



**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 MINUTES

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

Voting Present: Mike Gold, Alan Burks, Daniel Dominguez, Fern Nueno, John Tully, Max Beach, Steve Gerhardt

Voting Absent: Cynthia Lujan, Shannon Heffernan

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

1. CALL TO ORDER & INTRODUCTIONS – Mike Gold, Chair
[Meeting Presentation](#). Called to order at 4:03pm.
2. **ACTION: Approve minutes from [January 20, 2022 Placemaking Committee Meeting](#)**
Motion: 1st: Beach 2nd: Burks
Vote: None opposed. Motion passes.
3. STAFF REPORT – Stephanie Gonzalez, Placemaking Manager
 - a. Creative Crosswalks
 - Gonzalez advised the tentative date for installation is March 2-4.
4. CHAIRPERSON'S REPORT – Mike Gold
 - 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
 - Beach shared images showing how vehicular and pedestrian traffic passes through Waite Ct., which spaces are visible from the street, and effective lighting/sculptures/artwork that can be used in the space.
 - The group suggested the following ideas:
 - Alternative lighting on the walls.
 - Using different features of the space for multiple activations.
 - Incorporating cultural/heritage meaning into the space.
 - Focusing on the South end of the street.
 - Creating a visual safe space for walking down the alley.
 - Placing lighting in the center of the alley where the paths meet.
 - Tying in social media to make the art interactive.
 - Painting on the ground to slow down vehicles entering the alley.
 - Closing a portion of the alley for an activation event.

- Extending activation past Broadway.
 - c. Establish group structure & assign tasks
 - Gonzalez broke down the tasks for 3 working groups:
 - Group 1: Design
 - Group 2: Community Outreach
 - Group 3: Permitting & Event Activation
 - Beach and Burks volunteered to work on design and will inquire with Lujan and Heffernan to assist them.
 - Tully volunteered to help with project management and scheduling.
 - 5. Old Business
 - 6. New Business
 - Gonzalez reminded the committee to visit the newly opened Lincoln Park.
 - 7. Public Comment (three minutes on all non-agenda items)
 - 8. Adjournment
- Adjourned at 5:03pm.

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.

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