



**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, July 21, 2022

4:00 PM

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

[Join Zoom Meeting](#)

Meeting ID: 878 3184 9451

Passcode: 896892

**Voting Present:** Mike Gold, Cynthia Lujan, Fern Nueno, Max Beach, Steve Gerhardt, Shannon Heffernan.

**Voting Absent:** Alan Burks, Daniel Dominguez, John Tully.

**DLBA Staff:** Amanda Barrera, Justine Nevarez, Jeremy Ancalade

1. CALL TO ORDER & INTRODUCTIONS – Mike Gold, Chair  
[Meeting Presentation](#). Called to order at 4:04 PM.
2. **ACTION: Approve minutes from [June 23, 2022 Placemaking Committee Meeting](#)**  
**Motion:** 1<sup>st</sup>: Nueno; 2<sup>nd</sup>: Gerhardt.  
**Vote:** None opposed. None Abstained. Lujan not present for vote. **Motion passes**
3. STAFF REPORT – Stephanie Gonzalez, Placemaking Manager
  - a. Taste of Downtown Projector Photos
    - Projected Visions handled the projection during the Taste of Downtown Event and can be contacted for the alleyway activation.
  - b. Lincoln Park Meeting Update
    - The group discussed logistics for starting immediate activations on a trail basis for “Phase Zero”. The goal being to promote and highlight the usability of the park for residents and visitors.
  - c. FY 22/23 Budget Overview
    - Ancalade discussed using holiday décor differently, using banners, and micro activations to partner with events and be more cost efficient.
4. CHAIRPERSON'S REPORT – Mike Gold
  - a. Review updated Waite Ct. Alley Activation project management schedule
  - b. Update and Next Steps from Working Groups
    - i. Implementation Group
      1. Update: Discuss feedback from initial conversations with selected (3-5) artists, review finalized scope of work, review preliminary budget estimates for murals
        - With the \$5,000 budget, the project will begin with 3 initial panels before more funding is sourced for furthering the project.
        - Once the top 2 artists are tabulated from the committee's survey results, a theme for the mural project will be curated to be included in the project proposal for the selected artists.
        - Lujan added that SCAG has a mini grant program that could be applied to for this project.

2. Next Steps: Prepare contracts for muralists, obtain necessary permits, begin scheduling installations
  - ii. Design Group
    1. Update: Review detailed site plan/mock-ups to share with stakeholders, select lighting options, create preliminary budget for lighting
      - Based on the rendering, Lujan suggested moving the walking path along Leo's to give distance for the viewer and increase pedestrian visibility.
    2. Next Steps: Complete designs for pedestrian path, design and obtain quotes for signage, obtain necessary permits, begin scheduling installations, begin purchasing lighting
  5. Old Business
  6. New Business
  7. Public Comment (three minutes on all non-agenda items)
  8. Adjournment
- Adjourned at 4:56 PM.

**NEXT PLACEMAKING COMMITTEE MEETING:**

**Thursday, August 18, 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.