



**DOWNTOWN
LONG BEACH
ALLIANCE**

MEMBERS

Mike Gold, Chair

Alan Burks, Vice Chair

Cynthia Luján

Daniel Dominguez

Fern Nueno

John Tully

Max Beach

Steve Gerhardt

Shannon Heffernan

STAFF

Stephanie Gonzalez,
Placemaking Manager

Kelsey Mader,
Executive Assistant

PLACEMAKING COMMITTEE MINUTES

Thursday, December 16, 2021

4:00 PM

**The HUBB Courtyard
100 W. Broadway, Suite 120
Long Beach, Ca 90802**

Voting Present: Mike Gold, Alan Burks, Daniel Dominguez, Fern Nueno, Max Beach, Steve Gerhardt, Shannon Heffernan

Voting Absent: Cynthia Lujan, John Tully

DLBA Staff: Stephanie Gonzalez, Kelsey Mader, Amanda Barrera, Justine Nevarez

1. CALL TO ORDER & INTRODUCTIONS – Mike Gold, Chair
Called to order at 4:03pm.
2. **ACTION: Approve minutes from [November 18, 2021 Placemaking Committee Meeting](#)**
Motion: 1st: Burks 2nd: Beach.
VOTE: None opposed. No abstentions. Motion passes.
3. STAFF REPORT – Stephanie Gonzalez, Placemaking Manager
4. Review Place Assessments and Locations
 - Gonzalez informed they will be conducting place assessments on 4 of the 6 locations due to time constraints. She informed that the alley located at Waite Ct has vehicle and pedestrian access which would be a smaller project to work on lighting or mural enhancements.
 - Businesses adjacent to the alley at Waite Ct have expressed interest in some of those improvements.
 - Gonzalez will share a document regarding activating some of the alley ways they will be visiting which someone from the City contacted DLBA about in the past.
 - One of the locations not being visited today on Alta Way was previously beautified but will need some attention. Gonzalez advised this can be a good location to see how it has survived and what can be improved.
 - The second location not being visited on Frontenac Ct has a development coming in which will bring a lot of small businesses nearby. The Arts Council has shown interest in this space.
 - Gonzalez advised the group can enter information on any spaces they feel would also be good candidates for the project.
 - The group visited the following locations and performed site assessments:
 - First location: W Roble Way which was in the mockups that Gonzalez will share with the group.
 - Second location: W Cereza Way.
 - Third location: Between E 6th St and E 7th St on Pine Ave.
 - Fourth location: Waite Ct is used for residential parking access/vehicles and pedestrians.
5. Old Business
6. New Business
7. Public Comment (three minutes on all non-agenda items)
8. Adjournment
Adjourned at 5:07pm.

NEXT PLACEMAKING COMMITTEE MEETING:

Thursday, January 20, 2021

4:00 PM

Location: TBD

***Mission: Cultivate, preserve, and promote a healthy, safe, and prosperous
Downtown.***