



**DOWNTOWN
LONG BEACH
ALLIANCE**

MEMBERS

Alan Burks, Chair

Patty Wirth, Vice Chair

Cynthia Luján

Fern Nueno

Ian Jahns

John Tully

Maggie Stoll

Steve Gerhardt

Shannon Heffernan

STAFF

Stephanie Gonzalez,
Placemaking Manager

Eileen Valencia,
Administrative Assistant

Kelsey Mader,
Executive Assistant

PLACEMAKING COMMITTEE MINUTES

Thursday, June 17, 2021

10:00 AM

[Join Zoom Meeting](#)

Meeting ID: 885 2085 9623

Passcode: 540673

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

Voting Absent: Shannon Heffernan

DLBA Staff: Stephanie Gonzalez, Eileen Valencia, Kelsey Mader, Kraig Kojian

1. **CALL TO ORDER & INTRODUCTIONS** – Alan Burks, Chair
[Meeting presentation](#). Meeting called to order at 10:02 AM.
2. **ACTION: Approve minutes from [May 20, 2021 Public Realm Committee Meeting](#)**
MOTION: 1st: Jahns 2nd: Nueno
VOTE: None opposed. Gerhardt not present for vote. Motion passes.
3. **PUMA Discussion**
 - Burks shared the committee is currently working on activating Elm Street and Marina Green.
 - Stoll explained the group plans to activate the areas at Elm Street and Marina Green by planning a neighborhood event to attract more people on those sides of Downtown.
 - Stoll stated the plan for Elm Street is to plant some plants, install more lighting, and wayfinding to make the two areas more people friendly and attract more people.
 - Jahns explained the plans for Marina Green is to make permanent improvements by adding wayfinding and utilizing the open space for events.
 - Tully mentioned a goal is to make some more spaces to attract people to hang out in Downtown.
 - Gerhardt added trying to activate spaces on a regular basis, so people look forward to events to get momentum.
 - Burks added the goal is to make Downtown exciting to get people attracted to Downtown in general.
 - Wirth mentioned adding a trolley to make it easier getting around Downtown.
 - Gerhardt shared the idea of adding kiosks that gives information to visitors regarding our events and things going on in Downtown.

4. Working Group Breakout Session
 - a. WG1: Elm St – Promote + Improve Public Space Usage Throughout Downtown
 - Stoll gave an update on the working group. Stoll has been working with business owners to plan neighborhood event on July 17th. There are 25-30 businesses participating in this event. The reason for this event is to activate Elm Street.
 - b. WG2: Marina Green – Develop Creative Activations of Space/Promote Safely Being - Outdoors
 - Jahns gave an update for plans at Marina Green. The goal is to make improvements to the space and activate the space by hosting musical events at this location.
 - c. Report Group Goals for July Meeting
5. STAFF REPORT – Stephanie Gonzalez, Placemaking Manager
 - a. City of Long Beach Vehicular Wayfinding Signs
 - Gonzalez presented the vehicular wayfinding signs that are being updated and replaced.
 - b. Pine and Ocean Activation Draft RFP
 - Gonzalez presented the draft RFP for activating Pine and Ocean. The RFP explains its plans for the area/structure previously known as the Loop.
 - c. Outdoor Dining Reimbursement Program
 - \$60,000 of \$220,000 that has been applied and submitted check requests.
6. Old Business
7. New Business
8. Public Comment (three minutes on all non-agenda items)
9. Adjournment
Meeting adjournment at 11:06 AM.

NEXT PLACEMAKING COMMITTEE MEETING:

Thursday, July 15, 2021

10:00 AM

Location: TBD

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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