



**DOWNTOWN
LONG BEACH
ALLIANCE**

MEMBERS

Mike Gold, Chair
Laurie Gray, Vice Chair
Alan Burks
Alan Pullman
Clay Wood
Fern Nueno
Hannah Moon
Max Beach

STAFF

Stephanie Gonzalez,
Placemaking Manager

Amanda Barrera,
Administrative Assistant

PLACEMAKING COMMITTEE MINUTES

Tuesday, October 18, 2022
4:00 PM

Join Zoom Meeting
Meeting ID: 861 1076 8751
Passcode: 024781

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.
 - b. Bike and Pedestrian Count – October 27th & 29th.
 - c. Downtown Walk Audit – November 2nd.
4. CHAIRPERSONS REPORT – Mike Gold
 - a. Discussion of Proposed FY 22/23 Committee Goals
 - i. Goal I - 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.
- Green Downtown Working Group: Nueno (Lead), Pullman, Wood, Gold.

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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