



**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, July 15, 2021

10:00 AM

HYBRID

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

OR

[Join Zoom Meeting](#)

Meeting ID: 885 2085 9623

Passcode: 540673

Voting Present: Maggie Stoll, Ian Jahns, John Tully, Shannon Heffernan, Fern Nueno

Voting Absent: Alan Burks, Patty Wirth, Cynthia Lujan, Steve Gerhardt

DLBA Staff: Stephanie Gonzalez, Eileen Valencia, Kelsey Mader, Jeremy Ancalade, Michael Berman

1. **CALL TO ORDER & INTRODUCTIONS** – Alan Burks, Chair
[Meeting presentation](#). Meeting called to order at 10:04 AM.
2. **ACTION: Approve minutes from [June 17, 2021 Public Realm Committee Meeting](#)**
MOTION: 1st: Jahns 2nd: Stoll
VOTE: None opposed. Heffernan not present for vote. Motion passes.
3. **STAFF REPORT** – Stephanie Gonzalez, Placemaking Manager
 - a. Outdoor Dining Reimbursement Program Final Details
 - Gonzalez gave an update on the Outdoor Dining Reimbursement Program. The program ended June 30th and a total of 9 businesses applied. Businesses were reimbursed just over \$69,000. A total of \$225,000. About a third of that money was used so the plan is to use the rest of the funding for supporting businesses that would like to convert their parklets to permit parklets.
 - b. Placemaking Department 2021/22 Budget Discussion
 - Gonzalez presented a summary of the 2021/2022 Placemaking Budget. The main difference between this years budget and next years is the \$225,000 in community grants which was for the Outdoor Dining Program.
 - The Committee expressed they would like to see more funding in beautification and education and less in Holiday Decor.
4. **Working Group Breakout Session**
 - a. WG1: Elm St – Promote + Improve Public Space Usage Throughout Downtown
 - Stoll asked who is responsible for tree planting and maintenance on Elm Street. Stoll also asked about who owns the private parking lot on First and Elm Street. Gonzalez will report back next meeting.
 - b. WG2: Marina Green – Develop Creative Activations of Space/Promote Safely Being Outdoors

- Jahns gave an update for plans and next steps at Marina Green. Tully will be reaching out to his contacts for PowWow and will be getting ideas for activation and next steps at Marina Green.

c. Report Group Goals for July Meeting

5. Old Business

6. New Business

- Tully asked about the board elections and when they will be taking place.

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

8. Adjournment

Meeting adjournment at 11:02 AM.

NEXT PLACEMAKING COMMITTEE MEETING:

Thursday, August 19, 2021

10:00 AM

HYBRID

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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