



**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:

Stephanie Gonzalez
Placemaking Manager

Stewart Stephens
Programming Assistant

PLACEMAKING COMMITTEE MINUTES

Wednesday, July 17, 2024
8:30 AM

DTLB Alliance Conference Room

100 W Broadway, Suite 235
Long Beach, CA 90802

Voting Present: Jenny Rivera, Michael Vitug, Alan Burks, Hannah Moon, Solimar Salas, Milton Ordonez, Tasha Hunter, Shruti Shankar.

Voting Absent: Max Beach.

Staff: Stephanie Gonzalez, Stewart Stephens.

Guests: Elyse Steindorf.

1. Call to Order – Jenny Rivera, Chair
[Meeting Presentation](#). Called to order 8:40 AM.
2. **ACTION: Approval of Minutes from the [May 15, 2024](#) Placemaking Committee Meeting.**
MOTION: 1st: Hunter; 2nd: Burks.
VOTE: None Opposed. No Abstentions. Motion Passes.
3. Staff Report
 - a. Bike To Work Days
 - b. Hello Lamp Post
 - c. Window Vinyl – Pacific
 - (3a.) Gonzalez gave updates regarding the Bike-to-Work Day which provides breakfast items for local cyclists. This monthly tabling opportunity works in collaboration with Pedal Movement to promote cycling advocacy and reward people who ride their bikes to work in the Downtown area. Snacks and canned coffee are provided to cyclists on the third Tuesday of each month at Harvey Milk Park.
 - (3b.) Hello Lamp Post's conversational responses are still in development, based on the data we have been inputting for AI-generated conversations. We are now in the design phase for the signage the program will use.
 - (3c.) Gonzalez also discussed the window vinyl's for the vacant building next to Johnny Rockets as well as the one on Pacific. Some of these vinyl and other signage around Downtown have been vandalized with graffiti, including some of the vinyl covering the Clean & Safe Office on Broadway.
4. Working Group Updates & Breakout Session
 - a. Update Group Needs + Task Assignments
 - b. Plan for final meeting deadlines
 - (4a.) Gonzalez reviewed the needs and assignments for each working group. Beginning with Working Group 1: Parking Day, Gonzalez reminded sub-committee members that more details will be required to figure out Parking Day needs (permit info, summaries, graphics, etc.). Gonzalez will be working with Michael Vitug to order fabrics for the event. The working groups then split up for 15-20m breakout sessions.
 - (4b.) Upon returning from breakout sessions, each group provided a brief update of their session. Working Group 3 reported that they have selected an alleyway to activate with festive lights, pavement paintings, and murals. Working Group 2 is focusing on the Lightboxes for the Edison Buildings. They have created a preliminary



**DOWNTOWN
LONG BEACH
ALLIANCE**

prototype lightbox to assemble and test for installation, and provided a visual aid to show how the technology works.. They are aiming to have this done by no later than October, for Art month in Long Beach. The prototype will be interchangeable, allowing its use at other sites with custom images to fit the location of installation. Working Group I is focusing on the Parking Day Activation (in conjunction with LB Transit). The group has decided to pivot from a Performing Arts activation to a Visual Arts focus. The Long Beach Museum of Art, MOLAA, and other local arts orgs should be involved and invited to collaborate. This visual arts activation should include a LB Transit vinyl bus wrap printed in the illustrative sketch style of a local artist, Nasiso Martinez. Additionally, the activation will include an interactive art element which utilizes chalk to allow folks (including young children) to participate in the visual product. Vitug mentioned that we should double check with LB Transit since they recently cancelled a similar event for LB Walls.

5. Old Business

- Gonzalez reminded the committee that we are still waiting for some of the board electors to vote, and offered to provide election QR codes to Salas, Hunter, Shankar, and Rivera.

6. New Business

- Gonzalez invited all committee members to join the upcoming Taste of Downtown: Waterfront event for the final in this summer's Taste series. Gonzalez will share Justine's email for anyone interested in volunteering for Taste.
- Salas asked the committee for help as MOLAA is struggling with the permitting process for festivals and food vendors and small businesses, asking if there are yearlong events permits. They have been receiving pushback from the city with the permitting for Dia de Muertos costing around \$5000.

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

8. Adjournment

Adjourned 9:40 AM.

NEXT PLACEMAKING COMMITTEE MEETING:

Wednesday, September 18, 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.