PUBLIC REALM COMMITTEE MINUTES

Thursday, February 20, 2020
10:00 AM
DLBA Conference Room
100 W. Broadway, Suite 120
Long Beach, CA 90802

Voting Present: Patty Wirth, Steve Gerhardt, Maggie Stoll, Ian Jahns, John Tully, Shannon Heffernan, Fern Nueno, Alan Burks
Voting Absent: Griselda Suarez
Guests: Vinnie Picardi- Pop-Up Loiter Galleries, Monica Fleming, Pop-Up Loiter Galleries, Pat Welch, Resident
DLBA Staff: Mariah Hoffman, Cherisse Evans

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

2. ACTION: Approve minutes from January 16, 2020 Public Realm Committee Meeting. 1st: Wirth. 2nd: Gerhardt. None opposed, no abstentions. Motion Carries.

3. Committee Welcome – Fern Nueno, Project Manager,
   City of Long Beach Economic Development – Nueno shared a few words about her previous experience and passion for urban projects in Long Beach. She has been a resident since 2005.

4. Presentation: Pop-Up Loiter Galleries – Vinny Picardi, Gallery Owner - This organization has had pop up galleries throughout the city. They found there was a void in the city for artists to flourish and they need support. Currently have a space (180 E. 4th Street), part of The Streets that Tony Shooshani has provided. They are looking for more space. As cities continue to grow, they want to see artists grow at the same time. Many artists need financial support, they can’t always afford to pay the cost involved in showing at galleries. Recently became a Nonprofit 501c(3). Asking for support from DLBA to help their organization continue to grow and support local artists, mainly promotional support through social media. Fleming: March 7 they will begin a new exhibit for artist, Ron Leiter, for his first ever showing. All their exhibits are open to the homeless community and children, who benefit from the experience. And all openings coincide with Art Walk events. Recently co-hosted the Port of Long Beach Photo Show with The Arts Council.

5. Working Group Breakout Session and Report – Alan Burks
   a. WG1: Park(ing) Day – (Tully) - Received a flyer from DLBA and started to plan to pitch the idea to local businesses using he flyer as collateral. Their strategy is to go to businesses that they feel would be interested in participating. Those that want to will fill out an application, the Committee is creating this application. Next meeting: bring ideas for the event and application ready for committee review.
b. WG2: Place Assessment – (Heffernan) - The group assessed five locations at night, with 15 volunteers. The next session will be held on a weekday in April to see how the space is used differently. Will conduct an inventory of what each space has (ie, benches, shade, programming and maintenance). They want committee feedback on what enhancements can be made in one location.

c. WG3: Art Walk Wayfinding – (Stoll) - The group met recently to come up with ideas about general signage that would include lighting/glowing effect to make them more visible at night. Jahns created potential design ideas, that can be seen here. Next steps will be to get quotes of fabrication of these signs.

6. Staff Report – Mariah Hoffman
   a. Placemaking Intern Introduction - Stephanie Gonzalez - Started last week in this role and is already involved with some department projects. She recently went back to school for planning. She is familiar with DLBA and is excited to learn more about the organization and meet those that are involved.
   b. Dashboards - Updating February’s dashboard. Some deliverables are for the department, and some are specific to the committee’s projects.

7. Old Business - Burks asked for all photos from the place assessment to be shared in the committee’s Google folder.
8. New Business - Stoll asked if any info on closures for Architecture Week in May. Hoffman offered to gather information and get back to the committee.
9. Public Comment (three minutes on all non-agenda items)
10. Adjournment

Meeting adjourned at 11:11 AM

NEXT PUBLIC REALM COMMITTEE MEETING:
Thursday, March 19 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.

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