



**DOWNTOWN  
LONG BEACH  
ALLIANCE**

#### MEMBERS

Denise Carter, Chair

Pat Welch, Vice Chair

Brian McGraw

Denise Maldonado

Janice Friend

Nick Padula

Sheila Gibbons

Terrence Krieger

#### STAFF

Broc Coward, COO

Steve Be Cotte, Community  
Outreach Manager

Eileen Valencia,  
Administrative Assistant

Kelsey Mader,  
Executive Assistant

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# PUBLIC SAFETY COMMITTEE MINUTES

Wednesday, June 25, 2021

4:30 pm

[Join Zoom Meeting](#)

Meeting ID: 829 2885 2283

Passcode: 424509

**Voting Present:** Denise Carter, Pat Welch, Shelia Gibbons, Janice Friend, Terrence Krieger

**Voting Absent:** Denise Maldonado, Nick Padula, Brian McGraw

**DLBA Staff:** Broc Coward, Steve Be Cotte, Kelsey Mader, Mo Mills, Eileen Valencia, Michael Berman

1. Call to Order, Welcome and Self-Introductions – Denise Carter, Chair  
[Meeting presentation](#). Meeting called to order at 4:32 PM.
2. **ACTION:** Approve minutes from [May 26, 2021 Meeting](#)  
**MOTION:** 1<sup>st</sup>: Friend, 2<sup>nd</sup>: Krieger.  
**VOTE:** None opposed. No abstentions. Motion passes.
3. Progressive Urban Management Associates (PUMA)  
DLBA Strategic Plan Discussion
  - Welch expressed that the number one concern is decreasing the homeless population's encampments and their street presence. These issues prevent people from coming out.
  - Krieger added the homeless encampments around the freeway are also a major concern and the police department does not know what to do with them. People experiencing homelessness need a place to go, and it is a huge issue.
  - Gibbons stated she would like to see the laws being enforced for the unhoused people in Downtown. For example, you cannot camp on the sidewalk overnight and block the pedestrians' right of way.
  - Carter expressed it is hard to figure out what the "new norm" is going to mean. People are partially in the office and partially working from home, so the committee and DLBA needs to figure out how they are going to interact with the public. Parking is also very different because the parklets take up space where everyone used to park. Carter stated she is not sure how things are going to play out going forward.
  - Be Cotte discussed plans for the American Recovery Act Funding. The city has received 570 vouchers from Housing and Urban Development (HUD). 300 units of hotels will be converted into supportive housing. The money is being split, some going to the Continuum of Care System and some directly to the city and picking priorities.
  - Welch shared he would like the group to encourage neighborhood-ness to get out and enjoy each other to bring all people together especially after this pandemic.
  - Gibbons shared possibly closing Pine Ave between 4<sup>th</sup> and 5<sup>th</sup> to make it a pedestrian street. This would allow the area to be more community friendly for people to gather. Pop-up vendors would also be a great idea for that area.



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- Carter suggested encouraging a small park or green space in Downtown and incorporating more street furniture.
  - Krieger added an issue DLBA should focus on is Americans with Disabilities Act (ADA) compliance and lack of lighting in some areas in Downtown.
4. Public Safety Partners Report
- a. Department of Health and Human Services
  - b. Long Beach City Prosecutor
    - Zhan gave an update on firework enforcement since 4<sup>th</sup> of July is around the corner. Long Beach City Prosecutor has created a firework portal online to report firework complaints in Long Beach.
      - Zhan also gave an update on Homeless Court which is located at the MultiService center. Their office is actively looking into criminal cases the homeless people are committing and helping them by providing services/treatments to help with their mental needs if any.
  - c. Long Beach Police Department
    - Sgt. Derek Ernest introduced himself to the committee and informed the group about the burglaries in the Downtown area.
    - In total there were 8 burglaries, all linked to one individual. He has since been taken into custody and the case has been presented to the district attorney's office.
    - Ernest touched on juvenile loitering, robberies, and thefts at the Pike. Detectives have been working around the clock identifying using video surveillance to identify these kids. Some have been identified and soon will be taken into custody sometime next week.
    - Ernest mentioned they are working on getting more staffing at the Pike to try to minimize these issues.
    - Ernest informed the group about the shooting at 9<sup>th</sup> and Daisy. There has not been an arrest yet, but the detectives are actively working on it. The person who committed this crime is believed to be an unhoued individual.
5. Staff Report – Steve Be Cotte
- a. Public Safety Online Survey Review
    - Mills presented the 2020/2021 Public Safety Survey results.
    - The survey had a total of 1223 responses.
    - Compared to the past 2 years, we had about the same number of responses.
    - The largest number of survey responses were from those who live, work, and visit downtown on a regular basis.
    - Welch stated it would be a good opportunity to step back and rethink what we want to do with the committee based on these results since we are planning our strategic plan.
    - Coward stated this year's survey is worth recording even if it turned out to be an anomaly because it is fascinating to see how people's perceptions may change from the lack of pedestrians in the public space.
  - b. Public Safety FY 21/22 Budget
    - Coward informed the group that DLBA is going through a budget process.



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- Departments are putting together their budgets which will be presented to the Executive Committee at the beginning of August.
6. Chairperson Report – Carter
    - a. Review of Committee Goal Strategies and Milestones
      - i. Fresh Start
        - Carter shared the Fresh Start campaign is now live and accepting donations.
        - Coward announced the next step is to get businesses and residential towers to host the donation boxes.
      - ii. Go Long Beach App
        - Carter provided an update on the Go Long Beach App. Graphics for social media and digital marketing campaign have been created.
        - The group needs to draft a fact sheet with script for in-person outreach.
        - The next step is sending direct emails to businesses and residential towers.
      - iii. Mystery Shopper Program
        - The Mystery Shopper training guide is now finalized.
        - The group needs to figure out dates to schedule training sessions and a template outreach email needs to be created.
  7. Public Comment (Three minutes on all non-agenda items)
  8. Old Business
  9. New Business
  10. Adjournment  
Meeting adjourned at 6:00 PM.

**Next Public Safety Committee Meeting**

**Wednesday, July 28, 2021**

**4:30 PM**

***Mission: Cultivate, preserve and promote a healthy, safe and prosperous Downtown.***

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. The agenda and supporting documents are available on the Internet at <http://downtownlongbeach.org>. 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 DLBA 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.