



**DOWNTOWN
LONG BEACH
ALLIANCE**

MEMBERS

Greg Beck, Chair

Jenny Rivera, V. Chair

Hannah Moon

Isidro Panuco

Jason Gallup

Max Beach

Shruti Shankar

Solimar Salas

Ellyse Steindorff

STAFF:

Stephanie Gonzalez
Placemaking Manager

Irene Presentine
Programming Assistant

PLACEMAKING COMMITTEE MINUTES

Tuesday, January 21, 2025
9:00 AM

DTLB Alliance Conference Room

100 W Broadway, Suite 235
Long Beach, CA 90802

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

Absent: Jenny Rivera, Hannah Moon, Isidro Panuco

DTLB Alliance Staff: Stephanie Gonzalez, Irene Presentine

1. Call to Order – Greg Beck, Chair
[Meeting Presentation](#). Called to order at 9:05AM.
2. Staff Report – Stephanie Gonzalez, Placemaking Manager
 - a. Ornament Hunt Recap
 - i. 16 different shops in DTLB participated.
 - ii. The goal of the event was to engage kids while their parents shopped, using a bingo card system.
 - iii. Winners of the event received a gift bag with merch and a gift card
 - iv. Event had a decent turnout, two people outside of DTLB participated.
 - v. There are plans to extend this event into the summer.
 - b. MLK Day of Service Recap
 - i. Project 1: Beautify Pine Ave.
 1. 60 to 70 volunteers
 2. Event involved swapping plants
 - ii. Project 2: Planting a butterfly garden in East Village
 1. 35 to 40 volunteers
 2. Event involved planting milkweed, sages, and coastal rosemary
 - c. Hello Lamp Post
 - i. The committee discussed the interaction data from the Hello Lamp Post project.
 - ii. 223 users with an average of 2.8 a day
 - iii. Plans to slim down the introductory messages to maintain engagement and to add additional tags for neighborhood specific information.
 - iv. Discussion brewed about adding more signs and adjusting the height of the QR codes to eye level for better visibility.
 - v. Stephanie mentions there are plans to distribute postcards for additional promotion.
 - d. Monthly Dog Walks – 1st Tuesdays
 - i. The event had a great turnout and will continue the first Tuesday of each month.



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- ii. The routes will change each month to cover different neighborhoods and highlight pet-related businesses within DTLB.
 - iii. There are plans to work with businesses to offer discounts to participants—Altar Society wants to join in on this.
- 3. **ACTION: Approval of [Minutes from the December 17, 2024 Placemaking Committee Meeting.](#)**
MOTION: 1st: Beck; 2nd: Beach.
VOTE: None opposed. No abstentions. Motion passes.
- 4. FY 24/25 Committee Working Groups
 - a. Review Working Group Updates
 - i. WG 1: Not present, no updates.
 - ii. WG 2: Did a walk, had questions for Stephanie about the process for selecting the wall locations.
 - iii. WG 3: Completed a nature walk from Lincoln Park to Cesar Chavez Park.
 - b. Break Out Session
 - i. Update Tasks and Review Milestones
 - 1. The committee began to discuss the logistics of the mural project including the placement, size, and maintenance of the murals.
 - 2. Beach suggests keeping the murals above 12 feet to prevent tagging and the use of clear plastic sheets for protection.
 - 3. There was also a mention of working with artists who will do touch-ups to the murals on their own time.
- 5. Old Business
- 6. New Business
- 7. Public Comment (three minutes on all non-agenda items)
- 8. Adjournment
Adjourned at 10:02AM.



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NEXT PLACEMAKING COMMITTEE MEETING:

Tuesday, February 18, 2025

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***

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