



**DOWNTOWN
LONG BEACH
ALLIANCE**

Debra Johnson, Chair
Alan Burks, Vice Chair
Griselda Suarez
Sara Hickman
Traci De La Torre
John Waldron
Dianne T McNinch
Tokotah Ashcraft
Jorge Mujica

DLBA Staff:
Broc Coward, COO

PUBLIC REALM COMMITTEE MINUTES

Thursday, January 17, 2018

4:00 PM

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

Voting Present: Debra Johnson, Alan Burks, Dianne Mc Ninch, John Waldron, Traci De La Torre

Voting Absent: Griselda Suarez, Tokotah Ashcraft, Jorge Mujica

DLBA Staff: Broc Coward, Cherisse Evans

1. Call to Order and Introductions – Debra Johnson, Chair

Meeting called to order at 4:05 pm

2. **ACTION: Approve minutes from [December 17](#) Public Realm Committee meeting. 1st: Mc Ninch. 2nd: De La Torre. None opposed, no abstentions. Motion carries.**

3. Working Group Leaders' Status Report

Group #1 (lead Burks)

- The group plans to collect feedback from Downtown stakeholders to contribute as the city continues to develop new guidelines (Surveys to HOAs and property owners adjacent to the parks)
- Chartered restrictions on vendors in park spaces, work with city to lift restrictions to activate the space.
- The working group will meet outside the committee meetings to start

Group #2 (lead Hickman)

- The group wants to adopt the sidewalk decal project (DLBA/Studio III). They plan to create and conduct surveys to gather metrics that will help determine the effectiveness/benefits of this program to local businesses. Survey both business owners as well as the public that happens to walk by.
- Create a geo-map using the pedestrian trackers where decals are located and adjacent locations
- Discussed an incentive for survey participants (if needed or if the intent of the survey is enough incentive)
- Possibly gather the owners or general managers of local business at one time to explain and conduct the survey at one time and the incentive could be to offer a free branded decal for their business.
- Hickman will collect feedback from the committee about what questions the survey should include before the next committee meeting. We will provide a link in the google folder and Hickman's email address.
- May also add the survey link on DLBA website and offer an opportunity for businesses to purchase a brand decal.

Group #3 (lead Johnson)

There does not seem to be an opportunity for the committee to work on the original goal set for creating plans for a transit connector as there are already plans under. Johnson offered to continue to bring DLBA feedback and give updates to the committee.

Options for new goals:

- Alley pedestrian safety
- Gas station on 4th and Atlantic. The city leases this space, but the owner would need to give approval for any activity on this property.
- Johnson will reach out to the work group members not present to discuss options for a new goal.

4. [Presentation](#): POW!WOW! Long Beach: Transforming an Abandoned Gas Station (slide 7 was presented) **This item was tabled until next meeting.**
5. Staff Report: Status of DLBA Public Realm Projects – Sidewalk Decals, Precious Cargo and Augmented Reality at Harvey Milk Park
 - Sidewalk decals due to be installed late January/early February by Studio III
 - Precious Cargo- urban furniture phase one to be installed on the East side of Pine between Ocean and Seaside Way as a way of filling empty space with something more interesting/interactive. Phase two will be in front of the convention center on the East side of Pine as well. Permits and manufacturing are done, so just waiting for installation. Will need to avoid construction areas.
 - Harvey Milk Park (augmented reality)- will feature hotspots in this space that correspond with the app, allowing one to hear historic speeches by Harvey Milk. About one month away from start date.
6. Old Business

We have established that third Thursdays will be the recurring committee date.
7. New Business
 - Mc Ninch raised a question about whether Long Beach Transit will be providing transportation to Grand Prix. Metro lines will be replaced by bus service and usual connector will be available.
 - Mc Ninch mentioned Wilmore Baking Company/Wilmore Neighborhood Association (non-profit) which provide job skills and mock interviews to people who need them. Baking Company will be moving into the kitchen at Chavez Park in February.
 - Coward talked about Live After 5 this evening being moved indoors due to rain. Trolley will be in use.
8. Public Comment (three minutes on all non-agenda items)
9. Adjournment

Meeting adjourned at 5:08 pm

NEXT PUBLIC REALM COMMITTEE MEETING:

Thursday, February 21 at 4:00 pm

DLBA Conference Room

100 W Broadway, Suite 120

Long Beach, CA 90802

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

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