage signage would be handled by the Capital Improvement Projects Task Force.

f) Establish a Public Safety Awareness Page on the DLBA Website

- (1) Statistics

- (2) Downtown Guides

- (3) Clean Team

- (4) Social Service Resources

- (5) Security and Safety Resources

- (6) Archived Newsletter Articles

- (7) Public Safety Announcements

As reported earlier in the meeting, the webpage had been created and would be maintained.

g) Marketing/Advertising (Budget permitting)

- (1) Postcards

- (2) Posters

- (3) Transit PSAs

Coburn noted that marketing efforts were still pending additional revenue.

III. Action Strategy: Improve Entertainment District Security

- a) Review existing entertainment district policies and control mechanisms and make recommendations for improvement.

Coburn offered to distribute the existing ordinance to the Task Force for review.

- b) Reduce visual blight by consolidating existing signage into one well designed sign.

- c) Improve communication between club owners with quarterly themed meetings.

Coburn referred to the Downtown Security Alliance and Entertainment District meetings.

- d) Improve communication between each club's security personnel with the development of a phone tree or radio communications.

Coburn stated that most clubs employees Langner Security, which facilitated communications among venues.

IV. Action Strategy: Improve the Public Right-of-Way

- a) Installation of better signage at Long Beach Boulevard/First Street and Pacific Avenue/First Street.

As Kojian reported earlier in the meeting, the Pine Avenue Street and Landscape plan was addressing street signage.

- b) Monitor and provide input into the Pine Avenue Streetscape Plan (RFP due 3/27/09)
Coburn offered to provide upcoming meeting information to the Task Force and invite DLBA Vice President Kris Larson to present information on the plan to the Task Force.

- c) Improve Downtown Lighting

- (1) Encourage business owners to leave their lights on at night.

- (2) Gain a better understanding of lumens to ensure any new light standards meet the needs of the District.

- (3) Work with the City to improve the lighting along the north side of Ocean Boulevard along the side of the library (Pacific Avenue to Magnolia).

- d) Promote and support the phantom art gallery program as a way to activate storefronts.

Coburn stated that the DLBA Economic Development department was overseeing this program.

- e) Seek ways to improve Downtown's walkability.

- f) Pursue opportunities to plant trees in the empty tree wells along the public right of way.

The Task Force referred to the tree planting November 21, 2009.

- g) Review panhandling ordinances from other cities and make recommendations to the City Attorney for changes. **(See 2.e.1)**

V. Action Strategy: Establish Benchmarks for Measurable Results for Strategies 1-4.

V. NEW BUSINESS

Doll invited the Task Force to attend Book Week events and requested that Guides assist guests at the kick-off event on the evening of March 3.

VI. PUBLIC COMMENTS

There were no public comments.

The meeting was adjourned at 10:59 a.m.