



**DOWNTOWN
LONG BEACH
ALLIANCE**

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

Amanda Barrera,
Administrative Assistant

PLACEMAKING COMMITTEE AGENDA

Thursday, February 17, 2022

4:00 PM

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

[Join Zoom Meeting](#)

Meeting ID: 864 9423 1861

Passcode: 799585

1. CALL TO ORDER & INTRODUCTIONS – Mike Gold, Chair
2. **ACTION:** Approve minutes from [January 20, 2022 Placemaking Committee Meeting](#)
3. STAFF REPORT – Stephanie Gonzalez, Placemaking Manager 5 Minutes
 - a. Creative Crosswalks
4. CHAIRPERSON'S REPORT – Mike Gold 50 Minutes
 - a. Reminder of Our Goals
 - i. Consider alleyways that would be prime for temporary activations and place enhancing features (e.g. murals, festive lighting, games)
 - ii. Seek activations that celebrate the diversity of people and cultures in Downtown: partnering with businesses, neighborhood associations, and non-profit partners on cultural programming
 - b. Discuss ideas and work to create a vision
 - c. Establish group structure & assign tasks
5. Old Business
6. New Business
7. Public Comment (three minutes on all non-agenda items)
8. Adjournment

NEXT PLACEMAKING COMMITTEE MEETING:

Thursday, March 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.

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