



**DOWNTOWN  
LONG BEACH  
ALLIANCE**

#### MEMBERS

Mike Gold, Chair

Laurie Gray, Vice Chair

Alan Burks

Alan Pullman

Clay Wood

Fern Nueno

Hannah Moon

Max Beach

Solimar Salas

#### STAFF

Stephanie Gonzalez,  
Placemaking Manager

Amanda Barrera,  
Admin Assistant

## PLACEMAKING COMMITTEE MINUTES

Tuesday, April 18, 2023

8:30 AM

### DLBA Conference Room

100 W Broadway, Suite 120

Long Beach, CA 90802

**Voting Present:** Mike Gold, Max Beach, Clay Wood, Hannah Moon, Solimar Salas.

**Voting Absent:** Laurie Gray, Alan Burks, Alan Pullman, Fern Nueno.

**DLBA Staff:** Amanda Barrera, Stephanie Gonzalez, James Ahumada.

1. Call To Order – Mike Gold, Chair  
[Meeting Presentation](#). Called to order at 8:42 AM.
2. **ACTION: Approve minutes from [March 21, 2022 Placemaking Committee Meeting](#)**  
**MOTION: 1<sup>st</sup>: Beach; 2<sup>nd</sup>: Salas.**
3. Staff Report – Stephanie Gonzalez, Placemaking Manager
  - a. Celebrate Downtown
    - Celebrate Downtown occurred on March 23<sup>rd</sup> and had around 900 attendees.
  - b. Lincoln Park Clean Up (March 25) & Spring Fest (April 8)
    - The March 25<sup>th</sup> Coffee, Conversation, & Cleanup event was held in conjunction with California Clean Day across parts of Downtown Long Beach.
    - Spring Fest featured a Bollywood dance class, lawn games, a pedestrian safety rodeo, and dog training classes on April 8<sup>th</sup> at Lincoln Park.
4. Working Group Updates
  - a. [Working Group 1](#) – Vacant Storefronts – Laurie Gray
    - The working group will be moving forward with vinyl wraps and they are currently looking at different aspects to feature.
  - b. [Working Group 2](#) - Green Downtown – Fern Nueno
    - Gonzalez will coordinate a tree planting day in May based on feedback from the group conducting a tree audit.
5. Working Group Breakout Session
  - a. **OBJECTIVE:**
    - i. WG1 – Prepare project timeline and decide on design direction.
    - i. WG2 – Create Tree Ambassador Toolkit Outline
  - b. WG Leads to assign tasks to members
6. Old Business

7. New Business

- Salas should know in the next few weeks if the California Association of Museums is coming to Long Beach for their committee meeting.

8. Public Comment (three minutes on all non-agenda items)

9. Adjournment

Adjourned at 9:36 AM

**NEXT PLACEMAKING COMMITTEE MEETING:**

**Tuesday, May 16 at 8:30am**

**IN PERSON**

**DLBA Conference Room  
100 W Broadway, Suite 120  
Long Beach, CA 90802**

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

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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