



**DOWNTOWN
LONG BEACH
ALLIANCE**

PLACEMAKING COMMITTEE MINUTES

Thursday, January 20, 2022

4:00 PM

This meeting is being held via Zoom teleconferencing, pursuant to Assembly Bill 361.

[Join Zoom Meeting](#)

Meeting ID: 879 0645 2104

Passcode: 493219

Voting Present: Mike Gold, Alan Burks, Cynthia Lujan, Fern Nueno, John Tully, Max Beach, Steve Gerhardt, Shannon Heffernan

Voting Absent: Daniel Dominguez

DLBA Staff: Stephanie Gonzalez, Kelsey Mader, Amanda Barrera, Justine Nevarez, Jeremy Ancalade

1. **CALL TO ORDER & INTRODUCTIONS** – Mike Gold, Chair
[Meeting Presentation](#). Called to order at 4:06pm.
2. **Action:** Approve minutes from [December 16, 2021](#) Placemaking Committee Meeting
Motion: 1st: Burks 2nd: Beach
Vote: None opposed. Lujan not present for vote. Motion passes.
3. **STAFF REPORT** – Stephanie Gonzalez, Placemaking Manager
 - a. Discuss Black History Month Locations
 - Gonzalez advised DLBA plans to compile an article highlighting buildings in Downtown Long Beach that have significant history within the black community.
 - Gonzalez advised she is pending a meeting with someone from the African American Cultural Center to discuss some locations.
 - Two locations currently being discussed are:
 - Building on corner of Broadway and Pine (The Carvery) which was historically a well-known jazz venue.
 - Building on corner of Pine and E 4th (Antioch Church of Long Beach) designed by well-known architect Paul Revere Williams.
 - Gerhardt suggested the building Harvelle's is currently located at which use to be a popular jazz club, Gonzalez confirmed she will look into this location.
 - Gonzalez advised highlighting other cultures and diversities in architecture will be something to continue to post in the future.
4. **CHAIRPERSON'S REPORT** – Mike Gold
 - a. Review Place Assessment Results & Decide Location(s)
 - Gonzalez informed the committee that the spaces now being decided on are Waite Ct, W Roble Way, W Cereza Way, and Frontenac Ct.

MEMBERS

Mike Gold, Chair

Alan Burks, Vice Chair

Cynthia Luján

Daniel Dominguez

Fern Nueno

John Tully

Max Beach

Steve Gerhardt

Shannon Heffernan

STAFF

Stephanie Gonzalez,
Placemaking Manager

Kelsey Mader,
Executive Assistant

- Waite Ct has interest from property owners on improvement of the space. Some suggested improvements are lighting, incorporated art, wayfinding signage, and adding plants.
 - W Roble Way has good connectivity, transit access, and visibility. Suggested improvements are lighting, incorporated art, wayfinding signage, and greenery. There is also some potential for an event.
 - W Cereza Way had good access and neutral cleanliness. There is potential for a pass-through type event, improved lighting, art, wayfinding signage, plants, and seating.
 - Frontenac Ct has good visibility and potential for an event. Suggestions for this space are lighting, incorporating art, and wayfinding signage.
 - Gonzalez advised the budget depends on what is decided but \$3,000-\$5,000 for general activation could be put into this project as well as help from sponsors, businesses, and nearby property owners.
 - Gold confirmed that based on group feedback, Waite Ct is the one location the committee will work on.
- b. Discuss next milestones
- Gonzalez advised she will contact Gold to discuss what the potential improvements would look like for Waite Ct, as well as the groups and logistics for getting approvals and support for the project.
 - Gonzalez suggested that everyone take some time to walk through the space and make note of specific areas they might have ideas on for the next meeting.
 - Beach will provide a layout of the traffic and pedestrian flow for the next meeting.
 - Heffernan will share the grant application written in 2016 that has letters of support and other information on the space for the committee to know.

5. Old Business

6. New Business

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

8. Adjournment

Adjourned at 4:59pm.

NEXT PLACEMAKING COMMITTEE MEETING:

Thursday, February 17, 2022

4:00 PM

Location: TBD

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, and with Assembly Bill 361.

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.