



**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:
Mariah Hoffman
Placemaking Manager

PUBLIC REALM COMMITTEE MINUTES

Thursday, March 21, 2019

4:00 PM

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

Voting Present: Debra Johnson, Sara Hickman, Griselda Suarez, Dianne Mc Ninch, Tokotah Ashcraft, Jorge Mujica

Voting Absent: Alan Burks, Traci De La Torre, John Waldron

Guests: Don Darnauer

DLBA Staff: Broc Coward, Mariah Hoffman

1. Call to Order and Introductions – Debra Johnson, Chair
Meeting called to order at 4:15 pm.
2. **ACTION: Approve minutes from [February 21, 2019 Public Realm Committee Meeting](#). 1st: Mc Ninch. 2nd: Hickman. None opposed, no abstentions. Motion carries.**
3. **Presentation:** POW!WOW! Long Beach (Tokotah Ashcraft)
 - Artist donate their time. Supplies, food and accommodation are provided. DLBA, LB Transit are among the many sponsors.
4. **Presentation:** on Social Practice and Alleys (Jorge Mujica)
Examples of Social Practice:
 - Mierle Laderman Ukeles who wrote the Manifesto for Maintenance Art, bridging the conceptual gap between domesticity and art by combining her role as a mother with her need to express herself. She created a project of shaking the hands of sanitation workers in New York and using the photographs as art.
 - Rick Lowe lead a group of artists who bought old row houses and converted them into art spaces.
 - Francis Alys trained as an architect gathered volunteers to collectively and simultaneously move dirt to get over the mountain/move a mountain.
 - In Guatemala, to increase cultural vibrancy and lure in artists, the community activated the community through social experiences.

5. Working Group Leaders' Status Report

a. WG1: Victory/Santa Cruz Park Design Guidelines (Burks)

- Coward reported that Burks and the working group members are creating a list of questions to pose to stakeholders. Coward and Hoffman will draft an introductory email to go along with the questions, allowing the group to begin approaching HOAs. Also, Burks will make a list of the goals and outcomes the group is planning to achieve.

b. WG2: Explore Downtown Sidewalk Decals (S. Hickman)

- Decal project has begun installation. The approved decal survey is now with Austin Metoyer, DLBA Economic Development Manager for feedback and finalization. DLBA will also draft an introductory letter to send to businesses adjacent to the decals prior to the survey. Hickman will soon be looking for volunteers from the committee to help conduct the decal project survey.

c. WG3: Art in the Public Right of Way (Johnson)

- Mujica proposes a mobile art studio. Put out a call for artists to see what response we get. Offer an artist a 2-3 month residency. Suarez suggested utilizing the photo shack on Redondo/3rd for artist residency or empty storefronts as a hub.
- We could utilize the Downtown Courts and Ways and the Arts Park for social practice as well as parts of North Pine (to promote new small businesses).
- Next steps: research and present a draft of production costs to the committee and set up a call/email to determine some tasks that the working group members can take on

6. Staff Report – Mariah Hoffman/Broc Coward

a. DLBA Public Realm Projects Status

Introduction to new DLBA Placemaking Manager, Mariah Hoffman

- 8 decals were installed on Monday. Will be installing 12 decals each consecutive Monday.
- The Precious Cargo installation is waiting on final approval/maintenance agreement. The purpose of this project is to activate the space with artistic seating on the slope on Pine between Ocean Blvd. and Shoreline and to encourage pedestrians to explore either side of the slope that tends to be a divide in the downtown area. Ideally it will be installed before the Grand Prix.
- Augmented Reality in Harvey Milk Park—the app has been completed and waiting for a final launch date, when we will have a Grand Opening event. Johnson asked Hoffman to email an update of the upcoming projects to the committee.
- Committee would like the developer of the app to present at the next committee meeting.

7. New Business

Mujica will be sending invitations to the committee for an upcoming project- “Long Beach High Five”

8. Public Comment

Don Darnauer reported that the DRC is promoting community interaction with Renaissance High School For The Arts on 8th Street and looking for opportunities to include the students.

9. Adjournment

The meeting was adjourned at 5:07 pm

NEXT PUBLIC REALM COMMITTEE MEETING:

Thursday, April 18 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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