



**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:

Stew Stephens
Programming Assistant

Stephanie Gonzalez
Placemaking Manager

James Ahumada
Sr. Vice President &
Deputy CEO

PLACEMAKING COMMITTEE MINUTES

Wednesday, May 15, 2024
8:30 AM

DTLB Alliance Conference Room

100 W Broadway, Suite 235
Long Beach, CA 90802

Voting Present: Jenny Rivera (Chair), Michael Vitug (V. Chair), Max Beach, Hannah Moon, Solimar Salas.

Voting Absent: Alan Burks, Milton Ordonez, Tasha Hunter, Shruti Shankar.

Staff: Stephanie Gonzalez, Stew Stephens.

Guests: None.

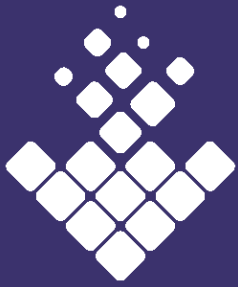
1. Call to Order – Jenny Rivera, Chair
[Meeting Presentation](#). Called to order 8:45 AM.
2. **ACTION: Approval of Minutes from [March 20, 2024](#) Placemaking Committee Meeting.**
MOTION: 1st: Salas; 2nd: Beach.
VOTE: None opposed. No abstentions. Motion Passes.
3. Staff Report
 - a. Bike Month
 - b. Hello Lamp Post
 - c. Downtown Plan Community Open House – May 18
 - d. Friends of Lincoln Park Clean Ups
 - (3a.) Gonzalez updated the committee about several bike month events including the Carlite Cleanup at Lincoln Park and Mural Tour which was very successful. There were around 35 people in attendance and everyone enjoyed the guided mural tour, which was able to visit around 10 murals in the downtown area. Several of the mural artists whose work was featured were on the ride and were given an opportunity to speak about their process and the inspiration behind their pieces. Several people on the ride were hopeful that the mural tours could become a more frequent activation of public space in the future. Gonzalez also addressed the Picnic and bike tune up at Promenade Park featuring Pedal Movement mechanics. Several people came to have their bikes tuned up. Gonzalez invited the committee to stop by Harvey Milk Park for Bike-to-Work Day, where free coffee and breakfast snacks were given to cyclists. Gonzalez also informed the group about the Movie Night at Lincoln Park with the Parks & Rec department. The movie event will offer a free bike valet and also includes a free bike giveaway for 2 lucky winners on the evening of May 31st.
 - (3b.) Gonzalez updated the group about the Hello Lamp Post campaign. The program was tested for 2 months at Shoreline Village and we plan to run the program in other parts of Downtown for 1 year. This program will utilize the branding guidelines from the new Opposite of Ordinary campaign and will be accessible in 4 languages, highlighting various neighborhoods, public art, murals, installations, etc. The goal would be to coincide the launch of Hello Lamp Post in DTLB with the Long Beach Walls event. Beach commended the efforts and implementation of Hello Lamp Post as great Placemaking exposure and



**DOWNTOWN
LONG BEACH
ALLIANCE**

interactivity for the community. Vitug agreed, stating that this will also be a great addition to our Downtown highlights and media features in conjunction with the new openings on the Promenade. Gonzalez also discussed the way the program is intended to highlight various categories including museums such as MOLAA, the LBMA, and others. These features will utilize QR codes to create chatbots (AI), which can provide information, navigation, and recommendations based on pre-loaded information. The group seemed to really like this idea and fully supports its implementation as a great Placemaking effort. Salas and Vitug also discussed that this could provide a good feedback loop for improving and highlighting our local businesses and orgs and could even be monetized towards the promotion of various Downtown events. Gonzalez spoke further on the company that runs these campaigns, highlighting their work in Colorado, the Midwest, and Europe. Beach recommended we implement a few very large QR codes to bolster the promotion of the program. Stephens added that they could be useful on billboards, trains, or LB Transit buses. Salas also recommended we share this info with hotels and local hospitality businesses to point out the various features of DTLB to tourists and newcomers: almost like a mini concierge for visitors. It should also be shared with the LBCVB to ensure info cards about the program are widely dispersed. It has a broad range of effects for a local community and can be easily edited and customized.

- (3c-d.) Gonzalez also discussed the Community Budget Forum and invited the group members to attend and advocate for the Placemaking budget. Gonzalez also invited the group to join the Lincoln Park Cleanup in conjunction with the Friends of Long Beach. Speaking on previous experiences with the Cleanups, Beach discussed that unhoused individuals in the park will often assist in the cleanup, which creates a broader sense of community.
4. Working Group Breakout Session
 - a. Outline Group Needs + Task Assignments
 - (4a.) The groups were separated to work on their projects for a 15-20m breakout session and return after for a report-out.
5. Group Leads to Share Updates
 - (5.) Upon returning from their breakout sessions, Rivera explained their progress with LB Transit on the Bus project. They were able to make some connections with folks at LB Transit and begin confirming participation in a Parking Day initiative. Salas discussed their efforts to confirm an artist for the bus/art activation. The artist, Nasiso Martinez, is local and very active in Long Beach, and has great coverage doing community-focused activations and exhibits at various places. The working group is connecting with the artist to be present for a live art installation on one of the LB Transit buses for the Parking Day event. The working group is also working with some performing artists to tie the activation to LB Gives and create an enjoyable atmosphere involving a small stage within one of the buses to produce a Tiny Desk concert feel for the event. The working group is also attempting to apply for a Port of LB grant to cover the cost of hiring busking musicians. Salas noted that grant season is approaching, and the groups should focus and combine their efforts to be more attractive to potential grant opportunities.



**DOWNTOWN
LONG BEACH
ALLIANCE**

- (5.) The other working group discussed their efforts to beautify and improve the aesthetics of the Edison Building. Beach discussed their meeting with an Edison Development representative who didn't seem to fully understand what the project is, but gave them a better sense of how to present this project for better reception. Shankar mentioned using some digital renderings to get more buy-in and to convince Edison to see the visual design idea. This might help correct some false assumptions about the improvement project. Rivera proposed linking this visual improvement project with the Parking Day event to have numerous art installations and Placemaking efforts culminating the completion of both group projects during one single event. Gonzalez mentioned that this could work, but originally the plan was to connect the visual improvements of the Edison building to the October Art Walk event. Beach also mentioned making the improvement project more of a temporary installation that could be put up for special events holiday weekends, and other one-off activations, and then put away so as not to have to maintain or secure the improvements.
- 6. Old Business
- 7. New Business
- 8. Public Comment (three minutes on all non-agenda items)
- 9. Adjournment
Adjourned at 9:55 am.

NEXT PLACEMAKING COMMITTEE MEETING:

Wednesday, July 17, 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***

All meetings held by the Downtown Long Beach Alliance shall be conducted in compliance with the Brown Act, California Government Code Section 54950 et seq., and its requirement that public commissions, boards, councils, and public agencies conduct business openly. E-Mail correspondence regarding agenda items can be directed to info@dlba.org. Agenda items may also be reviewed as posted in public view at the DTLB Alliance offices or at City Hall. If special accommodation is desired pursuant to the Americans with Disabilities Act, please make your request by phone to (562) 436-4259, by noon the day prior to the meeting.