



**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, March 18, 2025
9:00 AM

DTLB Alliance Conference Room

100 W Broadway, Suite 235
Long Beach, CA 90802

Present: Greg Beck, Max Beach, Solimar Salas, Ellyse Steindorff, Jason Gallup, Isidro Panuco

Absent: Jenny Rivera, Hannah Moon, Shruti Shankar

DTLB Alliance Staff: Stephanie Gonzalez, Irene Presentine

1. Call to Order – Greg Beck, Chair
Meeting Presentation. Called to order at 9:05AM.
MOTION: 1st: Beach; 2nd: Panuco.
VOTE: None opposed. No abstentions.
Beck was not present for voting. Motion passes.
2. **ACTION:** Approval of **Minutes from the February 18, 2025, Placemaking Committee Meeting.**
3. Staff Report – Stephanie Gonzalez, Placemaking Manager
 - a. Hello Lamp Post
 - i. **Update:** There are still gaps in the numbers, and efforts are underway to distribute Hello Lamp Post postcards to boost engagement. The goal is to increase the numbers by next month. Salas suggested analyzing whether spikes in numbers correlate with events at the Convention Center.
 - b. Promenade Installation + DDR
 - i. **Installation Update:** The installation is progressing, with the timeline expected to be around late May or early June. The location is awaiting final approval.
 - ii. **DDR Update:** Scheduled to take place every Thursday throughout March, April, and May.
 - c. Art Walk – April 5
 - i. **Update:** The next event is scheduled for April 5th. Beck noted that many visitors to his shop expressed uncertainty about where to begin the Art Walk due to its extensive spread across downtown.
 - d. LP Clean-Up – April 12
 - i. **Update:** Next one is happening April 12th at 10am.
4. FY 24/25 Committee Working Groups
 - a. Mid-year Check-In



**DOWNTOWN
LONG BEACH
ALLIANCE**

- i. Beach asked about the next steps and requested more specific guidelines for the mural. The budget for each mural is \$5,000, and the project must be completed within the next six months.
- ii. Timeline:
 1. **April 15:** Brief finalized, and wall confirmed
 2. **May 1:** Open call for artists
 3. **July 1:** Submission deadline
 4. **July 15:** Design and quote finalized
 5. **August 1:** Mural completion
- b. Update Tasks and Review Milestones
5. Old Business
6. New Business
 - a. **Collaboration with St. Anthony's:** Salas attended a town hall for the East Village Arts District, where St. Anthony Neighborhood community members expressed interest in activating their space independently. However, they have limited knowledge of the services the Alliance can provide. A conversation is beginning between St. Anthony's and the Alliance to explore potential support and collaboration.
7. Public Comment (three minutes on all non-agenda items)
8. Adjournment at 10:05AM.

NEXT PLACEMAKING COMMITTEE MEETING:

Tuesday, April 15, 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. 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.