



**DOWNTOWN
LONG BEACH
ALLIANCE**

MEMBERS

Greg Beck, Chair

Jenny Rivera, V. Chair

Max Beach

Hannah Moon

Shruti Shankar

Solimar Salas

Jason Gallup

STAFF:

Stephanie Gonzalez
Placemaking Manager

PLACEMAKING COMMITTEE MINUTES

Tuesday, October 15, 2024
9:00 AM

DTLB Alliance Conference Room

100 W Broadway, Suite 235
Long Beach, CA 90802

Voting Present: Greg Beck, Max Beach, Shruti Shankar, Solimar Salas, Jason Gallup

Voting Absent: Jenny Rivera, Hannah Moon, Jose Marin

DTLB Alliance Staff: Stephanie Gonzalez, Juan Torres

1. Call to Order and Introductions – Greg Beck, Chair
[Meeting presentation](#). Called to order at 9:10 AM.
2. **ACTION: Approval of Minutes from the [September 18, 2024 Placemaking Committee Meeting](#).**
MOTION: 1st: Beach; 2nd: Beck.
VOTE: None opposed. No abstentions. Motion passes.
3. Placemaking Committee Overview – Stephanie Gonzalez, Placemaking Manager
 - Gonzalez provided an overview of the Placemaking Department and the portions of DTLB Alliance’s Strategic Plan that apply to it. Ultimately, the goal is to showcase the creativity and unique sense of place within Downtown Long Beach.
 - Some goals highlighted within the Strategic Plan include art, music, culturally responsive programming, partnering with the City on clean & safe experiences, and developing comprehensive wayfinding signage.
 - Recent committee goals include tree planting, Lincoln Park activations, lighting improvements, and wayfinding signage.
4. Review FY 24/25 Committee Working Groups
 - a. Review proposed Working Groups
 - Gonzalez mentioned existing projects: the Pine Ave beautification project and Hello Lamp Post project. These are ongoing projects and should continue this year.
 - The Pine Ave beautification project focuses largely on holiday decorations, while Hello Lamp Post is an information-based project that incorporates QR codes and user engagement.
 - Welcome Walls and the Nature Trail projects were also introduced.
 - Welcome Walls aims to create murals in each of the distinct Downtown neighborhoods.
 - The Nature Trails project hopes to identify existing nature in Downtown and create a guide for visitors.



**DOWNTOWN
LONG BEACH
ALLIANCE**

b. Group Assignments

- Every committee member must serve on a working group.
- Regular committee meetings will be on a monthly basis. Should there be scheduling conflicts, the group can look at rescheduling meetings.
- Gonzalez also reminded committee members of the importance of volunteer work, outside of their committee alone.

5. Old Business

6. New Business

7. Public Comment (three minutes on all non-agenda items)

8. Adjournment

Adjourned at 10:09A M.

NEXT PLACEMAKING COMMITTEE MEETING:

Tuesday, November 19, 2024

9:00 AM

Location: DTLB Alliance Conference Room (100 W Broadway, Suite 235)

*Mission: Cultivate, preserve, and promote a healthy, safe
and prosperous Downtown for all*

All meetings held by the Downtown Long Beach Alliance shall be conducted in compliance with the Brown Act, California Government Code Section 54950 et seq., and its requirement that public commissions, boards, councils, and public agencies conduct business openly. E-Mail correspondence regarding agenda items can be directed to info@dtlb.org. Agenda items may also be reviewed as posted in public view at the DTLB Alliance offices or at City Hall. If special accommodation is desired pursuant to the Americans with Disabilities Act, please make your request by phone to (562) 436-4259, by noon the day prior to the meeting.