



**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
Sr. Vice President &
Deputy CEO

PLACEMAKING COMMITTEE MINUTES

March 20, 2024

8:30 AM

DTLB Alliance Conference Room

100 W Broadway, Suite 235

Long Beach, CA 90802

Voting Present: Jenny Rivera, Michael Vitug, Alan Burks, Max Beach, Milton Ordonez.

Voting Absent: Hannah Moon, Solimar Salas, Tasha Hunter, Shruti Shankar.

Staff: Stephanie Gonzalez, Stew Stephens.

Guests: None.

1. Call to Order – Jenny Rivera, Chair.
[Meeting Presentation](#). Called to Order 8:40 AM.
2. **ACTION:** Approval of Minutes from [January 16, 2024 Placemaking Committee Meeting](#).
VOTE: 1st: Beach; 2nd: Burks.
MOTION: None Opposed. No Abstentions. Motion Passes.
3. Staff Report
 - a. Lighting Update
 - b. Walk to School Day
 - c. Walk to Play Day
 - d. Lincoln Park Programming
 - e. Vacant Storefront Vinyl – Phase II
 - (3a.) Gonzalez updated the committee on several recent developments to placemaking initiatives. She also provided an update on the placemaking lighting efforts with an East Village lighting vendor map. There were power issues resulting in failed lighting in one area, due to the former business, Utopia, no longer providing power. The map on the PPT shows the new lighting arrangements we have planned for future installations.
 - (3b. - c.) Gonzalez provided updates about upcoming Walk-to-School and Walk-to-Play Days in collaboration with local school systems and the Health Department. These events provide an opportunity for family members to walk to school and the park with their students. The Alliance will be there from 10 AM – 2 PM with The Friends of Lincoln Park, Parks & Recreation, and the Health Department to provide support and encourage students and family participants.
 - (3d.) Gonzalez also informed the committee on recent and upcoming Lincoln Park activations and invited the group to join in various activities including a Baliwood dancing class, a dog training program, a Family Friendly Movie Night (on the 3rd Thursday of each month), Cleanup at Lincoln Park, and Springfest.
 - (3e.) The final portion of the staff report included an update regarding the design of new storefront vinyl wraps for the area near Johnny Rockets (which will be consistent with other vinyl-wraps on Pine). Ahumada also noted that while the style will be consistent with existing vinyl-wraps, the new prints will contain new photos. To increase the influence of placemaking efforts in DTLB, the Alliance is also considering a collaboration with the Hello Lamp Post organization (used in other cities including Iowa City), which will place signs, QR

codes, and other digital communication options to collect feedback, create street-level engagement opportunities for locals to learn about historic areas, art installations (including murals), local businesses, and other areas of interest. Hello Lamp Post provides AI models for conversational tools and is available 24/7 starting with a year-long contract, which allows for interchangeable programming and comes with a fully functional control dashboard to edit the available responses and provide focused navigation to local businesses in the area. This may also be used to collect survey data, provide guided tours, and promote local businesses, events, and areas of interest. Gonzalez recommends committee members consider questions to include in future surveys. The Alliance is aiming to go live by late June, so as to combine efforts with Art Renzei and LB Walls for navigational and tour services and feedback reporting.

4. Working Group 2 Project Proposal

- (4.) Representatives of WG2 (Vitug, Shankar, Beach) provided a proposal for the project. Beach discussed trying to liven up the Edison Building exterior using art, lighting, and other visual improvements to what is otherwise a dead area in East Village. The use of LED strip-lights or projectors may allow for a lightbox or beacon effect within the recesses of the building, which could potentially use the existing railing as a mounting structure. The Elm side trees surrounding the building are overgrown and could use trimming (which will likely require Public Works). The Working Group hopes to create a banner to cover the fence which should pair well with the back-lit effect. Adding banners, evening lighting, and possibly a floor Art-piece (such as those at Waite Court). These efforts would seek to partner with local Arts orgs and artists to liven up the space and rotate throughout 6-month periods. This could coincide with Art Month in October. Before those developments can be undertaken, measurements will need to be gathered and the site reviewed for visibility, safety concerns, and night-time tests conducted for getting a sense of the lighting effect in the dark. One goal of this improvement project would be to mitigate the presence of unhoused squatters, make the surrounding area more visibly appealing, and improve lighting. Rivera asked if it may be appropriate to combine the efforts of WG2 and WG3 for Parking Day activations, which the group agreed with. Burks recommended the group search for partners or manufacturers to donate the strip LED lights, which he offered to begin contacting once the project has been further developed. To complete the proposal phase of this project the WG intends to perform an upcoming walk of the area to review potential snags or difficulties.

5. Working Group Breakout Session

- a. Determine Next Milestones
- b. Outline Group Needs
- c. Schedule Working Group Check-In Meeting

6. **OBJECTIVE:** Outline Milestones for Remainder of Fiscal Year

7. Group Leads to Share Update + Needs

- Burks discussed Working Group I looking at activating the Alamo alley near ONNI but will continue working to solidify the project proposal. Gonzalez and Ahumada recommended that one goal for the working groups might be to focus on a single area



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for each fiscal year and create a procession from one area to the next with the 2028 Los Angeles Olympics in mind for the future. Ordenez also recommended the committee attempt to develop a flow-map to guide this progression for future events and general placemaking efforts.

8. Old Business
 9. New Business
 10. Public Comment (three minutes on all non-agenda items)
 11. Adjournment
- Adjourned at 10:00 AM

NEXT PLACEMAKING COMMITTEE MEETING:

Wednesday, May 15, 2024

8:30 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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