PLACEMAKING COMMITTEE MINUTES
Thursday, March 17, 2022
4:00 PM

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.

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.