



**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, February 21, 2019

4:00 PM

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

Voting Present: Debra Johnson, Alan Burks, Sara Hickman, Dianne Mc Ninch, Tokotah Ashcraft, Jorge Mujica

Voting Absent: Traci De La Torre, John Waldron, Griselda Suarez (available by phone)

DLBA Staff: Broc Coward, Cherisse Evans

1. Call to Order and Introductions – Debra Johnson, Chair
Meeting called to order at 4:09 pm
2. **ACTION: Approve minutes from [January 17, 2019 Public Realm Committee meeting 1st: Burks. 2nd Mc Ninch. None opposed, no abstentions. Motion carries.](#)**
3. Working Group Leaders' Status Report
 - a. WG1: Victory/Santa Cruz Park Design Guidelines (Burks)
The working group will coordinate with Coward on outreach to property/building managers, putting together a letter that can be sent out (either via letter or email).
 - b. WG2: Explore Downtown Sidewalk Decals (S. Hickman)
[Survey Link](#)
Reviewed survey and made edits with the committee's feedback. The group will need to go out and actively survey business owners/general managers once the decals have been installed. Heavy work will be in summer months with Hickman analyzing results and report back to committee. The goal is to have enough feedback to make an informed decision about continuing or not with this program. We will have a link this survey to the DLBA website so others can complete the survey. Surveyors will need to ask open ended questions to gain more comments. Addressing concerns when decals that become frayed and their upkeep.
 - c. WG3: Art in the Public Right of Way (Johnson)
The group had a call on February 1st and they decided to focus on a finding a project that involves public art/activating open spaces with an emphasis on the upcoming Olympics. Specific space has not been determined. The gas station on 4th and Atlantic most likely will not be available. We are trying to confirm, but it seems that the space is going to be used for a TV set and will not be

available for our project. The alley along Hayden's Bar near 1st and Linden may be an option. Mujica suggested finding art projects (artist in residents, bringing social practice) in the alleys that would engage communities that often don't have means to get involved in art/culture such as the homeless community. Concerns would be the temporary nature of this type of project and how to attract those types of art. Ashcraft suggested that having the physical art work in place through the committee's work group first could encourage this type of interactive art in the future. Hickman suggests partnering with the Marketing committee to help connect and take this idea of interactive art in an event-based method. This could become a two-phased project—phase one would be the Public Realm committee providing the space and phase two would be programming the space (possibly with cooperation with Marketing and Communications Committee) with the goal of encouraging others to continue using the space for more of this type of community art. At the next committee meeting, Mujica will present some ideas of how he sees this working.

4. Staff Report – Broc Coward, COO (AT 50 MINS LISTEN TO RECORDING)

a. Broadway and Third Street Construction Update

The purpose of this work is to create new bike lanes and bus stops while enhancing safety. Work should finish in March. DLBA attends weekly briefings to share information with the public via social media.

b. Metro Blue Line Construction Update

The purpose of this work is to improve resiliency and enhance safety. Gerald Desmond Bridge project [Presentation](#) also starts this weekend. Will remain open for the most part but will be some closures at times. Should be finished by the end of 2019. A dedicated app to get updates.

5. Old Business

6. New Business

- Mc Ninch gave out VIP club tickets to use during the Grand Prix.
- Mujica curating an exhibit at Other Places in Los Angeles in conjunction with Cactus on March 2-3
- Live after 5 tonight. Live music and trolleys to get around for Black History month.

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

8. Adjournment at 5:06 pm

NEXT PUBLIC REALM COMMITTEE MEETING:

Thursday, March 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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