PUBLIC REALM COMMITTEE
MINUTES

Thursday, December 19, 2019
10:00 AM
DLBA Conference Room
100 W. Broadway, Suite 120
Long Beach, CA 90802

Voting Present: Alan Burks, Patty Wirth, Griselda Suarez, Maggie Stoll, Ian Jahns, Steve Gerhardt, John Tully, Shannon Heffernan
Guests: Pat Welch
DLBA 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 November 21, 2019 Meeting
   1st: Wirth 2nd: Suarez. None opposed, no abstentions. Motion carries.

3. Working Group Breakout Session and Report - Burks
   a. WG1: Park(ing) Day – Milestones are identified in slide 5 of presentation. Working group will start by identifying potential locations for four installations. Primary focus will be budget and sponsorship, they plan to have each installation to have its own set of sponsors. The four installations would vary based on the sponsorship attached to each one. Working group is hoping to activate each space with its own unique style, suggestions include, how to change a bike tire and art & music.
   b. WG2: Place Assessment – Milestones are identified in slide 6 of presentation. Working group has created a short list of spaces that they would like to assess. Within each space they would identify different elements, such as, space, light, shade and seating. Working group plans to assess five spaces, each would be assessed at different times of day to gauge use and activity. Suggested assessing times would be morning, weekday lunch, happy hour or dinner time, and event/weekend. Working group will be looking to get volunteers to help with the assessments, DLBA will help to promote and help gather volunteers. Volunteers could be individuals who use the space regularly, DLBA staff members and DLBA committee members, and stakeholders. Each assessment would take about 3 hours, with a brief overview and kick off at DLBA.
   c. WG3: Art Walk Wayfinding – Draft milestones are identified on slide 7 of presentation. Working group is in the early stages of brainstorming, looking to improve attendance and circulation at Art Walk. Darker winter months have been affected the most, both in attendance and circulation. Arts Council is working on branding upgrade, once complete DLBA can piggyback on style to create a cohesive look. Working group is looking to do mobile lighting and signage to keep people moving through the darker areas of the Art Walk.

4. Discussion/ Identification of Working Group Milestones
   ACTION: Approve Milestones – WG3: Art Walk Wayfinding
   1st: Gerhardt. 2nd: Jahns. None opposed, no abstentions. Motion carries.
5. Staff Report – Mariah Hoffman
   a. Pedestrian Wayfinding
   b. The Loop – new landscaping went in right before the Democratic Convention. DLBA Clean Team was able to pressure wash the structure including the fabric and make some lighting repairs. Hoffman is looking into potential programming for spring and for the return of LA5 in April.
   c. Dashboards – DLBA is working on updated versions to reflect this year’s committee goals, will be ready for the January committee meeting.

6. Old Business: Google drive and Asana for project management.

7. New Business

8. Public Comment (three minutes on all non-agenda items) – Welch suggests looking into neighborhood associations for assessment volunteers. Public Safety is doing a lighting assessment of the Downtown and will be looking for volunteers as well.

9. Adjournment
   Meeting adjourned at 11:05am.

NEXT PUBLIC REALM COMMITTEE MEETING:
Thursday, January 16 at 10am
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.

E-Mail correspondence regarding agenda items can be directed to info@dlba.org. Agenda items may also be reviewed as posted in public view at the DLBA offices or at City Hall. If special accommodation is desired pursuant to the Americans with Disabilities Act, please make your request by phone to (562) 436-4259, by noon the day prior to the meeting.