



**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, September 16, 2021
10:00 AM

[Join Zoom Meeting](#)
Meeting ID: 886 0008 0107
Passcode: 999556

Voting Present: Alan Burks, Patty Wirth, Cynthia Lujan, Maggie Stoll, Ian Jahns, John Tully, Shannon Heffernan, Fern Nueno
Voting Absent: Steve Gerhardt
DLBA Staff: Stephanie Gonzalez, Eileen Valencia, Jeremy Ancalade, Mike Berman

1. CALL TO ORDER & INTRODUCTIONS – Alan Burks, Chair
[Meeting presentation](#). Meeting called to order at 10:03 AM.
2. **ACTION: Approve minutes from [July 15, 2021](#) Public Realm Committee Meeting**
MOTION: 1st: Stoll, 2nd: Wirth
VOTE: Two abstentions. Motion passes.
ACTION: Approve minutes from [August 19, 2021](#) Public Realm Committee Meeting
MOTION: 1st: Burks, 2nd: Wirth
VOTE: Three abstentions. Motion passes.
3. Year in Review – Alan Burks, Chair
 - a. Challenges
 - b. Accomplishments
 - Jahns informed the group [of](#) some challenges and accomplishments the Marina Green working group has been facing. Understanding this space outside of being used exclusively for the Grand Prix.
 - Tully added that the Marina Green is an underutilized space and potential ways to activate it. Pedal Movement is interested in partnering with DLBA to make this a community space.
 - Stoll spoke about ideas on Elm Street. Many goals were difficult to accomplish by September, but some ideas include lightning improvements and plant upgrades. Through partnerships with other East Village business owners, Stoll is working on activation ideas (interactive elements, workshops, food trucks, etc.)
4. STAFF REPORT – Stephanie Gonzalez, Placemaking Manager
 - a. Park(ing) Day – September 17, 2021
 - Gonzalez reviewed the intention for Park(ing) Day 2021 and potential locations. Ultimately a collaboration with the Farmers Market was decided, with a focus on urban gardening and composting.

(continued on next page)

b. Update on Strategic Plan – Framework, Programs, and Ideas

- Gonzalez reviewed the language in the draft Strategic Plan Framework which consists of 5 main goals. Goals 4 and 5 specifically pertain to the Placemaking Committee. Some focus areas include:
 - Greenery throughout the Downtown
 - Enhanced partnerships with the City
 - Activating key locations with programming and physical enhancements
 - Improving signage
 - Differentiate Pine through potential/partial street closures with the goal to make some of this space more pedestrian oriented
 - Partnership with Long Beach Transit to help connect neighborhoods and businesses
- Overall, the Strategic Plan will advocate for an inclusive Downtown that works for and welcomes everyone.

5. Discussion on the Future of The Loop Site

- Gonzalez reported on the status of the Loop site after the car accident earlier this month. The Loop is being torn down and will be completely removed by the weekend.
- Public Works and Council District 2 have worked closely with DLBA to determine what is next for this site. DLBA's lease is up in a few days, so transferring this lot back to the City is being considered. If this happens, DLBA will continue to play a supporting role for the space.
- Burks asked the committee if it feels the DLBA should transfer control of this space back to the City while considering financial responsibility.
- Heffernan asked if the City would allow this to be open as public space. Burks advised that Coward is currently participating in discussions with the City about this.
- Stoll proposed the idea of a permanent use of this space rather than temporary projects that often are associated with higher/more frequent expenses.
- Burks reminded the committee that the Jergins tunnel sits under the site of the Loop which is a historic site.

6. Working Group Breakout Session – Project Wrap

- Gonzalez thanked the committee for their work while acknowledging the members who will not be returning next year.
 - a. WG1: Elm St – Promote + Improve Public Space Usage Throughout Downtown
 - b. WG2: Marina Green – Develop Creative Activations of Space/Promote Safely Being –Outdoors
 - c. Report Final Status

7. Old Business

8. New Business

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

10. Adjournment

Meeting adjournment at 11:07 AM.

NEXT PLACEMAKING COMMITTEE MEETING:
Thursday, October 21, 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.

E-Mail correspondence regarding agenda items can be directed to info@dlba.org. Agenda items may also be reviewed