



**DOWNTOWN
LONG BEACH
ALLIANCE**

MEMBERS

Mike Gold, Chair
Alan Burks, Vice Chair
Cynthia Luján
Daniel Dominguez
Fern Nueno
John Tully
Steve Gerhardt
Shannon Heffernan

STAFF

Stephanie Gonzalez,
Placemaking Manager

Kelsey Mader,
Executive Assistant

PLACEMAKING COMMITTEE MINUTES

Thursday, October 21, 2021
4:00 PM

[Join Zoom Meeting](#)

Meeting ID: 838 4362 4582

Passcode: 401729

Voting Present: Mike Gold, Alan Burks, Fern Nueno, John Tully, Shannon Heffernan

Voting Absent: Cynthia Luján, Daniel Dominguez, Steve Gerhardt

DLBA Staff: Stephanie Gonzalez, Kelsey Mader, Justine Nevarez, Michael Berman, Jeremy Ancalade

Guests: Max Beach

1. CALL TO ORDER & INTRODUCTIONS – Mike Gold, Chair
[Meeting presentation](#). Called to order at 4:03 PM.
 - The group introduced themselves and shared their affiliation with Downtown.
2. **ACTION:** Approve minutes from [September 16, 2021 Placemaking Committee Meeting](#)
MOTION: 1st: Burks; 2nd: Nueno
VOTE: None opposed. No abstentions. Motion passes.
3. STAFF REPORT – Stephanie Gonzalez, Placemaking Manager
 - a. The Loop
 - The structure has been removed since the collision on Labor Day weekend. The lease has not been extended, and now Public Works is working with the 2nd Council District to make plans of what will go there next. DLBA has requested this remain a public space, but it's now up to the City.
 - Not managing the Loop now frees up Gonzalez's time for other projects this year.
4. CHAIRPERSONS REPORT – Mike Gold
 - a. Discussion of Proposed Committee Goals
 - Gonzalez, Gold, and Burks reviewed potential Committee goals laid out in the New Strategic Plan. These will be used as a starting point for discussion, with the intention of narrowing it down to 3 goals for this fiscal year.
 - Gonzalez reviewed the 5 goals on slide 7.
 - Beach asked if any types of goals have shown success in the past, and if that has an impact on what is being considered this year. Gonzalez explained that design treatments and signage marketing certain Downtown neighborhoods has been explored before, but there aren't metrics indicating success rates.
 - Burks and Heffernan discussed ways to beautify alleyways in the past. This brought attention from the City of Long Beach and neighboring businesses.
 - Nueno asked what specifically is meant by "unique design treatments". Gonzalez said this is left vague intentionally, and is open to interpretation and creativity, but one concept in mind is updating the creative crosswalks on Pine Ave.

- The Committee advocated for their preferred goals that are to be selected for this fiscal year, and where certain goals may be able to be combined.
- Gold added that the activations being discussed can be temporary or long-term.
- The three goals will be determined using Zoom's polling feature.
- Heffernan asked how the group will target areas of where to plant trees if choosing that goal. Gonzalez has been doing tree audits (specifically noting vacant tree wells) throughout Downtown. The Committee can decide on if it has a specific area it wants to focus on.
- Beach, Gold, and Gonzalez discussed potentially utilizing Goal A2 as a foundation for the other goals to be selected.
- Burks asked if another entity in Downtown is responsible for tree planting. DLBA is responsible for the maintenance of the tree wells within the Downtown, but Neighborhood Services and the City Arborist help with planting throughout the entire city.

5. **ACTION: Approve 3 FY 21/22 Committee Goals as follows:**

- **Seek activations that celebrate the diversity of people and culture in Downtown; Partnering with businesses, neighborhood associations, and non-profits on cultural programs.**
- **Consider alleyways that would be prime for temporary activations and place enhancing features (e.g., murals, festive lighting, games)**
- **Apply unique design treatments and new signage on crosswalks clearly indicating the pedestrian's right of way.**

MOTION: 1st: Nueno; 2nd: Burks.

VOTE: None opposed. No abstentions. Motion passes.

6. Discussion of Projects & Milestones to Accomplish Goals

7. **ACTION: Approve FY 21/22 Milestones/Projects**

MOTION TO POSTPONE: 1st: Burks; 2nd: Tully.

VOTE: None opposed. No abstentions. Motion passes.

8. Old Business

9. New Business

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

11. Adjournment

Meeting adjourned at 4:57 PM.

NEXT PLACEMAKING COMMITTEE MEETING:

Thursday, November 18, 2021

4:00 PM

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.

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