



**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, July 18, 2019**

**4:00 PM**

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

**Voting Present:** Debra Johnson, Alan Burks, Traci De La Torre, John Waldron, Dianne McNinch, Jorge Mujica

**Voting Absent:** Tokotah Ashcraft, Griselda Suarez, Sara Hickman

**Staff:** Mariah Hoffman, Monica Morrill

**Guests:** Pat Welch

1. Call to Order and Introductions – Debra Johnson, Chair  
Meeting called to order at: 4:10pm [Presentation](#)
2. **ACTION: Approve minutes from [May 16, 2019 Public Realm Committee Meeting](#) 1<sup>st</sup>: McNinch. 2<sup>nd</sup>: Burks. None opposed, no abstentions. Motion carries.**
3. Working Group Breakout Session and Report
  - a. WG1: Victory/Santa Cruz Park Design Guidelines (Burks)
    - A large-scale reusable chalkboard ([see here](#)) has been fabricated for use at upcoming and future community events. The purpose of the chalkboard is to gain feedback and information from the community regarding placemaking projects in Downtown. It is meant to be creative installation, to get an insight into the feelings and emotions of visitors and stakeholders. The chalkboard will be making its first appearance at the POW!WOW! Closing Party July 27<sup>th</sup>.
    - Next month (August 15<sup>th</sup>), the chalkboard will be utilized during Live After 5 at Victory Park. The committee suggests getting an aerial photo of Victory Park, which could be attached to the chalkboard for public viewing. There is concern that visitors and stakeholders are not aware of this public park.
    - Alan Burks is meeting with Chris Koontz from the City to discuss the City's community outreach. Burks will update the committee at the August meeting.
  - b. WG2: Explore Downtown Sidewalk Decals
    - No update given.
  - c. WG3: Art in the Public Right of Way (Johnson)
    - The working group has come to the realization that this project will run past the current fiscal year and will likely see completion in 2019-20.

- By August the group would like to accomplish the following: First, identify a space, committee has actively been looking into Courts and Alley Ways, focusing on the North Pine neighborhood. Second, contact property owner. With the goal of beautification and getting art in public space, the DLBA will need to work closely with the property owner to ensure success of the program.

4. Staff Report – Mariah Hoffman

a. DLBA Public Realm Projects Status

- Pedestrian wayfinding sign project is moving forward. Shop drawings are in the final stages of completion. Once the project reaches its completion, there will be a total of 12 signs throughout Downtown.
- As mentioned in WGI, the chalkboard is complete. Hoffman is looking forward to seeing it in action and has high hopes for community interaction.
- The rollout of the multi-space parking meters on Broadway & 3<sup>rd</sup> has been initiated today (July 18<sup>th</sup>), but will not go live upon installation, as they are currently awaiting programming. A live date has not been given. Hoffman has been working with the DLBA social media team to keep followers up to date on any progress, and is urging people to sign up for [construction text alerts](#) via the DLBA website. These meters and similar models are being used throughout the City of Long Beach, offering the newest technology for improved customer experience. The meters provide more payment options to customers, including the ability to pay through the Passport App.

5. Old Business

6. New Business

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

8. Adjournment

Meeting adjourned at 4:51 pm

**NEXT PUBLIC REALM COMMITTEE MEETING:**

**Thursday, August 15 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.***

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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