



**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

Thursday, May 19, 2022  
4:00 PM

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

[Join Zoom Meeting](#)

**Meeting ID: 859 9431 7780**

**Passcode: 888859**

**Voting Present:** Mike Gold, Alan Burks, Cynthia Lujan, Daniel Dominguez, Fern Nueno, Max Beach, Steve Gerhardt, Shannon Heffernan

**Voting Absent:** John Tully

**DLBA Staff:** Stephanie Gonzalez, Amanda Barrera, Justine Nevarez

1. **CALL TO ORDER & INTRODUCTIONS** – Mike Gold, Chair  
[Meeting Presentation](#). Called to order at 4:03 PM.
2. **ACTION: Approve minutes from [April 19, 2022 Placemaking Committee Meeting](#)**  
**Motion:** 1<sup>st</sup>: Nueno 2<sup>nd</sup>: Beach  
**Vote:** None opposed. None Abstained. Motion passes.
3. **STAFF REPORT** – Stephanie Gonzalez, Placemaking Manager
  - a. Remaining Bike Month Activities
    - There is a 30-Mile Tour of Long Beach Ride on 5/29, a Downtown Community Ride on 5/22, and free bike checkups at the Saturday meetups.
  - b. South Park Alley Activation
    - South Park power washed their alley, coated it black, used stencils for graphics, and hosted an Alley Block Party with food truck and a band.
  - c. Update on Conversations with Property Owners
    - Gonzalez is pending contact with Scott McCarter or someone representing Redwood, Insurance Exchange building, Ronald Botwin, and Pacific Tower.
    - Graham Gill supported the project and wanted to know the next steps.
4. **CHAIRPERSON'S REPORT** – Mike Gold
  - a. Review & update project management schedule – establish reasonable milestones for each element of the project.
    - Looking at September for roll out (October is arts month).
  - b. Review and discuss scope of work for murals/artists and project statement drafts –
    - Once there is an idea of the size and scope of the areas, a budget and projected cost for each implementation will be developed for contacting the property owners.
  - c. Establish next steps for groups:
    - i. Design Group – Create detailed site plan, source lighting options.
      - Design plan is pending the continuation of conversations with property owners.



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- Beach requested some assistance with site measurements, Nueno will email the street measurements the city has.
  - Beach suggested itemizing the possible design elements for approval.
- ii. Implementation Group – finalize scope of work and vision statement. Work with Arts Council to get recommendations for 5-10 potential artists.
- Scope of work and vision statement meeting needs to be scheduled with Beach, Heffernan, and Burks. Gonzalez has a template to share as a guide.
  - The group will suggest 2-3 artists from the [list of muralists](#) and thoughts on their selection on a shared Google doc.

5. Old Business

6. New Business

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

8. Adjournment

Adjourned at 5:01 PM

**NEXT PLACEMAKING COMMITTEE MEETING:**

**Thursday, June 16, 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.

E-Mail correspondence regarding agenda items can be directed to [info@dlba.org](mailto: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.