



**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

100 West Broadway, Ste 235
Long Beach, CA 90802
T: 562.436.4259

PLACEMAKING COMMITTEE MINUTES

Tuesday, March 17, 2026
9:00 AM

DTLB Alliance Conference Room

100 W Broadway, Suite 235
Long Beach, CA 90802

Present: Solimar Salas, Max Beach, Jitka Dekojova, Katie Greenler, Nick Russo, Jason Gallup, Stuart Takehara, Ellyse Steindorff

Absent: Samantha Mehlinger

DTLB Alliance Staff: Rodrigo Rodarte, Koda Strider

1. Call to Order – Solimar Salas, Chair.
[Meeting Presentation](#). Called to order at 9:01 AM.
2. **ACTION: Approval of Minutes from the [February 17, 2026](#), Placemaking Committee Meeting.**
MOTION: 1st: Russo; 2nd: Beach.
VOTE: None opposed. 4 abstentions. Motion passes.
3. Staff Report – Rodrigo Rodarte, Senior Placemaking & Activations Manager
 - a. Budget Overview
 - i. Budget remains on track overall with no major changes from last month.
 - ii. Unexpected increase in permitting costs for the Promenade LB Lights installation (approx. \$5,000) due to required weekly inspections.
 - iii. Additional costs may limit ability to fund a new project later in the year, though current planned projects are not expected to be impacted.
 - iv. Potential next steps for the installation include extending the permit (with continued inspection costs), relocating to private property, or pursuing a long-term agreement with Public Works.
 - b. Staff Update
 - i. Events Coordinator position has been posted; applications are being reviewed with interviews to begin soon.
 - ii. Hiring for a Placemaking Coordinator will follow after the Events Coordinator is selected, to avoid overlapping recruitment processes (anticipated ~1 month delay).
 - c. Past Projects
 - i. Feb. 14: Art + Design Walk
 1. 15,400 attendees, 20+ participating businesses, 15+ participating vendors, paired with Attune art installation and Legacy, Unity & Love BHM celebration
 - ii. Feb. 21: DTLB Live!
 1. 1,900 attendees, 4 participating businesses, salsa dancing and Latin music, sponsored by Port of Long Beach
 2. Event feedback has started being collected through surveys of participating businesses and on-site attendee intercept surveys (~20 responses gathered so far) to



**DOWNTOWN
LONG BEACH
ALLIANCE**

- ii. Unexpected permit and inspection costs prompted discussion of potential solutions; suggestions included engaging the City Council office to review Public Works requirements and exploring alternative support or funding assistance.
 - c. Mural walls
 - i. Reviewed 8 community-submitted mural wall suggestions; narrowed to 2 viable locations for consideration: 330 W. Ocean and the rear wall of LBMA, with others deemed outside the scope or less suitable.
 - ii. Agreed to develop a shared mapping tool (e.g., Miro board) and use an assigned/neighborhood-based approach to identify additional potential wall sites, including optional subgroup participation to keep progress moving alongside the Nature Walk project.
 - iii. Noted need to confirm feasibility and engage building owners early, potentially including them in the selection/judging process to strengthen buy-in and stewardship.
 - iv. Set a two-week timeline to compile and circulate additional site options for review at the next committee meeting, ahead of moving into artist and concept development.
 - v. Salas, Russo, Greenler, Dekojova, Takehara, and Beach have all volunteered to join this subcommittee as the Nature Walk project concludes.
- 5. Old Business
- 6. New Business
- 7. Public Comment (three minutes on all non-agenda items)
- 8. Adjournment
Adjourned at 9:52 AM.



**DOWNTOWN
LONG BEACH
ALLIANCE**

NEXT PLACEMAKING COMMITTEE MEETING:

Tuesday, April 21, 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***

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@dtlb.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.