PLACEMAKING COMMITTEE MINUTES
Thursday, May 19, 2022
4:00 PM

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: 1st: Nueno 2nd: 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.
• 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.

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