Voting Present: Mike Gold, Laurie Gray, Alan Burks, Alan Pullman, Fern Nueno, Max Beach, Clay Wood, Hannah Moon
Voting Absent: N/A
DLBA Staff: Stephanie Gonzalez, Amanda Barrera

1. CALL TO ORDER & INTRODUCTIONS – Mike Gold, Chair
   Meeting presentation. Called to order at 4:10 PM.

2. ACTION: Approve minutes from August 30, 2022 Placemaking Committee Meeting
   MOTION: 1st: Beach; 2nd: Burks.
   VOTE: None opposed. No abstentions. Motion passes.

3. STAFF REPORT – Stephanie Gonzalez, Placemaking Manager-
   a. Update on DLBA Placemaking Department Programs
      i. Activate key locations with art, music, and culturally responsive placemaking, including programming and physical place enhancements
         • Holiday Decorations, One Downtown Street Pole Banners, Safety Lighting Campaign, Mutt Mitt Station Expansion, Park(ing) Day, Micro Activations (Bike Month, Black History Month, Etc.).
      ii. Partner with the City to ensure a clean, safe, and enjoyable experience at the newly developed Lincoln Park
         • Partnering with Lincoln Park “Programming” and “Operations and Place Management” Committees to assist with activations.
         • Pullman shared the new website for the Park showing events and programs.
      iii. Green Downtown
         • Looking to continue tree planting, add the sponsorships of trees, and ongoing maintenance.
      iv. Develop comprehensive wayfinding (signage) throughout Downtown
         • Utility box wraps.
      v. Differentiate Pine Avenue
         • Supporting the North Pine Vision Plan once finalized.
   c. Downtown Walk Audit – November 2nd.

4. CHAIRPERSONS REPORT – Mike Gold
   a. Discussion of Proposed FY 22/23 Committee Goals
      i. Goal 1 - Activate key locations with art, music, and culturally responsive placemaking, including programming and physical place enhancements
• Monthly Guided Walks – work with community partners, consider guest
guides, focus on theme or neighborhood, and design sharable PDF
versions.
• Walking tours could start/end somewhere with a small activation or event.
• Moon advised a platform to share the walks could be on this website.
• Walk Audits – Observe and report on safety concerns such as lighting,
tree wells / planters, sidewalk cracks, and opportunities for art.

ii. Goal 2 - Green Downtown
• Focus on trees – care, planting, sponsorship model, long term tree-care,
tree audits, and establishing a tree ambassador program.

5. ACTION: APPROVAL OF FY 22/23 COMMITTEE GOALS
MOTION: 1st: Pullman; 2nd: Gray.
VOTE: None opposed. No abstentions. Motion passes.

a. Discussion of Proposed Committee Projects
• Walk Audit Working Group: Gray (Lead), Beach, Wood, Burks, Moon.

6. Old Business
• LaJon started the mural on Waite Court.

7. New Business
• A new installment of public art at the transit gallery is in process.

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

9. Adjournment
Adjourned at 4:56 PM.

NEXT PLACEMAKING COMMITTEE MEETING:
Tuesday, November 15, 2021
4:00 PM
Location: Hybrid – Zoom & DLBA Conference Room
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.
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with Disabilities Act, please make your request by phone to (562) 436-4259, by noon the day prior to the meeting.