



**DOWNTOWN
LONG BEACH
ALLIANCE**

MEMBERS

Alan Burks, Chair

Patty Wirth, Vice Chair

Cynthia Luján

Fern Nueno

Ian Jahns

John Tully

Maggie Stoll

Shannon Heffernan

Steve Gerhardt

STAFF

Stephanie Gonzalez,
Placemaking Manager

Erica Beighley,
Administrative Assistant

PLACEMAKING COMMITTEE MINUTES

Thursday, March 18, 2021

10:00 AM

Voting Present: Alan Burks, Patty Wirth, Steve Gerhardt, Shannon Heffernan, Ian Jahn, Cynthia Lujan, Fern Nueno, Maggie Stoll, John Tully

Staff: Stephanie Gonzalez, Erica Beighley

1. CALL TO ORDER & INTRODUCTIONS – Alan Burks, Chair
Meeting called to order at 10 AM. [Meeting Presentation.](#)
2. **ACTION: Approve minutes from February 18, 2020 Public Realm Committee Meeting. 1st: Jahns. 2nd: Heffernan. Nueno not present for voting. No abstentions, all in favor. Motion carries.**
3. STAFF REPORT – Stephanie Gonzalez, Placemaking Manager. Presented slides 5-7.
 - Gonzalez informed Committee she had ordered sandwich board signs that will be placed on Pine as well as on the Promenade reminding people to physically distance, wear masks and only eat at tables. Also, posters will be printed with the same images and distributed to those businesses that do not have sandwich board signs.
 - Gonzalez updated Committee letting them know the pedestrian wayfinding signs had been pushed back and installation would take place over three days starting at the end of April. Gonzalez let Committee know DLBA Managers are working on having a virtual ribbon-cutting ceremony once the project is completed.
 - Gonzalez shared Dashboard and told Committee she would like to come up with some milestones within the group to figure out where the Committee is going and have a way to measure their progress.
4. Working Group Breakout Session and Report
 - a. WG1: Elm St – Promote + Improve Public Space Usage Throughout Downtown
 - Stoll shared that a google doc had been created for WG1 members to provide feedback for the next meeting after deciding to split up location by each intersection and the stretch of block to analyze more in-depth. Stoll informed Committee members that Nueno had set up a meeting with SCE to discuss issues and possibilities for the building. Gonzalez asked WG1 members to continue building on the google document and assess location again before the next meeting, Stoll agreed and included for members to add ideas and recommendations.
 - b. WG2: Marina Green – Develop Creative Activations of Space/Promote Safely Being Outdoors
 - Jahns reported to Committee, WG2 members came up with a milestone of gathering ideas and activating a space by the end of September. WG 2 members decided to split location into the Alamitos Beach section and Shoreline Village section as well as figuring out if a permanent or temporary activation would work best and are currently brainstorming a list of placements and activation ideas.
 - Gonzalez informed Committee Members that DLBA is in the process of planning a Strategic Plan which will help decide what projects to focus on and what projects each department will want to advocate more for the long term. Gonzalez wanted to remind Committee that their goals will not end in



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1.38 Un-Square Miles

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September, at the end of the fiscal year, but will help guide what the next few years will look like.

5. Old Business: None
6. New Business: None
7. Public Comment (three minutes on all non-agenda items): None
8. Adjournment

Meeting adjourned at 10:58 AM.

NEXT PLACEMAKING COMMITTEE MEETING:

Thursday, April 15, 2020

10:00 AM

Location: ZOOM

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.

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