



**DOWNTOWN
LONG BEACH
ALLIANCE**

MEMBERS

Mike Gold, Chair

Laurie Gray, Vice Chair

Alan Burks

Alan Pullman

Clay Wood

Fern Nueno

Hannah Moon

Max Beach

Solimar Salas

STAFF

Stephanie Gonzalez,
Placemaking Manager

Amanda Barrera,
Admin Assistant

PLACEMAKING COMMITTEE MINUTES

Tuesday, November 15, 2022

4:00 PM

DLBA Conference Room

100 W Broadway, Suite 120

Long Beach, CA 90802

OR

[Join Zoom Meeting](#)

Meeting ID: 891 1914 1075

Passcode: 562731

Voting Present: Mike Gold, Laurie Gray, Alan Burks, Alan Pullman, Fern Nueno, Max Beach, Clay Wood.

Voting Absent: Hannah Moon, Solimar Salas

DLBA Staff: Stephanie Gonzalez, Amanda Barrera

1. Call To Order & Introductions – Mike Gold, Chair
[Meeting Presentation](#). Called to order at 4:04 PM.
 - a. Introduce Solimar Salas
 - Introduction moved: Salas not present.
2. **ACTION:** Approve minutes from [October 18, 2022 Placemaking Committee Meeting](#)
MOTION: 1st: Burks; 2nd: Beach.
VOTE: None opposed. No abstentions. Motion passes.
3. Staff Report – Stephanie Gonzalez, Placemaking Manager
 - a. Discuss December Meeting Date & Time
 - Committee confirmed December 20th at 4pm for next meeting.
 - b. Lincoln Park Winter Market Booth – Dec 17
 - Craft fair with activities, Santa meet & greet, games, live music, & more.
 - c. Downtown Circuit – www.ridecircuit.com/long-beach
 - Free shuttle service within Downtown service area from Th-Sun.
 - d. Downtown Holiday Adventure – Eventzee app, code: DTLB
 - Currently 74 participants and the scavenger hunt ends January 1st.
 - e. New Signal Wraps
 - 4 intersections on Pine have new signal wraps featuring local businesses.
 - f. Waite Court
 - The mural and lighting have been completed on Waite Court, the ground decals are the next step in the process.
4. Chairpersons Report – Mike Gold

a. Discussion of Proposed FY 22/23 Committee Milestones/Projects (Breakout Rooms)

i. Working Group 1 - *Activate key locations with art, music, and culturally responsive placemaking, including programming and physical place enhancements*

- Goal was shifted from last month due to the different walking tours already available.
- Pullman will share an activation plan his company previously worked on with the working group.
- First meeting scheduled on Nov. 30th 1pm-2pm at Burks office.

ii. Working Group 2 - *Green Downtown*

- The working group will map out areas to split up and audit the current tree wells in person.
- First meeting scheduled for 3pm-4pm on Dec. 6th for practice audit and establishing goals.

5. Old Business

6. New Business

- Long Beach Transit will bring back the Passport service Dec. 16th – MLK weekend.

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

8. Adjournment

Adjourned at 4:58PM.

NEXT PLACEMAKING COMMITTEE MEETING:

TBD

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.

E-Mail correspondence regarding agenda items can be directed to 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.