



**DOWNTOWN
LONG BEACH
ALLIANCE**

MEMBERS

Mike Gold, Chair

Laurie Gray, Vice Chair

Alan Burks

Alan Pullman

Clay Wood

Fern Nueno

Hannah Moon

Max Beach

Solimar Salas

STAFF

Stephanie Gonzalez,
Placemaking Manager

Amanda Barrera,
Admin Assistant

PLACEMAKING COMMITTEE MINUTES

Tuesday, July 18, 2023

8:30 AM

DLBA Conference Room

100 W Broadway, Suite 120

Long Beach, CA 90802

Voting Present: Mike Gold, Alan Burks, Fern Nueno, Max Beach, Solimar Salas.

Voting Absent: Laurie Gray, Alan Pullman, Clay Wood, Hannah Moon.

DLBA Staff: Stephanie Gonzalez, James Ahumada, Amanda Barrera

1. Call To Order – Mike Gold, Chair
[Meeting Presentation](#). Called to order at 8:40 AM.
2. **ACTION:** Approve minutes from [June 27, 2023 Placemaking Committee Meeting](#)
VOTE: 1st: Burks; 2nd: Beach.
MOTION: None opposed. No abstentions. Motion passes.
3. Staff Report – Stephanie Gonzalez, Placemaking Manager
 - a. GoActive Hub Discussion
 - The group discussed possibilities for expanding the knowledge of Pedal Movement and the GoActiveLB Hub.
 - b. Friends of Lincoln Park
 - Gonzalez will share Zoom link for the Friends of Lincoln Park meeting.
 - c. Lunch Picnic – July 19, 11:30am-1:30pm @ Promenade Square Park
 - d. Roller Disco – July 29, 11am-4pm @ Mosaic
 - e. Taste of Downtown Waterfront – August 9th & 10th
 - f. Scavenger Hunt
 - Gonzalez shared the current stats for the Scavenger Hunt which has surpassed participants from the previous season.
4. Group Discussion
 - a. Placemaking Committee Visioning
 - Objective: Discuss Locations, Goals, & Activations for 23/24 Committee
 - The Committee discussed activations and goals for FY 23/24 committee.
 - Salas suggested teaming up with the Special Events team to see what audience they are trying to reach.
 - The committee wants to see if they should focus on creating a space to hold events at.
 - The Committee agreed staff will work on an activation template that the committee will assist with editing.
 - The group will review the matrix created by staff when available.
5. Old Business

6. New Business
7. Public Comment (three minutes on all non-agenda items)
8. Adjournment

Adjourned at 9:36 AM

NEXT PLACEMAKING COMMITTEE MEETING:

Tuesday, August 15 at 8:30am

IN PERSON

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

***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.

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