



**DOWNTOWN
LONG BEACH
ALLIANCE**

**Placemaking
Committee Members:**

Alan Burks, Chair

Patty Wirth, Vice Chair

Maggie Stoll

Ian Jahns

Steve Gerhardt

John Tully

Shannon Heffernan

Fern Nueno

Cynthia Luján

DLBA Staff:

Stephanie Gonzalez
Placemaking Manager

PLACEMAKING COMMITTEE MINUTES

Thursday, February 18, 2021
10:00 AM

Voting Present: Alan Burks, Patty Wirth, Maggie Stoll, Ian Jahns, Steve Gerhardt, Shannon Heffernan, Fern Nueno

Voting Absent: John Tully

Staff: Stephanie Gonzalez, Erica Beighley, Justine Nevarez

1. CALL TO ORDER & INTRODUCTIONS – Alan Burks, Chair

Meeting called to order at 10:05 AM. [Meeting Presentation.](#)

2. **ACTION: Approve minutes from [January 21, 2020 Placemaking Committee Meeting](#). 1st: Wirth. 2nd: Burks. No abstentions. Motion carries.**

3. STAFF REPORT – Stephanie Gonzalez, Placemaking Manager. Presented slide 5.

- Gonzalez shared she is working on an outdoor dining grant to supplement the City's grant to support outdoor dining improvements and reimbursements. Gerhardt asked if this is something that the City is not providing funding for or additional funding for things that the City is currently funding? Gonzalez said the City cut the amount approved for businesses and is looking to fill in the gaps and offer additional funding to businesses that were not able to participate the first time. She will finalize how to best support businesses by next week. Wirth asked if this included funding for PPE equipment, to which Stoll shared she would forward the information she found in a recent newsletter from the city. Nueno added the link to the PPE Unite program, <https://www.ppeunite.org/how-it-works>, which distributes facemasks, hand sanitizer, and face shields.
- Gonzalez said she is currently working on improving signage, especially for those businesses that are not located on Pine Ave, as well as signs for social distancing and mask-wearing.
- Gonzalez updated the Committee on the installation of pedestrian wayfinding signs being installed between March 3-5. Currently, she is waiting for confirmation from the fabricator. Gonzalez also informed Committee about DLBA's Virtual Wayfinding Ribbon Cutting Video that will provide a virtual experience for everyone to see where the signs are placed.

4. Discuss location vote results and split into groups. Gonzalez presented slide 6-7.

- The Committee decided on 2 locations, on Elm Street between 1st and 3rd street for Working Group Goal 1 and Marina Green Park for Working Group Goal 2. This decision was reached after the Committee collectively discussed assessments for each location selected. Jahns stated second place selected for Working Group Goals should be based on businesses or an environment that has not yet been activated to bring business to that space fit with Working Group 2, further stating Marina Green Park could be activated for an Art Walk to attract businesses.
- The Committee divided into 2 groups with Lujan, Nueno, Stoll, Gerhardt, and Alan in Working Group 1; and Jahns, Wirth, Heffernan, and Tully in Working Group Goal 2. After returning from breakout rooms, each group shared what was discussed within each group. In Group 1, Stoll shared they found the SCE Building an area of opportunity and would continue their next steps through email. For Group 2, Wirth



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shared discussion revolved around creating a safe outdoor event and Heffernan further explained they would create a framework and test it out on Marina Green Park.

- Burks assigned Committee to take more in-depth assessments, taking into account the time of day as well as the season, of each of their Working Group's location selection.

5. Old Business
6. New Business
7. Public Comment (three minutes on all non-agenda items)
8. Adjournment

Meeting adjourned at 11:00 AM.

NEXT PLACEMAKING COMMITTEE MEETING:

Thursday, March 18, 2020

10:00 AM

Location: ZOOM

Mission: Cultivate, preserve and promote a healthy, safe and prosperous Downtown.

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