



**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, September 18, 2024

8:30 AM

### DTLB Alliance Conference Room

100 W Broadway, Suite 235

Long Beach, CA 90802

**Voting Present:** Jenny Rivera, Michael Vitug, Max Beach, Hannah Moon, Milton Ordonez.

**Voting Absent:** Alan Burks, Solimar Salas, Tasha Hunter, Shruti Shankar.

**Staff:** Stephanie Gonzalez, Stewart Stephens.

**Guests:** Tara Dales and Katelyn Jeffy (SGA Marketing contractors for Rivers and Mountains Conservancy)

- Call to Order – Jenny Rivera, Chair  
[Meeting Presentation](#). Called to order 8:36 AM.
- **ACTION: Approval of Minutes from the July 17 Placemaking Committee Meeting.**  
**MOTION: 1<sup>st</sup>: Beach; 2<sup>nd</sup>: Vitug.**  
**VOTE: None Opposed. No Abstentions. Motion Passes.**
- Guest Presentation – Rivers and Mountains Conservancy.  
*Community engagement in green space development along the Lower LA River*  
Highlights:
  - Safety issues on the southern Los Angeles River path meeting Shoreline Realignment.
  - Goal is to connect northern areas with Downtown via bike and walking paths.
  - Concerns regarding homeless encampments.
  - Attempt to create a more enjoyable experience along the river.
  - Connecting with the Drake/Chavez Park master plan.
  - Gonzalez: The DTLB Alliance could serve as the connector between disparate elements of this project and bring awareness to this project.
  - Developments would enable further activations and connected spaces.
  - Need additional awareness and communication to spread the word to the community.
    - Beach: Stresses the importance of digital/informational developments (HLP).
    - Rivera: Onus is placed on residents to inform themselves. Street canvassing would benefit efforts.
    - Engaging people at weekend markets and smaller events.
- Staff Report
  - a. Bike To Work Day
  - b. Hello Lamp Post
  - c. Window Vinyl – Pacific
- (4a.) 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



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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.

- (4b.) 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.
- Project Review
  - a. Alleyway Revitalization
  - b. Lightbox
  - c. Park(ing) Day
  - d. Downtown Long Beach Lighthouse
- (5a.) Highlights:
  - a. Discussed lighting with LED on the Edison building.
  - b. How to reduce dumping and improve visibility and safety.
  - c. Initial recommendation to keep within budget.
- (5b.) Highlights:
  - a. Still working to strategize the opportunity and explore cost.
  - b. Must be a temporary fixture – not permanent. This works for events.
  - c. Still waiting on all the major pieces to assemble light boxes.
  - d. We may consider implementing this for a Park(ing) Day.
  - e. Very customizable and usable in many different ways.
- (5c.) Highlights:
  - a. Discussion: How can we get more people to come to the event?
  - b. Connecting with MOLAA to activate areas with art and interactive elements.
  - c. LB Transit will have a bus lounge with a DJ.
  - d. Takes place from 5pm – 8pm. Great for kids, families and everyone.
  - e. Alliance staff meeting at 3pm and 4pm to decorate bus.
- Old Business – N/A
- New Business
- Gonzalez is finalizing the last committee items.
- Thank you to committee chairs.
- Public Comment (three minutes on all non-agenda items) – N/A
- Adjournment 9:47 AM.

**NEXT PLACEMAKING COMMITTEE MEETING:  
Wednesday, October 16, 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***

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