



**DOWNTOWN
LONG BEACH
ALLIANCE**

MEMBERS

Mike Gold, Chair

Alan Burks, Vice Chair

Cynthia Luján

Daniel Dominguez

Fern Nueno

John Tully

Max Beach

Shannon Heffernan

Steve Gerhardt

STAFF

Stephanie Gonzalez,
Placemaking Manager

Amanda Barrera,
Administrative Assistant

PLACEMAKING COMMITTEE MINUTES

Tuesday, April 19, 2022

4:00 PM

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

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Meeting ID: 826 1049 1863

Passcode: 155640

Voting Present: Mike Gold, Cynthia Lujan, Fern Nueno, John Tully, Max Beach, Steve Gerhardt, Shannon Heffernan

Voting Absent: Alan Burks, Daniel Dominguez

DLBA Staff: Stephanie Gonzalez, Amanda Barrera, Jeremy Ancalade, Justine Nevarez

1. CALL TO ORDER & INTRODUCTIONS – Mike Gold, Chair
[Meeting Presentation](#). Called to order at 4:04.
2. **ACTION: Approve minutes from [March 17, 2022 Placemaking Committee Meeting](#)**
Motion: 1st: Beach 2nd: Gerhardt
Vote: None opposed. None Abstained. Motion passes.
3. STAFF REPORT – Stephanie Gonzalez, Placemaking Manager
 - a. Elm Street Lighting
 - Gonzalez is waiting on information from Public Works regarding which bulbs can be used for lighting on Elm Street.
 - Funding from the recovery act was set aside for lighting improvement and Gonzalez will evaluate other areas to switch out bulbs.
 - b. LED Up-lighting
 - In 2008 & 2009, DLBA worked on adding lights to buildings to highlight architecture, this project will be re-visited to determine what lights need to be replaced or improved.
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 mood board & mock-ups
 - Gonzalez shared slides showing different potentials including ribbon to guide visitors through the space, messaging graphics, LED bar lighting, projector, suspended art, and an alley gallery.
 - Gonzalez will share the “jam board” with the group to give feedback on ideas posted. She said the group should create a statement of the vision to summarize what the goals are for artwork.

- c. Divide and assign tasks
 - Gonzalez will reach out to property owners to have an initial conversation regarding activating the area.
 - Tully suggested breaking up into 2 teams, the first to work on the design and site plan, the second to work on implementation. He will send out an invite for team #2 to see who wants to join for implementation.
5. Old Business
6. New Business
 - Nevarez advised the unfiltered photo contest winner photos are up at the transit center kiosks.
7. Public Comment (three minutes on all non-agenda items)
8. Adjournment
Adjourned at 5:06pm.

NEXT PLACEMAKING COMMITTEE MEETING:

Thursday, May 19, 2022

4:00 PM

Location: TBD

***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, and with Assembly Bill 361.

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