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:

James A. Ahumada
Sr. Vice President & Deputy CEO

Koda Strider
Administrative Services Coordinator

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

PLACEMAKING COMMITTEE MINUTES

Tuesday, August 19, 2025
9:00 AM

DTLB Alliance Conference Room
100 W Broadway, Suite 235
Long Beach, CA 90802

Present: Greg Beck, Isidro Panuco, Jason Gallup, Solimar Salas, Ellyse Steindorff
Absent: Jenny Rivera, Hannah Moon, Max Beach, Shruti Shankar
Guests:
DTLB Alliance Staff: James Ahumada, Koda Strider

1. Call to Order – Greg Beck, Chair
   Meeting Presentation. Called to order at 9:06AM.

2. **ACTION: Approval of Minutes from the July 15, 2025, Placemaking Committee Meeting.**
   MOTION: 1st: Salas; 2nd: Panuco.
   VOTE: None opposed. No abstentions. Motion passes.

3. Staff Report – James Ahumada, Sr. Vice President & Deputy CEO
   a. Staff Transitioning
      i. Stephanie Gonzalez, the now-former Placemaking Manager, is leaving the Alliance to pursue her master's degree. She will be transitioning off the team in early September.
      ii. Ahumada will be taking over her responsibilities until that position gets filled.
   b. Budget Update
      i. Because of budget cuts the new position may not be a manager but a coordinator.
      ii. Nothing about the committee should change due to budget changes.
   c. Paws on the Promenade – August 5, 6pm
      i. Went very well with many people and pets attending.
      ii. We did a $100 giveaway to Bruce's, which helped with attendance since it was one entry per pet.
   d. New Trees on Pine Update
      i. Many new trees have successfully been planted.
   e. Advisory Notice – Slurry seal
      i. Throughout August and possibly into September there are several planned street closures due to slurry sealing the roads.
   f. New Signal Pole Wrap Project
      i. New metal sheets are being delivered to be put on the signal poles and advertise local businesses with a focus on placing maps around downtown.
   g. Lincoln Park Clean Up
      i. September 13, 10-11am – Friends of the Library

ii. October 11, 10-11am – Arts Council

4. North Pine Mural Updates
    a. Chance Artworks has delivered an updated concept art, complete with color and edits that were suggested by the committee.
    b. The artist is ready to start painting and Planet Fitness is almost ready to provide a date for when he can begin.
    c. The painting process is projected to last 2 weeks and will involve the use of a scissor lift.
    d. A celebration may be planned for its completion.
5. Review Nature Trail Map
    a. Some minor changes need to be made to the trail map and plant guide.
    b. Educational displays will be put up in some areas in downtown that give facts about the plants growing there. These displays will have some sort of interactive feature, either involving etched metal or 3D-printed sculptures that can be touched.
6. Future Projects Discussion
    a. Suggestions were made for there to be more promoting of all the parking that's available in downtown.
7. Old Business
8. New Business
9. Public Comment (three minutes on all non-agenda items)
10. Adjournment

    Adjourned at 9:56AM.

NEXT PLACEMAKING COMMITTEE MEETING:

Tuesday, September 16, 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.

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