



**DOWNTOWN  
LONG BEACH  
ALLIANCE**

# PLACEMAKING COMMITTEE MINUTES

Tuesday, October 17, 2023  
9:00 AM

## DLBA Conference Room

100 W Broadway, Suite 120  
Long Beach, CA 90802

**Voting Present:** Jenny Rivera, Michael Vitug.

**Voting Absent:** Milton Ordonez, Tasha Hunter.

**DLBA Staff:** Stew Stephens, James Ahumada, Jeremy Ancalade, Stephanie Gonzalez.

**Guests:** Pre-voting committee members: Alan Burks, Max Beach, Hannah Moon, Solimar Salas, Shruti Shankar, Mike Gold; non-members: Ellyse Steindorf.

1. Call To Order & Introductions – Jenny Rivera, Chair  
**Meeting Presentation.** Called to order **9:10 AM.**
2. **ACTION: Approve minutes from [September 19, 2022](#) Placemaking Committee Meeting.**  
**VOTE: 1<sup>st</sup>: Rivera; 2<sup>nd</sup>: Vitug.**  
**MOTION:** None opposed, No abstentions. Motion Passes.
3. Placemaking Committee Overview – Stephanie Gonzalez, Placemaking Manager
  - a. DLBA Strategic Plan Goals
  - b. Placemaking Department Programs, Projects and Accomplishments
    - The strategic plan outlines the target goals/audience with special focus on Tree Planting & natural maintenance of Placemaking efforts downtown despite the need for a greater budget towards these specific purposes.
    - Gonzalez informs the group about the success of several past projects and other upcoming events. This update provides a summary and range of Placemaking Dept. focal points. Ahumada informs the group of city district 1's new Arts, Culture, and Tourism sub-committee, which will likely benefit from DLBA's insights.
    - Gonzalez offers a review of the past fiscal year's accomplishments as well as photos of recent installments. Gonzalez also provides some introductory context for new committee members about what placemaking is according to various interpretations.
4. Review FY 23/24 Committee Priorities - Gonzalez
  - a. Review Proposed Committee Priorities and Working Groups
  - b. Working Group Assignments
    - Gonzalez reviews the FY23-24 Committee Priorities with the group with the following goals for culturally responsive priorities. The target audience for this goal would be all downtown users, specially focusing on the Broadway corridor between Elm and Promenade, with the intention of bridging the LB Blvd. gap.

### MEMBERS

Jenny Rivera, Chair  
Michael Vitug, V. Chair  
Alan Burks  
Mike Gold  
Milton Ordonez  
Hannah Moon  
Max Beach  
Solimar Salas  
Tasha Hunter

### STAFF

Stephanie Gonzalez,  
Placemaking Manager  
Stew Stephens,  
Programming Assistant



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- The group questions whether these efforts would benefit from an event series or pop-up to focus on these placemaking initiatives. Ideally this series would incorporate art elements and collaborate with the Events committee.
- 3 working groups were decided upon by the committee with Jenny leading WG1, Max leading WG2, and Alan leading WG3, with no more than 4 in each group.
- Gold recommends committee members check out a permanent mural feature at Waite court for an example of a working group project that could beautify the city. Burks discusses how we can work with the City of LB public works to make more of a public reveal event for these types of initiatives.
- Gonzalez updates the group on 1-day activations such as Parking Day, and how this could be scheduled as one of the WG projects.
- Rivera proposes that WG1 focus on encouraging arts/culture awareness, Museum days/festivals to expand the DLBA's connection to arts organizations in LB. Beach asks if this could be expanded beyond DLBA. The group hopes to combine audio and visual elements to artistic activations with Shankar adding the importance of things looking hospitable. Gold offers to combine these efforts with beautification efforts made by LB Transit (on buses as has been done in the past). Salas encourages the group to consider whether these installations will be permanent or ephemeral and how the efforts may be set up to include community members and especially young artists and kids (such as in collaboration with LB Gives).
- Beach recommends WG2 focus on more functional improvements such as lighting for dim or dark areas such as the East side of LB Blvd. on Broadway, possibly taking inspiration from the lighting archway which covers over Pine Ave.
- Burks recommends WG3 focus on placemaking efforts that better connect East Village to downtown and considers Marina Green as an alternative option for these efforts. Gonzalez informs the group that depending on budgets provided by funding or grants, this project could exist as a 2-yr. long-term project.

5. Old Business
6. New Business
7. Public Comment (three minutes on all non-agenda items)
8. Adjournment

Adjourned at **10:01 AM**.

**NEXT PLACEMAKING COMMITTEE MEETING:**

**November 21, 2023**

**9:00 AM**

**DLBA Conference Room  
100 W Broadway, Suite 120  
Long Beach, CA 90802**

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

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