



**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, March 17, 2022  
4:00 PM

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

[Join Zoom Meeting](#)

**Meeting ID: 851 5669 1237**

**Passcode: 394366**

1. CALL TO ORDER & INTRODUCTIONS – Mike Gold, Chair
2. **ACTION: Approve minutes from [February 17, 2022](#) Placemaking Committee Meeting**
3. STAFF REPORT – Stephanie Gonzalez, Placemaking Manager 5 Minutes
  - a. Creative Crosswalks
  - b. Tree Planting
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. Review Project Management Schedule & Develop Milestones
  - c. Divide and 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, April 21, 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](mailto: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.