



**DOWNTOWN
LONG BEACH
ALLIANCE**

MEMBERS

Mike Gold, Chair

Laurie Gray, Vice Chair

Alan Burks

Alan Pullman

Clay Wood

Fern Nueno

Hannah Moon

Max Beach

Solimar Salas

STAFF

Stephanie Gonzalez,
Placemaking Manager

Stew Stephens,
Programming Assistant

Amanda Barrera
Digital Media
Coordinator

James Ahumada
Sr. Vice President &
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PLACEMAKING COMMITTEE MINUTES

Tuesday, September 19, 2023

8:30 AM

DLBA Conference Room

100 W Broadway, Suite 120

Long Beach, CA 90802

Voting Present: Mike Gold, Alan Burks, Max Beach, Clay Wood, Solimar Salas

Voting Absent: Laurie Gray, Alan Pullman, Fern Nueno, Hannah Moon

DLBA Staff: Stew Stephens, Amanda Barrera, James Ahumada, Stephanie Gonzalez

1. Call To Order – Mike Gold, Chair
[Meeting Presentation](#). Call to order at 8:36 AM
2. **ACTION ITEM: Approve minutes from [August 15, 2022](#) Placemaking Committee Meeting.**
MOTION: 1st: Salas; 2nd: Beach.
VOTE: None opposed. No abstentions. Motion Passes.
3. Staff Report – Stephanie Gonzalez, Placemaking Manager
 - a. Scavenger Hunt results
 - Gonzalez reported that the Scavenger Hunt had 257 participants, 73 challenges, 796 photos, and 26 businesses involved.
 - Gonzalez updates the committee on several calendar items of note: Lunch Picnics, Date Night on Pine. Beach asked about participating restaurant partnerships and the group discussed a \$450 budget instead of \$350 for future events in this series.
4. Review FY 22/23 Placemaking Committee Recap & FY 23/24 Committee Recs
 - a. Recaps
 - Gonzalez continued with recaps of several recent projects including the great success of the vacant storefront wraps, which have transformed the corner of Pine/Broadway.
 - In addition, Gonzalez identified 30 vacant tree wells in the downtown area in need of planting, to which Gold asked about planned plantings coming up and the group asked to review the map of these vacant tree wells. More analysis is necessary to determine solutions to some obstacles: stumps, grates, failed growth, watering systems, volunteer availability, etc. Wood offers an idea regarding submerged ceramic watering systems (company: Olla) as a potential solution.
 - b. Recommendations for incoming committee
 - Gonzalez provides these recs for upcoming goals for this committee: activating key (or under-served) locations, prep for 2028 Olympics, pedestrian and micro-mobility access,



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- Gold discusses the budget and new committee options for deliverables, with longer term (2028) as a further goal post for the future.
- Gonzalez seeks input on survey/opinion gathering strategies, with the intention to create connectivity and bridging gap areas (such as LB Blvd.) with activations, art, and cultural bridges.
- Beach discusses the public perception of downtown spaces and suggests further beautification and placemaking efforts at Chavez & Drake Parks, to which the group agrees.

5. Old Business

6. New Business

a. Salas: Digital Advertising Campaign

- Salas advises learning the legal restrictions/expectations regarding another digital media promotional campaign to show the community the efforts of the committee, study new revenue streams, examine the feasibility of the Ocean area, targeting specific audiences with specialized ads in the transit gallery, digitally, and especially at the Grand Prix.

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

8. Adjournment

Adjourned at 9:23 AM

NEXT PLACEMAKING COMMITTEE MEETING:

October 17, 2023, 9:00 AM

IN PERSON

**DLBA Conference Room
100 W Broadway, Suite 120
Long Beach, CA 90802**

***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.

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