



**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, April 18, 2019

4:00 PM

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

Voting Present: Alan Burks, Traci De La Torre, John Waldron, Dianne Mc Ninch, Tokotah Ashcraft, Jorge Mujica

Voting Absent: Debra Johnson, Sara Hickman, Griselda Suarez

Guests: Bryan Amburgey- ARLB, Vanessa Barbosa- Office of Civic Innovation, City of Long Beach

DLBA Staff: Mariah Hoffman, Cherisse Evans

1. Call to Order and Introductions – Alan Burks, Vice Chair

Meeting called to order at 4:02 pm.

2. **ACTION: Approve minutes from [March 21, 2019 Public Realm Committee Meeting](#). 1st: Mc Ninch. 2nd: Ashcraft. None opposed, Burks abstained. Motion carries.**

3. Harvey Milk Park Augmented Reality Grand Opening, May 14th, 10am – Vanessa Barbosa, Office of Civic Innovation, City of Long Beach
Brian Amburgey, Developer, ARLB

- Barbosa: Revitalization started in 2016 to conform the outdoor space into a public space, connecting people and giving it a sense of purpose. In 2018 Public Works began construction on the Harvey Milk Park with a \$300,000 grant, provided by the Knight Foundation in celebration of Harvey Milk's legacy and the local LGBTQ community. DLBA provided a \$10,000 grant towards the Augmented Reality App. Grand Opening is May 10th including the annual induction of honorees to the Honor Wall.
- Amburgey: described Harvey Milk Park as an open-air museum. He is the developer of the Augmented Reality App which allows visitors to watch live footage of Harvey Milk in 3D. Ideally this APP can be used for other Long Beach experiences. May be able to use with the DLBA sidewalk decals.

4. Working Group Leaders' Status Report

- a. WGI: Victory/Santa Cruz Park Design Guidelines (Burks)
 - Review draft letter being sent out to Victory Park. Have a finalized version for next meeting. Stakeholders
 - [Victory Park Outreach](#)

- One challenge is that the park is fragmented and may need to be approached in segments
 - Working group/committee members will try to attend the next ORCA meeting
 - Discussed who to send the letter to. Hoffman will provide a list of stakeholders with contact information. After the letter has been sent, the group can begin asking questions and gathering feedback from the recipients.
- b. WG2: Explore Downtown Sidewalk Decals (Hoffman) [Business Owner Survey](#)
- There is an indefinite hold on installing the remaining 19 sidewalk decals in East Village and along Ocean Blvd.
 - Move forward with finalizing the questions for the business owner survey and get feedback/comments from the committee and pass on to Sara Hickman, Lead for this working group.
 - Specific comments were that question #1 should add the option “other” and question #3 have a neutral answer added.
- c. WG3: Art in the Public Right of Way (Mujica)
- Mujica suggests a 90-day timeline between proposal and initiation of program.
 - The Photo Booth discussed at the last committee meeting will need to be refurbished before using for as a mobile studio/hub for the artists involved in this program. Estimate of \$5,000 to cover expenses. Question: where would the photo booth be located? It would be mobile so the artists could choose the location.
 - Ashcraft offered to help with outreach to locate the photo booth currently in storage in an unknown location
 - Question: what financial support could DLBA and/or the Arts Council offer this program?
 - Suggestion: Locations to consider activating old Steakhouse on 1st Street between Elm/Long Beach Blvd., Alamo Court (where the Art Exchange is located) and East Village Arts Park. For the next meeting, the goal is to finalize locations.
 - Question: What is the eligibility criteria? Would need to have Experience with Social Practice as well as a background check.
 - Need to determine the overall budget

5. Staff Report – Mariah Hoffman

- a. DLBA Public Realm Projects Status
- Precious Cargo urban furniture project received final permits and will be installed after the Grand Prix
 - Wayfinding project: 12 pedestrian signs to be installed. The contractors have been selected and need to connect them with the City for a launch meeting in May.
 - Prior to the Grand Prix to take advantage of the foot traffic, signage was added to the Loop describing the concept and its design as well as a listing of events at the Loop.

6. Old Business

7. New Business

Mujica: Art Event “Don’t Stay OnThe Line”. Repurposed old silk clothing. There will also be an unveiling of a 10’ sculpture that Mujica was involved with at the park (6th and Alamitos)

8. Adjournment

Meeting adjourned at 5:05 pm

NEXT PUBLIC REALM COMMITTEE MEETING:

Thursday, May 16 at 4:00 pm

DLBA Conference Room

100 W Broadway, Suite 120

Long Beach, CA 90802

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