



**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

James Ahumada  
Senior Vice President &  
Deputy CEO

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## PLACEMAKING COMMITTEE MINUTES

January 16, 2023

9:00 AM

### DLBA Conference Room

100 W Broadway, Suite 235  
Long Beach, CA 90802

**Voting Present:** Jenny Rivera, Michael Vitug, Alan Burks, Solimar Salas, Tasha Hunter.

**Voting Absent:** Milton Ordonez, Hannah Moon, Max Beach, Shruti Shankar.

**DLBA Staff:** Stew Stephens, Stephanie Gonzalez.

**Guest:** Elyse Steindorf

1. Call to Order – Jenny Rivera, Chair  
**No Meeting Presentation.** Called to Order 9:07am
2. **ACTION: Approval of Minutes from [November 21, 2023](#) Placemaking Committee Meeting.**  
**VOTE: 1<sup>st</sup>: Burks; 2<sup>nd</sup>: Salas.**  
**MOTION:** None Opposed. No Abstentions. Motion Passes
3. Staff Report
  - a. Lighting
  - b. Lincoln Park Programming
  - c. Vacant Storefront Window Vinyl
  - Gonzalez informed the group about holiday lighting that was installed in East Village around Thanksgiving. We were able to control these light colors allowing us to change the colors for various themes: purple for Ubfest, Green for the holidays, white during January. Unfortunately 8 of these lighting units were stole, by an unknown perpetrator who must have climbed into the trees to remove the industrial wiring. According to the police nobody was willing to take on the burden of victimhood and it appears nothing can be done. Hunter asked if we can create a provisional agreement regarding lighting for decorative insurance to cover any future loss/thefts. One of the lights' wirings was brought down shoes thrown over. Gonzalez ensures the group the DLBA will continue to strategize securing these lights in future.
  - Gonzalez informed the group about new Lincoln Park programming to try to activate that space. We are attempting to activate the park each day, weekly, as well as monthly events. Vitug asked how the DLBA can better circulate the events calendar for Lincoln Park to ensure local housing developments have or post this information (for example Aster), as well as bringing a more focused marketing effort to promoting DLBA involvement in Lincoln Park. Hunter offered that bringing a physical flyer may improve chances of residential buildings allowing us to post adverts in their spaces. Salas offered that her building has regular town halls (ORCA), and DLBA should consider being present to promote these programs. We should attempt to work with Bullit.io to get our info up on the TVs in these residential spaces. These efforts should be reviewed with James and Asia to bolster marketing efforts. Many of these residential buildings have their own events in the overlap of Lincoln Park planned events. One very popular



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program will be a free dog training on M/W/Fr at 12 PM. Hunter asked how the DLBA will be protecting itself from liability for this program in case there are vicious dogs (such as having a signup or liability release). Gonzalez informed everyone that the program is being run by Studio 1:11, local dog trainers, and the Parks & Rec department. The Baliwood Dancing program could also be a dangerous liability. Because Friends of Lincoln Park is an open forum, we need to take extra steps to ensure everyone involved is protected.

- Regarding the Vacant Storefront Window Vinyl, Gonzalez informed the group that we had a window broken at 200 Pine, so we will try to replace those and any others needing it.

4. Working Group Breakout Session

- a. Group Project Planning
- b. Outline Milestones
- c. Schedule Working Group Check-In Meeting

- Gonzalez reviewed the group projects, their milestones, scheduled working group check-in meetings. For WGI the space in front of the Edison Theater is a red line, but there will be more parking available after March when Aster completes that area of the road and sidewalk. Another location for this group to focus might be the SW corner of Elm & Broadway. This could fill out an area that is currently unused (especially for Parking Day on September 20<sup>th</sup>). This would involve an additional outdoor activation beyond just the proposed LB Transit Artbus, which would require a patio for power, but getting inside would require more conversation with the city. We should consider that this installation/art activation could be easily vandalized or stolen at night. The group is trying to figure out what to do with the bus. It could be a live art demonstration or a participatory event allowing people to connect with local arts orgs or even allow young people/children some level of participation. Salas offered to connect the DLBA to LB Gives with a targeted goal of the day before Parking Day. This may incentivize Parking Day with LB Gives connection. Next deliverables for this working group will be to figure out the bus activation.

5. **OBJECTIVE:** Share milestones with committee

6. Group Leads Share Update + Needs

7. Old Business

8. New Business

- A new day for this meeting was determined to accommodate everyone's schedules: the third Wednesdays of every other month at 8:30am.

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

10. Adjournment

Adjourned at 10:37 PM



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**NEXT PLACEMAKING COMMITTEE MEETING:**

**Wednesday, March 20, 2024**

**8:30 AM**

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

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

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