



**DOWNTOWN  
LONG BEACH  
ALLIANCE**

**Placemaking  
Committee Members:**

Alan Burks, Chair

Patty Wirth, Vice Chair

Griselda Suarez

Maggie Stoll

Ian Jahns

Steve Gerhardt

John Tully

Shannon Heffernan

Fern Nueno

**DLBA Staff:**

Mariah Hoffman  
Placemaking Manager

## PLACEMAKING COMMITTEE MINUTES

Thursday, September 17, 2020

10:00 AM

[Zoom Conference Link:](#)

**Voting Present:** Patty Wirth, Steve Gerhardt, John Tully, Shannon Heffernan, Fern Nueno

**Voting Absent:** Alan Burks Griselda Suarez, Ian Jahns, Maggie Stoll

**DLBA Staff:** Broc Coward, Mariah Hoffman, Monica Morrill, Kelsey Mader

**Guests:** Cynthia Lujan, Arts Council

1. **CALL TO ORDER & INTRODUCTIONS** – Patty Wirth, Vice Chair  
Meeting called to order at 10:05 am. [Meeting Presentation.](#)
2. **ACTION: Approve minutes from July 16, 2020 Public Realm Committee Meeting 1<sup>st</sup>: Nueno. 2<sup>nd</sup>: Gerhardt. None opposed, no abstentions. Motion Carries.**
3. **STAFF REPORT - Mariah Hoffman**  
Hoffman announced her departure from the DLBA and thanked the committee for their hard work over the last year. She also introduced Stephanie Gonzalez, new DLBA Placemaking Manger.
  - a. **Open Streets Initiative-** Hoffman presented *slide 6*. Added loading zones and designated curbside pickup areas. Allows 15ft of fire and pedestrian access. Continued outreach to businesses being conducted to better understand the need for parklets during Phase II as well as considering options to better cater to businesses that might have different needs. Gerhardt: Is there any information on how Open Streets has increased revenue for businesses? Hoffman replied that there has been a positive response and businesses have been able to recover revenue as well as hire back employees. Extended until December 2020. Hoffman asked Wirth about the closures in Huntington Beach and how they compare to Downtown Long Beach (DTLB). Wirth explained that the closures are very similar, and that sales improved in Huntington, so she feels sales likely improved on Pine as well.
  - b. **Dine Out/ Shop Out DTLB-** Hoffman presented *slide 7*. interactive map has been updated that allows ability to filter through different options online. QR codes link directly to map from phone. Signage for promoting campaign through sandwich boards, k-rails, and traffic signal wraps. Gerhardt: Is there information regarding parking utilization for the last couple of months? Hoffman answered that surveys have been conducted pertaining to parking meters that directly support revenue for capital improvements and public realm. There has been a loss in revenue because metered parking spots are now being occupied by parklets and Open Streets. Data is being tracked through partnership with Public Works. Cars are being redirected to lots instead of parking meters which offer 2 hours free parking as incentive to shop/dine in Downtown. Some red zones have been converted into curbside pickup/loading zones.
  - c. **Dashboard/ Budget-** Hoffman presented *slide 8*.

4. CHAIRPERSONS REPORT – Patty Wirth, Vice Chair  
Working Group Short and Long-Term Goal Discussion- *slide 9 presented*
  - a. WG1: Re-Imagining Parklets and Park(ing) Day- Hoffman introduced the idea of green spaces in addition to parklets for Park(ing) day next year.
  - b. WG2: Open Streets Assessment- Hoffman elaborated on public facing, mobile app. Gerhardt requested to see Open Streets for a longer period of time. MJH Business asking about making temporary parklets more permanent. City is still working on adapting to more permanent design and what those design standards would be.
  - c. WG3: Signage + Wayfinding - Floor decals to guide people through Open Streets space.
5. Old Business
6. New Business – Nueno shared that the City is promoting grant and loan opportunities for small businesses and non-profits for anything COVID related as well as Transition and Technology grants for businesses to be able to transition into contactless payments.
7. Public Comment (three minutes on all non-agenda items)
8. Adjournment

Meeting Adjourned at 10:49 am

**NEXT PLACEMAKING COMMITTEE MEETING:**

**Thursday, October 15, 2020**

**10:00 AM**

**Location: ZOOM**

***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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