

Placemaking Committee

Zoom Conference Call

October 18 2022, 4pm



DOWNTOWN
LONG BEACH
ALLIANCE

Zoom Ground Rules:

- Once admitted into the “meeting room” your microphone (mic) will be placed on mute by the host...you may choose whether to keep your video on or turn off
- When meeting is called to order, we will take a brief roll call for Placemaking Committee members, this will be done by Mike Gold or Kelsey Mader
- All agenda action items will be conducted by a roll call vote, done by Mike Gold or Stephanie Gonzalez
- The mics of Mike Gold, Laurie Gray, and Stephanie Gonzalez will remain on for the entire meeting, to keep things flowing
- In order to pose a question or add comments, you should utilize the toolbar at the bottom of your screen, select “participants” where you will find an option to raise your hand
- The host or presenter will acknowledge raised hands one at a time and will unmute your individual mic
- You are encouraged to keep your questions or comments brief, in order to allow time for others to take part
- This meeting will be recorded, as is standard for all DLBA meetings

I. Call to Order (Roll Call) & Introductions

Placemaking Committee:

1. Mike Gold, Chair
2. Laurie Gray, Vice Chair
3. Alan Burks
4. Alan Pullman
5. Clay Wood
6. Fern Nueno
7. Hannah Moon
8. Max Beach

2. Minutes

Action: Approve minutes from August 30, 2022 meeting

3. Staff Report – Stephanie Gonzalez

- a. Update on DLBA Placemaking Department Programs**
- b. Bike and Pedestrian Count – October 27th & 29th**
- c. Downtown Walk Audit – November 2nd**

3. Staff Report – Stephanie Gonzalez

Showcase the beauty, creativity, and unique sense of place in Downtown for all to enjoy

A. Activate Key locations with art, music, and culturally responsive placemaking, including programming and physical place enhancements

Holiday Decorations

One Downtown Street Pole Banners

Safety Lighting Campaign

Mutt Mitt Station Expansion

Park(ing) Day

Micro Activations (Bike Month, Black History Month, etc.)

B. Partner with the City to ensure a clean, safe, and enjoyable experience at the newly developed Lincoln Park

Lincoln Park “Programming” and “Operations and Place Management” Committees

C. Green Downtown

Tree Plantings, Sponsorship, and Ongoing Maintenance

D. Develop comprehensive wayfinding (signage) throughout Downtown

Utility Box Wraps

E. Differentiate Pine Avenue

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4. Chairperson's Report – Mike Gold

a. Discussion of Proposed FY 22/23 Committee Goals

- i. Activate key locations with art, music, and culturally responsive placemaking, including programming and physical place enhancements**
- ii. Green Downtown**

4. Chairperson's Report – Mike Gold

Action: Approve Proposed FY 22/23 Committee Goals

4. Chairperson's Report – Mike Gold

a. Discussion of Proposed FY 22/23 Committee Projects

- i. Activate key locations with art, music, and culturally responsive placemaking, including programming and physical place enhancements**
 - Monthly Guided Walks – work with community partners, consider guest guides, focus on a theme or neighborhood, design pdf versions to live on website and to be shared or printed
 - Walk Audits – Perform audits to observe and report on public space elements such as lighting, tree wells & planters, sidewalk cracks, opportunities for art
- ii. Green Downtown**
 - Trees - Focus on tree care, plan Spring tree planting, develop sponsorship or partnership model, consider long-term tree care, perform tree audits, establish tree ambassador program

5. Old Business

6. New Business

7. Public Comment