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:
     o First location: W Roble Way which was in the mockups that Gonzalez will
       share with the group.
     o Second location: W Cereza Way.
     o Third location: Between E 6th St and E 7th St on Pine Ave.
     o 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.