



**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, February 18, 2025  
9:00 AM

### DTLB Alliance Conference Room

100 W Broadway, Suite 235  
Long Beach, CA 90802

**Present:** Greg Beck, Max Beach, Hannah Moon, Shruti Shankar, Solimar Salas, Ellyse Steindorff, Jason Gallup, Isidro Panuco

**Absent:** Jenny Rivera

**DTLB Alliance Staff:** Stephanie Gonzalez, Irene Presentine

1. Call to Order – Greg Beck, Chair  
[Meeting Presentation](#). Called to order at 9:04AM.
2. **ACTION:** Approval of [Minutes from the January 21, 2025 Placemaking Committee Meeting](#).  
**MOTION:** 1<sup>st</sup>: Panuco; 2<sup>nd</sup>: Beach.  
**VOTE:** None opposed. No abstentions. Motion passes.
3. Staff Report – Stephanie Gonzalez, Placemaking Manager
  - a. Hello Lamp Post
    - i. **Updates:** Revised the introduction to include shorter, more interactive questions. Additional information and updates will be shared in the next meeting.
  - b. Valentine’s Day Pop Up
    - i. **Recap:** A Safety Ambassador was present at the Valentine’s Day Pop-Up kiosk, handing out roses and engaging with local residents. This gesture was well-received, and many people were visibly surprised and delighted to receive the flowers. A spinning wheel was added for additional engagement, offering residents a chance to win merchandise.
  - c. Promenade Installation
    - i. **Update:** The project has been in development for a couple of months. It is being supported by city funding, specifically allocating public activations aimed at engaging the community. The total funding is being split into two portions.
    - ii. **Dance Classes:** Dance classes will be held every Tuesday night for a duration of 8 weeks. The classes will feature a variety of dance styles including salsa, Zumba, and modern dance.
  - d. Friends of Lincoln Park
    - i. **Update:** This initiative is a collaboration effort involving multiple partners including



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Parks and Recreation, the Library, Studio 11, and several other downtown nonprofit organizations. Community cleanups will take place every other Friday.

4. FY 24/25 Committee Working Groups
  - a. Review Working Group Updates
  - b. Break Out Session
    - i. The committee continued the rest of the meeting by splitting into working groups and discussing any updates and next steps moving forward.
5. Old Business
6. New Business
7. Public Comment (three minutes on all non-agenda items)
8. Adjournment  
Adjournment at 9:56AM.

**NEXT PLACEMAKING COMMITTEE MEETING:**

**Tuesday, March 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***

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](mailto: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.