



**DOWNTOWN
LONG BEACH
ALLIANCE**

MEMBERS

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

STAFF

Stephanie Gonzalez,
Placemaking Manager
Stew Stephens,
Programming Assistant

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PLACEMAKING COMMITTEE MINUTES

Tuesday, November 21, 2023
9:00 AM

DLBA Conference Room

100 W Broadway, Suite 120
Long Beach, CA 90802

Voting Present: Jenny Rivera, Alan Burks, Max Beach, Hannah Moon, Solimar Salas, Milton Ordonez, Tasha Hunter, Shruti Shankar.

Voting Absent: Michael Vitug.

DLBA Staff: Stew Stephens, Stephanie Gonzalez, James Ahumada.

Guests: Ryan Altoon.

1. Call To Order – Jenny Rivera, Chair
[Meeting Presentation](#). Called to order 9:03 AM.
2. **ACTION ITEM: Approval of minutes from [October 15, 2022 Placemaking Committee Meeting](#).**
VOTE: 1st: Burks; 2nd Salas.
MOTION: None Opposed. No Abstentions. Motion Passes.
3. Guest Discussion – Ryan Altoon, Long Beach Economic Partnership
 - Altoon informed the group about the potential of the committee’s projects and the history of DLBA & Placemaking. There has been success in the past without a large budget for improvements. In past years, the committee strategized to become the primary organizational improvement manager. Gonzalez informed the group about the committee’s budget at \$15,000. Altoon discussed the ways this committee can bridge funds from grant programs, donor matching, and local partners, aiming for a minimum of 3 of each. He recommended the group “shoot for the fence and put their best foot forward.”
 - Altoon emphasized the importance of storytelling & vision for getting grants by championing the narrative and exploring who the grant-giving authorities are. Altoon also described the need for a leveraging mechanism to increase a small budget by having a plan with a mission. He recommended looking for foundations to align the mission with by looking for a match in groups that are already doing the work. One proposed mission for the upcoming 501©3 could be focused on events and public space improvements. Altoon also recommended the group look beyond the first fiscal year and instead looking at the 5-year impact of their plans. Creating short, mid, and long-term goals with planning for the reception of new funds, grants, and other unexpected sources of revenue. Altoon emphasized the importance of having a grant-sourcing sub-committee, and an execution group. This will focus how the groups form around their projects.
 - Burks mentioned that it may feel, at times, that the committee will be competing with the city for grants, to which Ahumada recommended coordination and cooperation with the city’s pre-existing placemaking or beautification efforts. The group discussed that street-scape projects are the ones needing a wider supply of grants to apply for. Altoon recommends the group research who has won these types of grants in the past and why, and aligning our application language present us as a viable match. These efforts will



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be bolstered by partnering with the city and organizations that can help leverage more money, which should be a central focus. Hunter asked how the DLBA is or is not competing with arts organizations who might be nervous about the coming 501©3, which Altoon replied to by stating that the emphasis should be on how this grant-seeking would benefit other Arts organizations though DLBA's increased funding.

4. Staff Report – Stephanie Gonzalez, Placemaking Manager

- a. Holiday Decorations + Decorative Lighting
 - b. Planned Placemaking Department Projects
- Gonzalez asked the group how they would like to approach the project division and informed the group about the holiday and functional decorative lights, which also improve pedestrian visibility. In previous surveys residents and business owners cited lack of visibility as a primary concern (because lighting requires costly permits from the city). Gonzalez informed the group that these decorative efforts intend to work with business owners to gain power for the lights (which amounts to ~\$8/month/business), and cited the trial run in East Village as a positive example of what can be done.
 - Hunter asked the group about the community outreach and benefits for those paying the power fees for community lighting. What can DLBA provide in return for this contribution from local businesses?

5. Working Group Breakout Session

- a. Discuss Group Projects and Milestones
 - b. Schedule Working Group Check-in Meeting
- OBJECTIVE:** Approval of FY 23/24 Milestones/Projects

- Gonzalez strategized with the committee about scheduling working group plans & meetings. Working Group 1 will focus on planning a Parking Day activation for September. One element might include activating a LB Transit bus to create a combined arts/performance space. This could work with an existing Metro program to create arts workshops. Working Group 2 will focus on a mid-term activation for the area between LB Blvd & Elm on Broadway and are looking to engage the space with lighting & graphics. Working Group 2 & 3 may benefit from collaborating on these area improvements, with Group 3 focusing on long-term activation improvements, attempting to tie accessibility improvements to the grant application process (braille, QR codes, and highlighting Diversity, Equity, and Inclusion efforts for pedestrian aid.)

6. Old Business
 7. New Business
 8. Public Comment (three minutes on all non-agenda items)
 9. Adjournment
- Adjourned at 10:35 AM.

NEXT PLACEMAKING COMMITTEE MEETING:

January 16, 2023
9:00 AM

DLBA Conference Room
100 W Broadway, Suite 120
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*Mission: Cultivate, preserve, and promote a healthy, safe
and prosperous Downtown, for all.*

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