



**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, 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

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

1. CALL TO ORDER & INTRODUCTIONS – Mike Gold, Chair
[Meeting Presentation](#). Called to order at 4:04.
2. **ACTION: Approve minutes from [February 17, 2022 Placemaking Committee Meeting](#)**
Motion: 1st: Beach 2nd: Gerhardt
Vote: None opposed. Lujan and Heffernan Abstained. Motion passes.
3. STAFF REPORT – Stephanie Gonzalez, Placemaking Manager
 - a. Creative Crosswalks
 - Gonzalez shared slides of completed creative crosswalks project.
 - Lujan advised the creative crosswalks have been added to the public art map of Long Beach and the website for public works.
 - b. Tree Planting
 - Tree planting of 26 trees will occur Saturday 3/19/22 at 8:30am.
 - c. Celebrate Downtown
 - Event will take place on Thursday 3/24/22 at Lincoln Park.
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. Review Project Management Schedule & Develop Milestones
 - Tully advised the first milestone is to finalize an activation plan with 3 components.
 - Connecting with properties for needed resources and sponsorship was added to the schedule.
 - Beach suggested creating a plan surrounding the location for others to use the space for events.

- Gonzalez will add everyone to a collaborative online board to comment, make suggestions, and refine the direction this project will go in before next meeting.
- c. Divide and assign tasks
 5. Old Business
 6. New Business
 - Gold advised the transit gallery will feature the finalists' photos of the Unfiltered Photo Competition.
 7. Public Comment (three minutes on all non-agenda items)
 8. Adjournment
Adjourned at 5:05pm.

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.

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