



**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

Tuesday, August 30, 2022

4:00 PM

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

[Join Zoom Meeting](#)

**Meeting ID: 892 8006 5958**

**Passcode: 815397**

**Voting Present:** Mike Gold, Alan Burks, Fern Nueno, John Tully, Max Beach, Shannon Heffernan.

**Voting Absent:** Cynthia Lujan, Daniel Dominguez, Steve Gerhardt.

**DLBA Staff:** Stephanie Gonzalez, Amanda Barrera, Justine Nevarez, Jeremy Ancalade.

1. CALL TO ORDER & INTRODUCTIONS – Mike Gold, Chair  
[Meeting Presentation](#). Called to order at 4:04PM.
2. **ACTION: Approve minutes from [July 21, 2022 Placemaking Committee Meeting](#)**  
**Motion: 1<sup>st</sup>: Beach; 2<sup>nd</sup>: Nueno.**  
**Vote:** None opposed. John Abstained. **Motion Passes.**
3. STAFF REPORT – Stephanie Gonzalez, Placemaking Manager
  - a. Long Beach Walls
    - The Art Festival will take place in Downtown Long Beach from 8/29-9/4.
    - DLBA is a sponsor for KCRW Summer Nights Closing Party at Lincoln Park.
  - b. Downtown Walk Audit
    - [Walk & Roll](#) Long Beach will be from 9am-11am on Thursday 9/1.
  - c. Utility Box Wrap
    - Studio LBP shared some concepts for the utility box wraps.
    - Beach offered assistance to do a site visit if needed and Nueno suggested adding walk times to the new wraps.
4. CHAIRPERSON'S REPORT – Mike Gold
  - a. Update and Next Steps from Working Groups
    - i. Implementation Group
      1. Update: Review and discuss conversations with artists
        - Both muralists chosen were contacted and will submit a proposal to Gonzalez next week.
        - The anticipated start for the project is in the beginning of October.
      2. Next Steps: Collect and share submissions, share with stakeholders for approvals, select final design, schedule mural painting, partial street closure permit for painting
    - ii. Design Group
      1. Update: Review site plan updates, discuss ground decals

- Along the murals, it is recommended to have a plaque displaying the artists information.
- Heffernan, Gold, Burks, and Gonzalez will discuss coordinating the activation event possibly in October (Arts Month).
- Beach will share a test pattern of Option A and Option B with Burks for them to determine which is the best to implement.

2. Next Steps: Select lighting options and discuss installation details/vendor, ground decal permit

5. Old Business

6. New Business

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

8. Adjournment

Adjourned at 4:53PM.

**NEXT PLACEMAKING COMMITTEE MEETING:**

**Thursday, September 15, 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.