PUBLIC REALM COMMITTEE MINUTES

Thursday, November 21, 2019; 10:00 AM
DLBA Conference Room
100 W. Broadway, Suite 120
Long Beach, CA 90802

Voting Present: Alan Burks, Maggie Stoll, Steve Gerhardt, John Tully, Shannon Heffernan, Ian Jahns, Patty Wirth
Voting Absent: Griselda Suarez
Guests: Patricia Diefenderfer, Alex Muldrow
Staff: Mariah Hoffman, Monica Morrill

1. Call to Order and Introductions – Alan Burks, Chair
   Meeting called to order at 10:03am. Meeting Presentation.

2. ACTION: Approve minutes from October 17, 2019
   Public Realm Committee Meeting. 1st: Gerhardt. 2nd: Stoll. None opposed, no abstentions. Motion carries.

3. Victory/ Santa Cruz Park Guideline Re-Design Outreach – Alex Muldrow, Planner and Landscape Specialist, City of Long Beach Workshop Flyer
   Muldrow and Diefenderfer were tasked with updating the design guidelines, which have not been updated since 1989, they are kicking it off with the first of many workshops starting on December 14th. The workshop is open to the public and will tentatively include a walking tour, based on attendance. Muldrow and Diefenderfer are making personal visits to Downtown organizations and Downtown stakeholders making them aware of the workshop, and a website is also in the works. An RSVP is suggested, but not required. The overall goal of the project is to create an inviting public space. Committee suggests sharing the current/original guidelines, to gain feedback and suggested improvements.

4. Discussion/ Identification of Working Group Milestones
   a. WG1 - ACTION: Approve Milestones - Park(ing) Day.
      1st: Stoll 2nd: Jahns
      Tully will take lead on this working group. Hoffman had great success with the 2019 Park(ing) installation and would like to bring it back for 2020. There has been a lot of buzz from businesses that want to be involved, so an application process would help keep things in line and in budget. Bringing balance between the different neighborhoods is key, with the installation taking place in multiple locations.
   b. WG2 - ACTION: Approve Milestones - Place Assessment.
      1st: Stoll 2nd: Jahns
      Heffernan will take lead on this working group. There are different approaches to assessing the areas, working group will work out the details and determine the approach. Milestones are in draft form and can be adjusted.
   c. WG3 - ACTION: Approve 3rd Working Group Project
      1st: Gerhardt 2nd: Jahns
      Stoll with take lead on this working group. Proposed working group would look at temporary wayfinding regarding the 2nd Saturday Art Walk in the East Village. Signage
would be temporary and mobile, think A frames or sandwich boards. East Village has reported that circulation is an issue, and Art Walk goers are missing key areas due to dark or dimly lit areas. Hoffman is suggesting the signage incorporate lighting, this will help guide participants.

5. Staff Report – Mariah Hoffman
   a. Pedestrian Wayfinding: Submitting the proposal package to the City, an estimated timeframe of a month for plan check, once the permit is complete it will move to the installation phase.
   b. Holiday Décor: Installation is taking place throughout the week. Hoffman is working on a then and now photo, by replicating an old photo of the holiday decorations on Pine Ave.
   c. Dashboards: Each committee has a dashboard, which is a way to track working group goals, helps visualize and keep committee on track.

6. Old Business – Why is the Shoemaker Bridge being replaced? The bridge has structural issues, so it is not just a beautification project.

7. New Business – Google Drive is available for working groups to drop material, Hoffman will be setting up an Asana group for committee members to communicate through as well.

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

9. Adjournment
   Meeting adjourned at 10:56am.

NEXT PUBLIC REALM COMMITTEE MEETING:
Thursday, December 19 at 10am
DLBA Conference Room
100 W Broadway, Suite 120
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Mission: Cultivate, preserve and promote a healthy, safe and prosperous Downtown.

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