



**DOWNTOWN  
LONG BEACH  
ALLIANCE**

## MEMBERS

Solimar Salas, Chair

Samantha Mehlinger, V. Chair

Max Beach

Jitka Dekojova

Katie Greenler

Nick Russo

Jason Gallup

Stuart Takehara

Ellyse Steindorff

## STAFF:

Rodrigo Rodarte  
Senior Placemaking &  
Activations Manager

Koda Strider  
Administrative Services  
Coordinator

James A. Ahumada  
Sr. Vice President & Deputy  
CEO

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# PLACEMAKING COMMITTEE MINUTES

Tuesday, February 17, 2026  
9:00 AM

## DTLB Alliance Conference Room

100 W Broadway, Suite 235  
Long Beach, CA 90802

**Present:** Solimar Salas, Samantha Mehlinger, Max Beach, Nick Russo, Jason Gallup

**Absent:** Jitka Dekojova, Katie Greenler, Stuart Takehara, Ellyse Steindorff

**DTLB Alliance Staff:** Rodrigo Rodarte, Koda Strider

**Guests:** N/A

1. Call to Order – Solimar Salas, Chair.  
[Meeting Presentation](#). Called to order at 9:07 AM.
2. **ACTION: Approval of Minutes from the [January 20, 2026, Placemaking Committee Meeting](#).**  
**MOTION: 1<sup>st</sup>: Beach; 2<sup>nd</sup>: Mehlinger.**  
**VOTE: None opposed. No abstentions. Motion passes.**
3. Staff Report – Rodrigo Rodarte, Senior Placemaking & Activations Manager
  - a. Budget Overview
    - i. Nothing new to report, still on track.
  - b. Staff update
    - i. Hiring for the Placemaking Coordinator position is temporarily on hold while the Events Manager role is further developed.
    - ii. An update on the job posting timeline is expected at the next meeting, and committee members may be asked to help share the opportunity.
  - c. Past projects
    - i. February 3<sup>rd</sup> Paws on the Promenade
      1. Valentine's Day-themed, featured a local artist offering pet portraits.
      2. Attendance reached ~35 participants, making it the largest turnout to date, showing a steady growth in participation.
      3. The committee discussed potential future adjustments to the program, including increasing its frequency, hosting a larger organized activation on the first walk of each month, and allowing community members or ambassadors to help lead additional weekly walks.
    - ii. February 14<sup>th</sup> Friends of Lincoln Park Cleanup
      1. Participation has been somewhat consistent, but the committee discussed ways to increase engagement, including pairing the cleanup with additional activities.
    - iii. February 14<sup>th</sup> Valentine's Roses Giveaway
    - iv. January 19<sup>th</sup> 1<sup>st</sup> Street Planting Day Update
    - v. February 14<sup>th</sup> Art + Design Walk
  - d. Other Updates
    - i. DTLB Live! will be on February 21<sup>st</sup>



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#### 4. 2025/26 Projects Discussion

##### a. LB Lights

- i. Fabrication has been completed and the four lighting structures are currently in transit, with installation anticipated in early March on Promenade South.
- ii. The lights are designed to operate primarily on solar power, with the option to connect to standard electrical power if needed.
- iii. The installation will initially operate under a three-month temporary permit, after which the program will be reassessed to determine whether to relocate the installation or pursue a longer-term agreement.

##### b. Walls

- i. 8 submissions were received for potential mural wall locations; these locations will be reviewed further to determine suitability.
- ii. The committee discussed the project's theme and agreed to continue organizing murals by neighborhood.
- iii. The committee may explore additional outreach if suitable locations are not identified from the list of submissions, such as coordinating with other internal committees and community partners.

##### c. Nature Walk

- i. Beach reported that spec drawings for the Nature Walk plaques have been completed and shared with potential fabricators; quotes will be finalized once the artwork and text are confirmed to avoid multiple revisions.
- ii. Gallup will follow up with Dekojova regarding the status of the map, images, and remaining content approvals to ensure the project can move forward.
- iii. Gallup will serve as the final approver of the Nature Walk text and content before materials move into production.
- iv. After final approval, Gallup will send the finalized materials to Sam for copy editing before printing and fabrication.
- v. Once copy editing is complete, the committee will coordinate printing of the brochure/map materials and move forward with production.

#### 5. Old Business

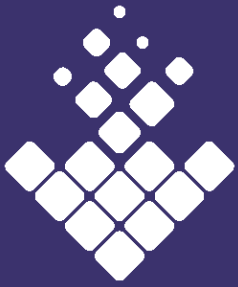
#### 6. New Business

- a. The Alliance is looking for volunteers to join the upcoming light audit hosted by the Public Safety Committee on February 25<sup>th</sup> at 6pm.

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

#### 8. Adjournment

Adjourned at 9:58 AM.



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**NEXT PLACEMAKING COMMITTEE MEETING:**

**Tuesday, March 17, 2026**

**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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